

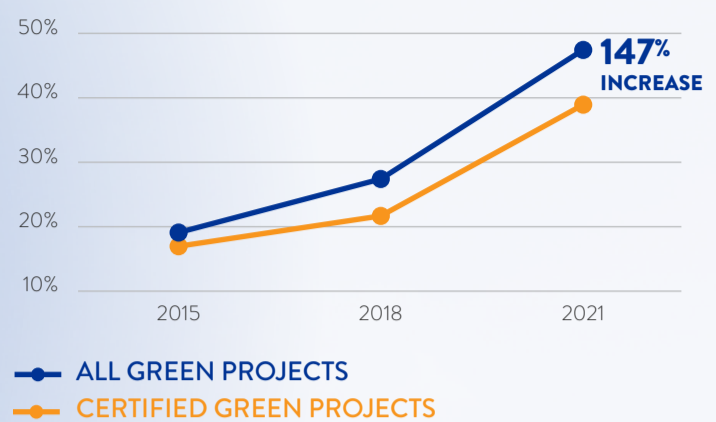
5 KEY FINDINGS

BASED ON RESPONSES FROM OVER 2,000 GREEN BUILDING PROFESSIONALS IN 86 COUNTRIES: ARCHITECTS, ENGINEERS, CONTRACTORS, OWNERS, SPECIALISTS/CONSULTANTS

1

SIGNIFICANT GROWTH IS EXPECTED IN GREEN BUILDINGS, BUT THAT MAY NOT TRANSLATE TO THE SAME GROWTH IN GREEN BUILDING CERTIFICATION

PERCENTAGE GROWTH IN 60% GREEN BUILDING ACTIVITY



2

VALUE REMAINS THE FOUNDATION OF THE GREEN BUILDING MOVEMENT

IN 2018



8-14% ▼
DECREASED OPERATING COSTS
(1-5 YEARS)



5-7% ▲
INCREASED ASSET VALUE
(ACCORDING TO OWNERS)



6-7 YEARS
PAYBACK PERIOD

3

FOR THE FIRST TIME, CREATING HEALTHIER BUILDINGS IS BECOMING A PRIORITY

TOP 3 (OF 10) DRIVERS OF FUTURE GREEN BUILDING ACTIVITY



34%

1 | CLIENT DEMANDS



33%

2 | ENVIRONMENTAL REGULATIONS

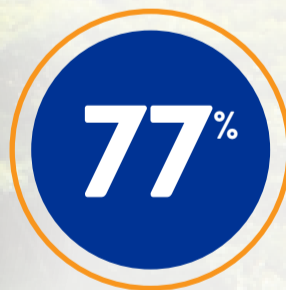


27%

3 | HEALTHIER BUILDINGS

4

SOCIAL REASONS FOR BUILDING GREEN ARE GROWING IN IMPORTANCE

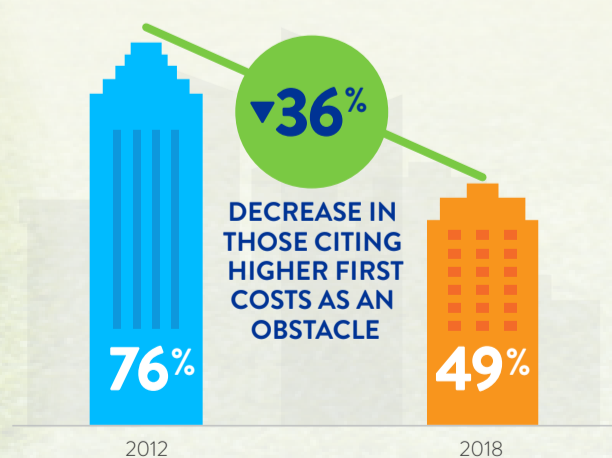


THE NUMBER OF GLOBAL RESPONDENTS WHO RANKED IMPROVING OCCUPANT HEALTH AND WELL-BEING AS IMPORTANT

5

HIGHER FIRST COSTS ARE DROPPING, BUT REMAIN THE TOP BARRIER TO BUILDING GREEN

TOP BARRIER TO INCREASED GREEN BUILDING



TO LEARN MORE ABOUT THE WORLD GREEN BUILDING TRENDS 2018 SMARTMARKET REPORT, VISIT:
WORLDGREENBUILDINGTRENDS.COM