PEOPLE:
1. Every green building professional has a current, relevant credential that supports a culture of lifelong learning.
2. Citizens celebrate workplaces, schools, and communities that are sustainable, equitable, and resilient.

EXISTING BUILDINGS:
1. All existing buildings meet or exceed the 2030 Challenge goals to reduce energy use, water use, and transportation emissions by 50%.
2. All buildings are carbon neutral by 2050.
3. Every K-12 school is a certified green, healthy school.

NEW CONSTRUCTION:
1. Every new building and major retrofit is LEED or WELL Silver, Passive House, zero net energy, Living Building, or better.
2. All new buildings are carbon neutral by 2030, and meet the 2030 Challenge goals of 50% reductions in water use and transportation emissions below baseline.

COMMUNITIES & SYSTEMS:
1. Every new development is certified LEED-ND Silver, WELL Community Silver, Living Community Challenge, or better; existing neighborhoods are empowered as ecodistricts.
2. Western Pennsylvania is a manufacturing and technology hub that regenerates communities, the environment, and the economy.

NETWORKS OF INFLUENCE
GBA leverages a broad network of partners to drive sustainable practices at every scale of the built environment. Our strategic alliances with the City Energy Project, Pittsburgh Living Product Hub, and Pittsburgh Ecodistricts Collaborative (emerging) connect national leaders with local practitioners, while our regional partnerships support green buildings and sustainable communities across Western Pennsylvania.

GBA is also a member of several national sustainability networks of influence, including the U.S. Green Building Council’s (USGBC) chapter network, the 2030 Districts Network, and the Green Schools National Network.

OUR VISION
Green Building Alliance advances innovation in the built environment by empowering people to create environmentally, economically, and socially vibrant places.

Founded in 1993, GBA is an independent 501(c)3 nonprofit organization—and one of the oldest regional green building organizations in the United States. GBA proudly serves Pittsburgh and the 26 counties of Western Pennsylvania, with stakeholders across the Mid-Atlantic, United States, and world.

EVERY BUILDING AND COMMUNITY IS SUSTAINABLE SO EVERY PERSON CAN THRIVE.

OUR VALUES
While the built environment is inherently resource intensive, we aspire toward sustainability that positively impacts planet, people, places, and markets.

1. Regeneration + Interconnectivity: We collaborate with professionals and residents to create places where all people can thrive.
2. Leadership + Innovation: We are committed to transforming the built environment within a generation, using proven solutions and innovative approaches to advance our vision.
3. Community + Equity: We collaborate with professionals and residents to create places where all people can thrive.

GOALS
1. PEOPLE: Every green building professional has a current, relevant credential that supports a culture of lifelong learning.
2. EXISTING BUILDINGS: All existing buildings meet or exceed the 2030 Challenge goals to reduce energy use, water use, and transportation emissions by 50%. All buildings are carbon neutral by 2050.
3. NEW CONSTRUCTION: Every new building and major retrofit is LEED or WELL Silver, Passive House, zero net energy, Living Building, or better.
4. COMMUNITIES & SYSTEMS: Western Pennsylvania is a manufacturing and technology hub that regenerates communities, the environment, and the economy.

GBA IN BRIEF
Green Building Alliance advances innovation in the built environment by empowering people to create environmentally, economically, and socially vibrant places.
**EMPOWER COLLABORATION LEADERSHIP CERTIFICATION**

**CONNECT RESOURCES EXPERTISE PEOPLE**

**SHARE PERSPECTIVES SUCCESSES STORIES**

**ADVANCE PERFORMANCE INNOVATION POLICY**

**DRIVE INNOVATION & DEMAND IN THE GREEN BUILDING MARKET**
- Provide a range of educational experiences varying by topic, expertise, and learning style
- Specialize in trainings across certifications and credentials, including LEED, GPRO, Passive House, and Living Future
- Educate stakeholders on established and emerging issues for healthy indoor environments and communities, including the WELL Building Standard, social and geographic determinants of health, equitable development, biophilia, and more

**SUPPORT SUSTAINABILITY PLANNING & EVALUATION TO GALVANIZE TRANSFORMATIVE IMPACT**
- Strengthen technical support provided to project teams, developers, funders, and municipalities
- Provide guidance to projects for the City of Pittsburgh, Urban Redevelopment Authority, and Uptown EcoInnovation District
- Provide owner advisement to projects of varying scales, with sustained support for Hazelwood Green

**ADVOCATE FOR SUSTAINABILITY AT ALL SCALES OF THE BUILT ENVIRONMENT**
- Update and incentivize city green building legislation and beyond code building application
- Champion Erie Resilience Plan and Community Resilience Action Network Erie (CRAANE) green roadmap
- Collaborate on sensitive statewide green building, energy and water efficiency, and financing policies
- Partner to create healthy products purchasing guide and commitment

**CATALYZE SUSTAINABLE INNOVATIONS FROM INITIAL INVESTMENT TO WIDESPREAD ADOPTION**
- Drive creative funding models, including PennSEFF, energy efficiency capacity credits, PACE, and impact investing
- Investigate transformative project financing that catalyzes sector-shifting change across schools, communities, and cities
- Identify market gaps for innovators and first adopters in regenerative technologies

**INCREASE ACCESS TO INTERNATIONAL BEST PRACTICES IN GREEN BUILDING**
- Reinvigorate technical inquiry library with “Ask Olive” online advice forum
- Build inquiry-driven connections to service providers, funding sources, government agencies, and product suppliers
- Convene Health Learning Circle to develop regional implementation of healthy building and maintenance practices

**STRENGTHEN MEMBERSHIP ENGAGEMENT STRATEGIES TO PROMOTE CROSS-SECTOR COLLABORATION**
- Grow GBA membership across Western Pennsylvania, including Advocate and Lifetime membership levels
- Honor GBA member contributions with dedicated member-only events and opportunities
- Enhance relationships with stakeholders from public, environmental, and community health domains

**LEVERAGE GBA’S NETWORK OF STRATEGIC PARTNERSHIPS**
- Maintain USGBC chapter status, 2030 District Network leadership status, and Green Schools National Network engagement
- Support City of Pittsburgh in benchmarking implementation, expansion, and analysis through training delivery and data support
- Partner with Pittsburgh Living Product Hub to advance green manufacturing in the region

**PROVIDE ACCURATE & ACCESSIBLE INFORMATION ON GREEN BUILDINGS & COMMUNITIES**
- Publish weekly national newsletter that pairs regional events with leading international stories
- Transform website to reflect GBA’s mission, vision, and strategic initiatives; integrate all websites
- Catalog and analyze regional green and ultra-efficient building performance across certification approaches

**CREATE CONTENT THAT ALLOWS ALL CITIZENS TO REALIZE SUSTAINABILITY PRINCIPLES & PRACTICES**
- Broaden access to GBA’s events through public library of videos and downloadable guides
- Curate blog to feature local perspectives, regional developments, and national trends

**COMMUNICATE PITTSBURGH’S SUSTAINABLE TRANSFORMATION ON THE LOCAL, NATIONAL & GLOBAL STAGE**
- Create suite of presentation tools for regional GBA Speakers Bureau
- Expand depth and breadth of Pittsburgh’s green story through national media placements and coverage

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**GREEN & HEALTHY SCHOOLS ACADEMY**

**BUILD CULTURE OF SUSTAINABILITY IN K-12 EDUCATION & ADMINISTRATION**
- Complete third cohort of School Sustainability Culture Program
- Benchmark six years of School Sustainability Culture Program
- Explore model for Sustainability Culture Program at district and national scales
- Support direct youth engagement through environmental clubs

**AMPLIFY GREEN & HEALTHY SCHOOL OPERATIONS & CONSTRUCTION**
- Scale green and healthy schools workshops throughout Western Pennsylvania and West Virginia, re-engaging committed participants and reaching new audiences
- Develop national school facility operations credential
- Advance healthy school practices through trainings, walkthroughs, and mini-grants

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**PITTSBURGH 2030 DISTRICT**

**FULFILL 2030 CHALLENGE’S INTERIM GOAL OF 20% REDUCTIONS IN ENERGY USE, WATER CONSUMPTION & TRANSPORTATION EMISSIONS**
- Release Indoor Air Quality Protocol for baseline creation and annual reporting
- Recruit, engage, and support buildings smaller than 100,000 square feet
- Create Oakland transportation baseline and conduct Make My Trip Count 2.0

**STRENGTHEN DATA ANALYTICS & CONTEXTUALIZATION TO DRIVE PERFORMANCE-BASED DECISIONS**
- Collaborate with utilities to streamline consumption data quality and reporting
- Implement software tools for enhanced visualization, benchmarking, and analysis of District wide and individual property progress

**EXPAND 2030 CHALLENGE PARTICIPATION REGIONWIDE**
- Expand boundary to Uptown EcoInnovation District and other strategic areas
- Continue public participation through Bridge to 2030 education series
- Advance exploratory Erie 2030 District toward Emerging District status
- Create 2030 Affiliate Property standing for any building that pursues and annually reports toward 2030 Challenge goals