

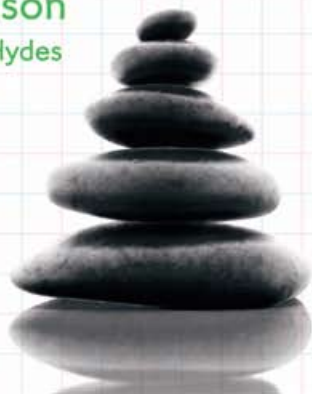


Green Building A^{to}Z

Understanding the Language
of Green Building

Jerry Yudelson

foreword by Kevin Hydes



Foreword

By Kevin Hydes

At the beginning of the millennium, which now seems like a lifetime ago in terms of green building chronology, I happened to meet another engineer as we were beginning to embark on a new wave of buildings and next-generation green design. At the time I had just become president of my former firm, the Canadian-based Keen Engineering, and I was articulating the vision we had set, to change our focus from “blue” to “green,” from traditional building service or mechanical engineering to a more enlightened direction.

We talked about the imperative of the design and construction community making the shift to a new paradigm and how could we do this quickly, effectively and economically. My biggest challenge was not only to train a new generation of thinkers but to find many more, as the market demand for green building know-how was beginning to explode, along with the rapid growth of our own business.

As I described my frustration at not being able to “find” enough good folks but noted that I had no difficulty in finding clients, the engineer across the table looked at me calmly and said, “Kevin, your solution is simple — recruiting and marketing are the same thing, two sides of the same coin.” In an instant I realized that not only was he right, but all I needed to do was apply the same ideas and conviction in dealing with potential recruits that I was using with my clients. It worked: our firm tripled in size in five years and became much more profitable.

That engineer’s name was Jerry Yudelson. Jerry has a unique gift, one that few of us possess, to take a series of complex and often conflicting data, make sense of it, then boil the message down to its essence. In my opinion, he is one of the great communicators of our time.

In recent months, thanks to a confluence of events, we have seen the momentum build globally around a shared concern for the future of our planet. Climate change has shifted from being a purely scientific discus-

sion to a mainstream concern in a short period of time. Even in recent weeks, we have seen new information from the Intergovernmental Panel on Climate Change confirming the part that humanity has had in creating this problem. Business and government leaders returned from the 2007 World Economic Forum in Davos, Switzerland, united in their resolve to lead the fight against climate change. This is an historic moment.

We now know that residential and commercial buildings are the biggest single contributor to producing carbon dioxide emissions, intimately linked with global warming. At the heart of the building industry are designers, builders, developers and product manufacturers who are now committed to working together to change the way we do business. As former chair of the US Green Building Council and now incoming chair of the World Green Building Council, I have had an opportunity to observe how industry and government are coming together to dramatically reduce the impact of buildings on the environment, using new technologies and systems that help in reducing carbon dioxide emissions, improving the quality of stormwater and reducing the habitat destruction caused by urban growth.

This book is a valuable resource for those who want to know more about the full range of issues tackled by the green building movement. It weaves the global issues, the historic perspectives and precedents for green buildings, current and emerging technology and trend data that lead the reader, not only in understanding the principles and business case for shifting to green practice, but also in shifting the mindset from service provider or supply-chain player, to concerned and knowledgeable advocate.

I often ask people, “Who was the greatest engineer — Thomas Edison or Henry Ford?” For me, the answer is “both”: Edison, the greatest inventor of his time, and Ford, the great replicator, the industrialist. In the late 19th century, Edison developed many inventions that led us into a new era of technological advancement. He created the first industrial research laboratory that systematically looked for solutions to pressing problems. Ford took some of Edison’s inventions, as well as those of Harvey Firestone (tires) and others, and focused on replication, refinement and simplification, so that we could all afford the inventions through mass production. Nearly 100 years ago, Ford developed the modern system of mass production that benefits all of us to this day.

Today we need to take the innovations created by many architects and engineers on a building-by-building basis in every region of the country and around the world, then replicate these best practices rapidly throughout the built environment. Written in simple language, easily accessible to the non-specialist, and backed up by data and common sense, this book is

a platform for aiding that replication, allowing us to shift to greening our cities and communities from just designing one building at a time, making first one organization at a time respond to the need for sustainable design and development, and finally leading to one “green city” at a time, until we have completely accomplished this green building revolution.

This book is all about ideas, proven and undeniable. From my own experience, I know that to effect massive change we need to take ideas and act upon them to be successful. The call for action is now. Thank you for this gift, Jerry.

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