



First Central and Eastern European Green Building Conference Features Keynote by Green Building Authority, Jerry Yudelson

Green building consultant and author of 12 books, Jerry Yudelson will keynote the first annual Build Green CEE conference in Budapest, Hungary, April 15th, 2010.

Tucson, Ariz. (Vocus) March 16, 2010 -- Leading green building consultant, Jerry Yudelson, principal of Yudelson Associates and author of 12 green building books, will deliver the opening keynote on Thursday, April 15th at the inaugural [Build Green CEE](#) conference, in Budapest, Hungary. Addressing hundreds of prominent construction, real estate and design decision-makers, along with key government officials from Central and Eastern Europe (CEE), Mr. Yudelson will examine the benefits and costs of green building, as well as barriers to change and ways to motivate action by the conference participants.

Green building consultant and author Yudelson joins a list of distinguished speakers including the CEO of the World Green Building Council; the CEO of the U.S. and U.K. Green Building Councils; and leading academic researchers from the region. Build Green CEE is sponsored by national green building councils from Romania, Poland and Hungary.

Commenting on his presentation, The Business Case for Green Building and Green Development, Yudelson said, “The climate change data are clear – we are in a global environmental crisis, and building design and operations must be a key part of the response,” asserts Yudelson. “We need to push past current limitations and short-term incremental performance improvements, to reach the goal of 80 percent energy use reduction in buildings (from current levels) by 2030. The key issue is to inspire and empower people in the building development and operations business to take the next significant steps.”

Yudelson states, “It’s imperative to forge relationships and build on our collective knowledge to address the critical issues we face. I’m pleased to be a keynote speaker at this important and first-of-its-kind event.” Build Green CEE takes place April 15 and 16 at the Hungarian Academy of Sciences in Budapest.

This Central and Eastern European green building keynote further extends Mr. Yudelson’s international presence as a green building authority. Yudelson recently keynoted the leading Asia-Pacific conference, [Green Cities 2010](#), in Melbourne, Australia, and this spring will keynote major national conferences in Doha, Qatar; Abu Dhabi, United Arab Emirates; and San Francisco, California.

About Jerry Yudelson

Jerry Yudelson has written 12 books on green building, green development and water conservation, more than any other authority in the field. Yudelson also offers a unique perspective from his work providing green development consulting to national and international clients from his base in Arizona. He says, “I’m eager to share what I’ve learned in researching these books and to hear about the successes of others firsthand.”

About Yudelson Associates



[Yudelson Associates](#) is a leading international firm in sustainability planning and green building consulting. The founder, Jerry Yudelson, is widely acknowledged as one of the nation's leading green building and sustainability consultants. He is the author of 12 green building books, including the forthcoming [Dry Run: Preventing the Next Urban Water Crisis](#) (New Society Publishers, 2010), and served for two years as Research Scholar for Retail Real Estate Sustainability for the International Council of Shopping Centers, a 70,000-member international trade organization. He is a frequent green building speaker at industry and professional conferences and chaired the industry's largest annual show, Greenbuild, for the past six years, from 2004 through 2009.

To learn more, visit www.greenbuildconsult.com or contact Jerry Yudelson at +1-520-207-9759.

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