

# Getting to Yes:

Winning and Making Your Next Project Net-Zero, LBC, or . . .

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Charley Stevenson

LEED AP BD+C

**integrated  
ecostrategy**

Bill Maclay

FAIA, LEED AP, Principal

**MaclayArchitects**  
CHOICES IN SUSTAINABILITY

Larry Jones

LEED AP BD+C

**atelier ten**



# Getting to 'YES'

Yes to the Goal of Ambitious Buildings

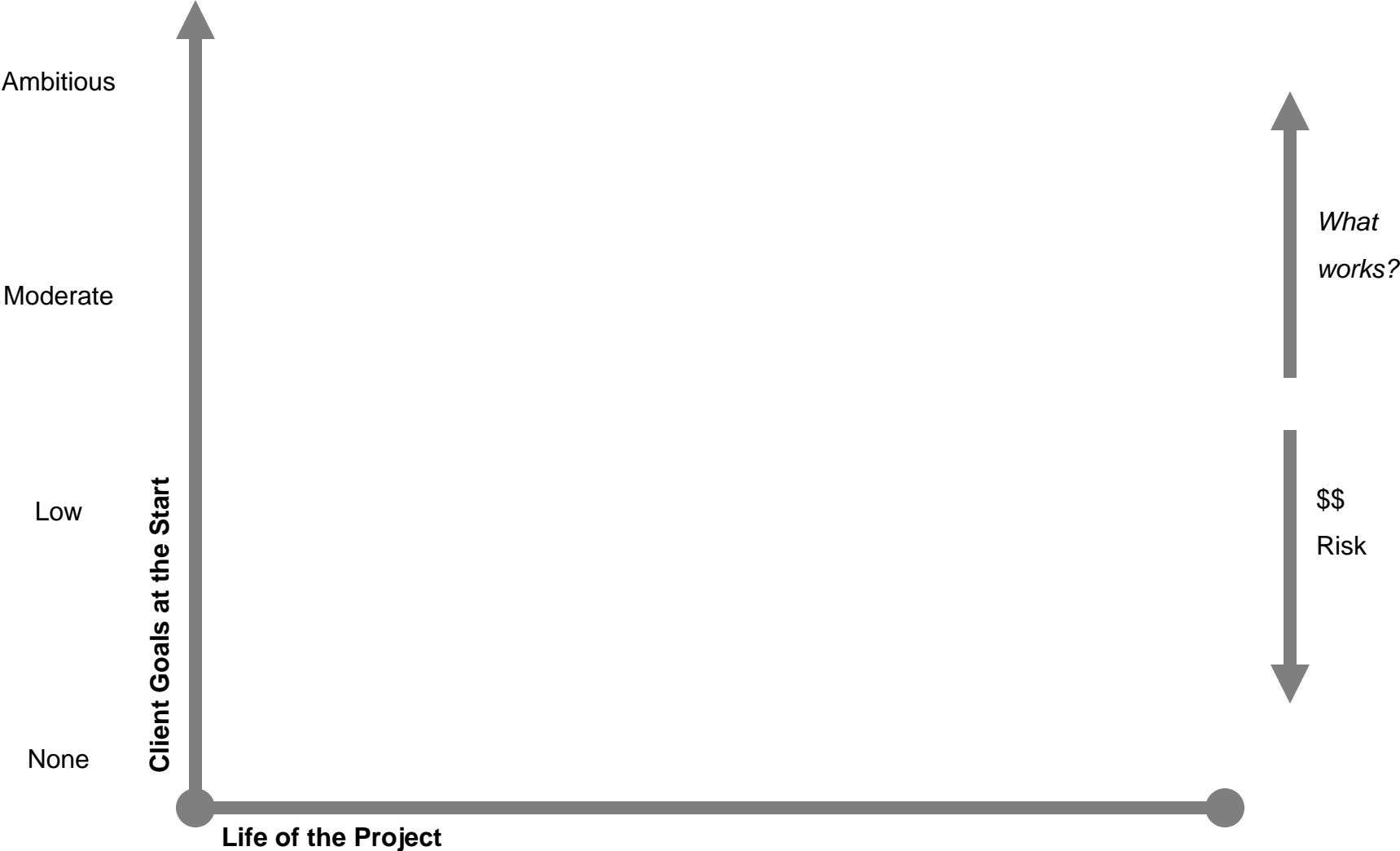
Charley Stevenson

Green Building Consulting & Materials Research

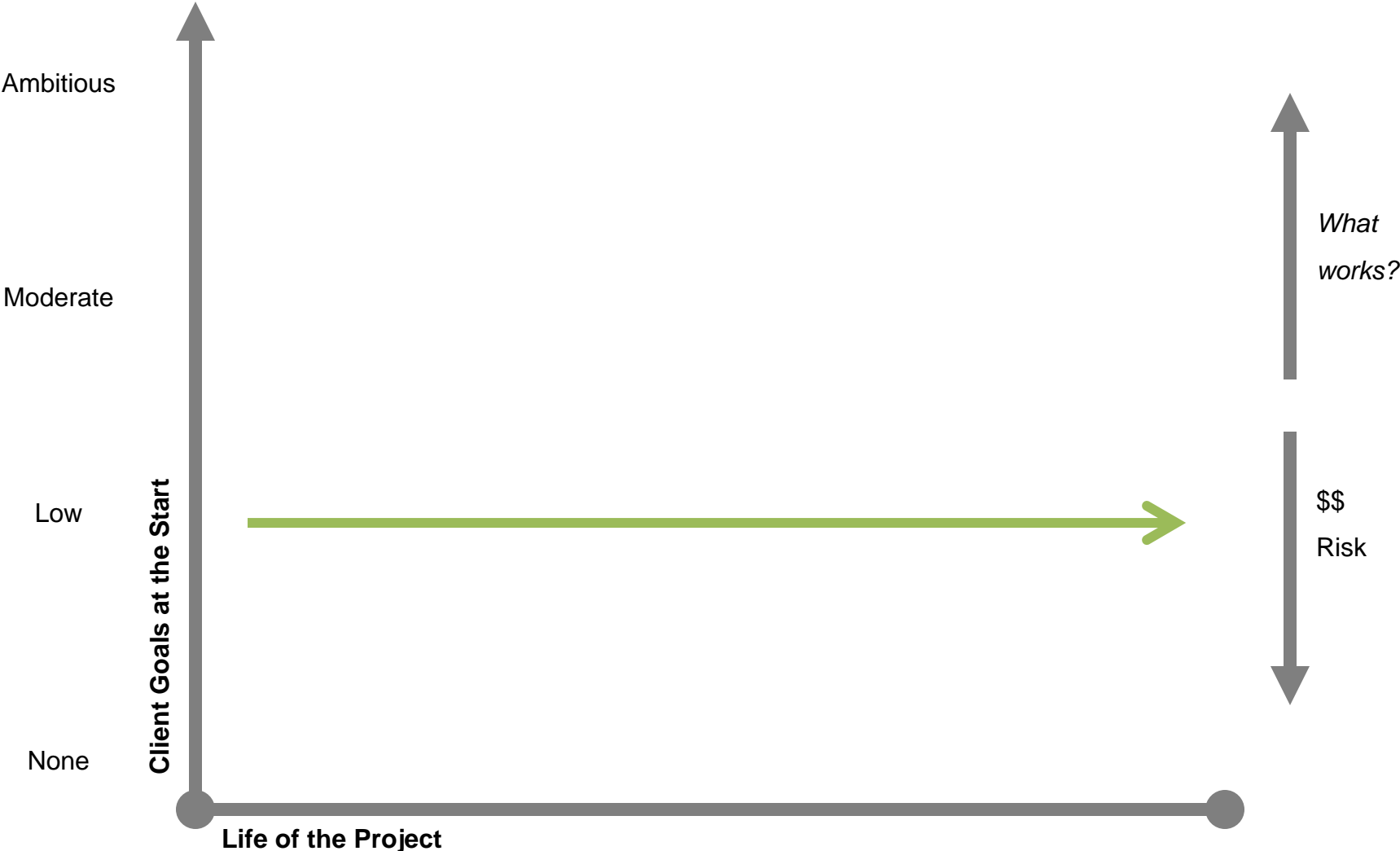
[charley@integratedecostrategy.com](mailto:charley@integratedecostrategy.com)

[integratedecostrategy](http://integratedecostrategy.com)

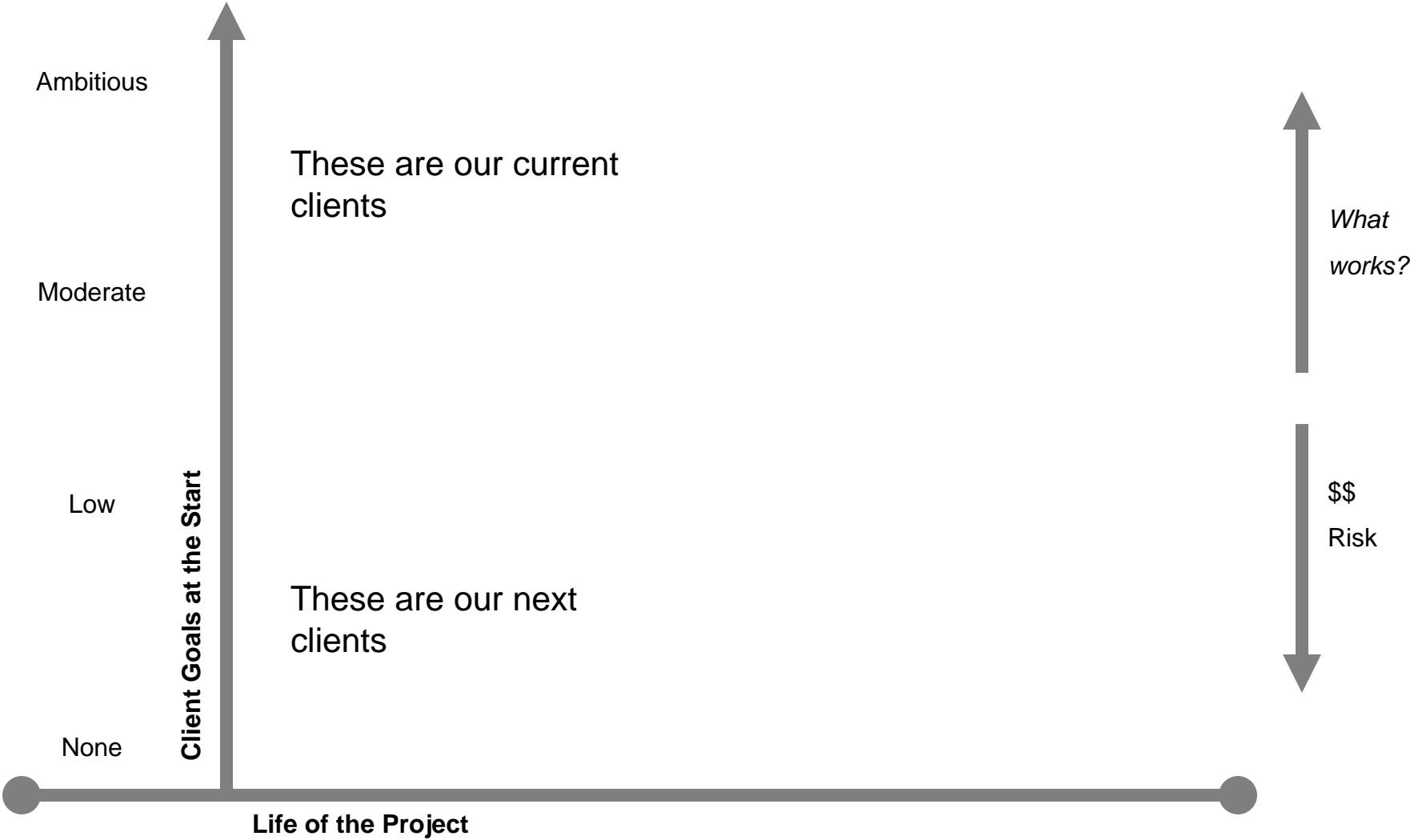
# Building Projects & Sustainability Goals



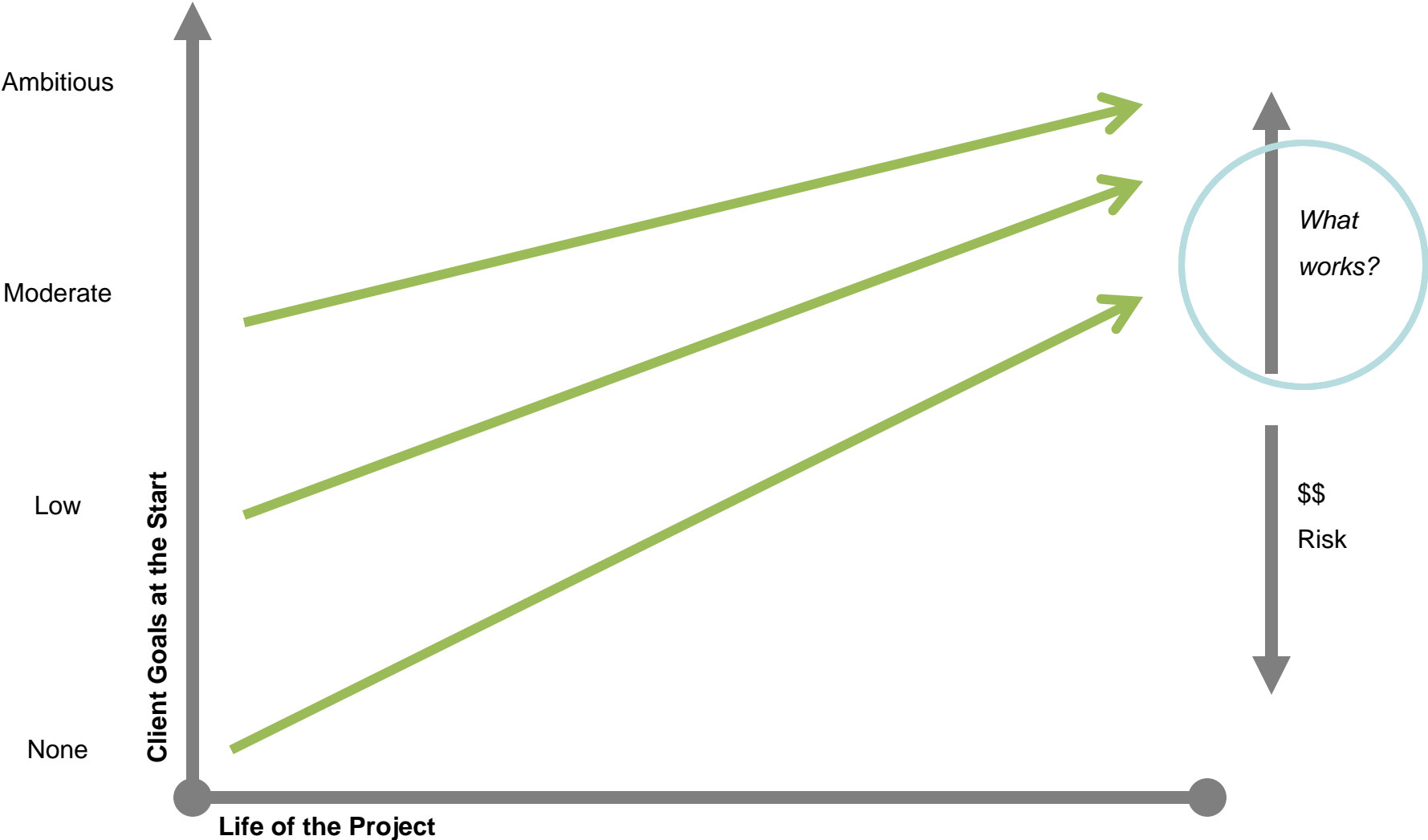
# Building Projects & Sustainability Goals



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# How to Move the Green Building Goals

**Resonating**

Lower First Costs

Benchmarking

Ongoing Energy & Maintenance Costs

Life Cycle Costs

Human Costs: Productivity from Healthier Buildings

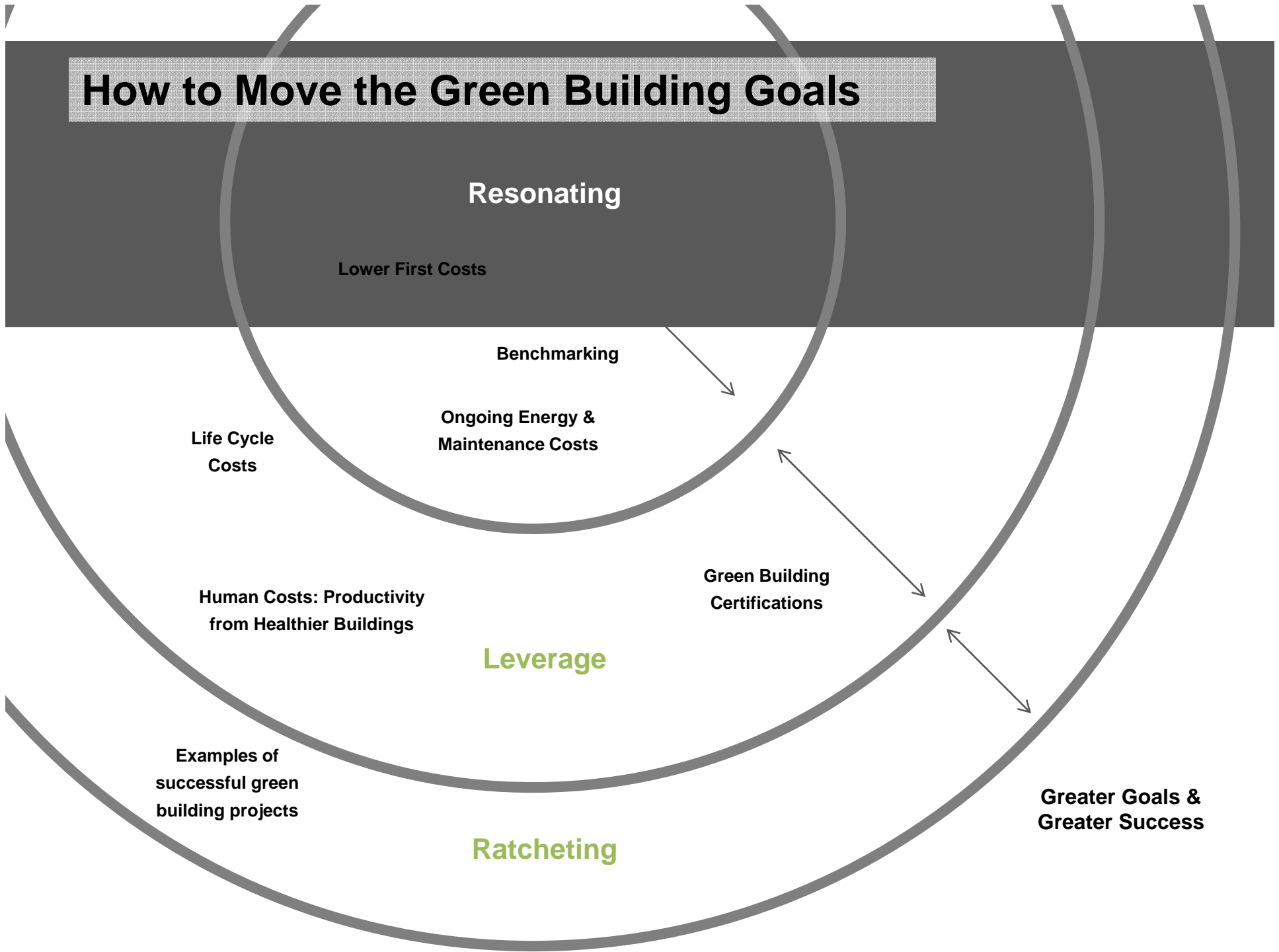
Green Building Certifications

**Leverage**

Examples of successful green building projects

**Ratcheting**

**Greater Goals & Greater Success**



# Project Team Needs Convincing



**Design Team**

**Owner**

**Staff**

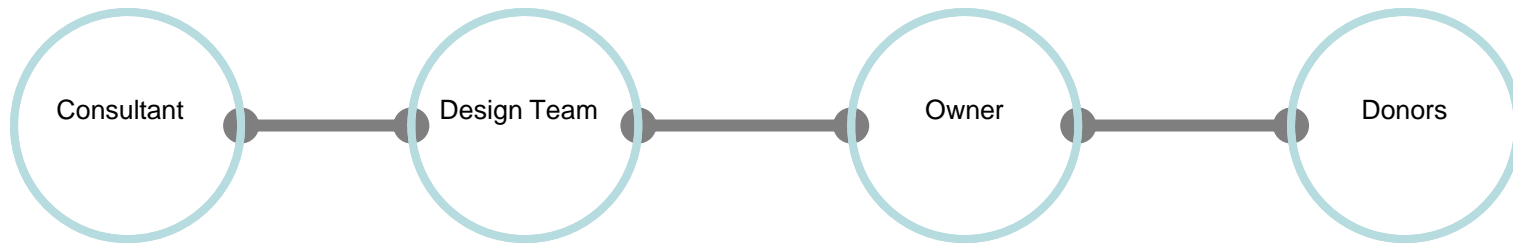
**Occupants**

**Donors**

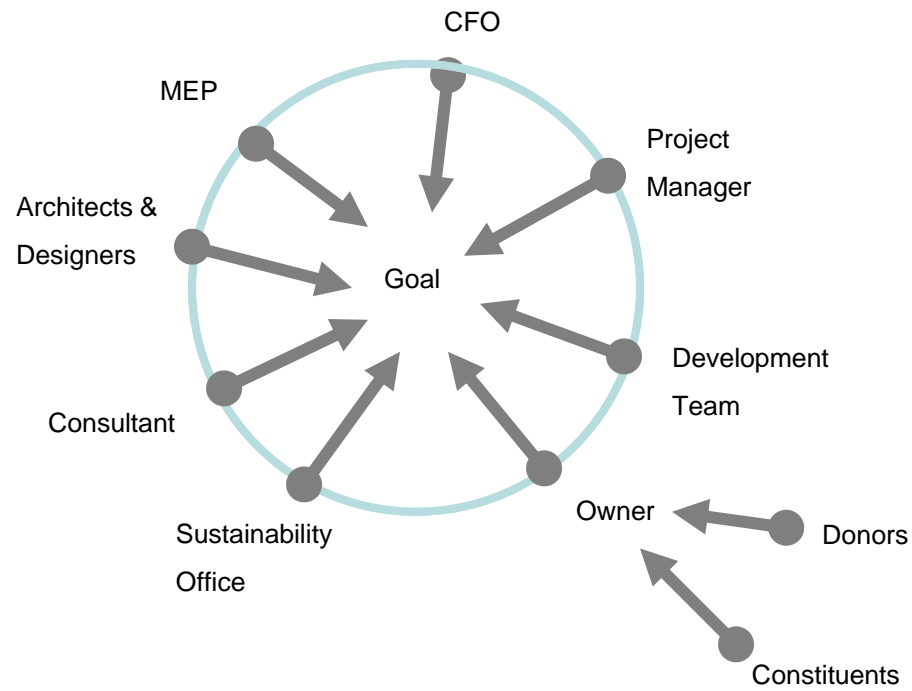
**Facilities & Maintenance**



# Project Team Needs Convincing



or



Exerting influence of  
Passion & Enthusiasm  
on Cold Reasoning



**Thank you.**

Charley Stevenson  
Green Building Consulting & Materials Research  
[charley@integratedecostrategy.com](mailto:charley@integratedecostrategy.com)

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