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GREEN BUILDING MARKETING ACTION PLAN



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ENHANCING CAPACITY FOR LOW EMISSION DEVELOPMENT
STRATEGIES (EC-LEDS) CLEAN ENERGY PROGRAM

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March 2015

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DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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ACRONYMS

Acronym	Full name
BREEAM	Building Research Establishment Environmental Assessment Method
CD	Compact disk
EBRD	European Bank for Reconstruction and Development
EC-LEDS	Enhancing Capacity – Low-emissions Development Strategy Project
EU	European Union
GBC Georgia	Green Building Council Georgia
USAID	US Agency for International Development
LEED	Leadership in Energy and Environmental Design
WGBC	World Green Building Council

EXECUTIVE SUMMARY

The double aim of this report is to define an action plan to implement a marketing strategy for the USAID- funded EC-LEDS project carried out by Winrock International Georgia for certification of green buildings, and to transform and build environmental markets for sustainability.

The document was produced by the Green Building Council Georgia – a local EC-LEDS project partner-on the basis of good practices of green building council organizations who are greening the building industry, and with guidance from the World GBC.

Market transformation is based on demand from diverse and targeted audiences. The primary aim of the action plan is to understand the attitudes of targeted groups towards green building, then to identify interested stakeholders that will serve as ambassadors of the cause, for further activities.

Transformation of the market stems from the demand created by public awareness of the benefits of green building. To certify existing buildings there are multiple options and directions, such as integrating new developments and using international or local rating tools.

This Report is designed for EC-LEDS marketing activities, and corresponds to GBC Georgia's general marketing strategy and the Green Building Marketing Strategy within EC-LEDS.

SECTION ONE: PROMOTIONAL STRATEGY FOR GREEN BUILDING

Green Building Council Georgia has participated in EC- LEEDS Clean Energy Program as the local partner, to carry out activities related to the Component of Green Building Rating and Certification Systems that will introduce the rating and certification of green building in Georgia and create a demand for Green Buildings.

The certification process can be used both as an aim for a campaign and as a marketing tool to promote the importance of green building in Georgia. At least 10 sustainable buildings/projects are to be certified under different certification schemes (for green building or energy efficiency) by the end of the program.

Winrock international (the prime awarder for EC-LEEDS Program) will support several activities designed to promote GB certification or energy performance labeling. The focus will be mainly on certifying existing buildings to either LEED/BREEAM or providing an energy performance labeling appropriate for various target markets. The project has selected “Display” as the most suitable and easily applicable system for labeling the energy performance of buildings. Display is the certification scheme used to rate and certify buildings in municipalities participating in the EU Covenant of Mayors. Under the EC-LEEDS program the target will be either commercial buildings or multi-family buildings (blocks of flats). However, the project may support certification of a detached dwelling as part of a demonstration program.

SECTION TWO: THE TWO MAIN DIRECTIONS OF THE MARKETING ACTION PLAN

There are two aspects of the communication action plan:

- (a) Targeted marketing and
- (b) General marketing.

The main target audience includes potential decision makers that might be interested in or support the certification process, or who could bring their knowledge to the market. This can include developers, builders, architects, government representatives, real estate companies and international companies interested in developing the market.

The Action Plan for general marketing includes targeting end users of buildings – those who are interested in buying or renting energy-efficient /green buildings. The end users should ensure that the primary target groups (decision makers and developers) certify the buildings and apply Green Building Certification standards.

SECTION THREE: TARGET GROUPS

Table 1. Target Groups

Groups	How to find	How to communicate
Developers	direct contact	Public Awareness Campaign through: - TV, - outdoor advertisement - radio - web resources
Manufacturers of materials	identification through yellow pages direct contact	Face-to-face contacts
Large building owners or operators	direct contact chambers of commerce	Meetings, Direct marketing, e-newsletter
Governmental institutions	direct contact with relevant departments	Letters, Direct Contacts
Architectural, engineering and construction businesses	through professional associations, direct contacts with larger businesses their business forums	Face-to-face contacts, Site tours , Cross meetings
Renters	direct contacts with larger businesses	Face-to-face contacts, E-newsletters
Lending institutions	through banking and microfinance associations, direct contacts with larger banks through business forums through chambers of commerce	Face-to-face contacts, chambers of commerce, e-newsletters
Real estate institutions	real estate associations, direct contact with larger companies	Meetings, Face-to-face contacts
All stakeholders	mailing list web, Facebook and Twitter	Public Awareness Campaign through: TV/radio outdoor advertising online forums and resources

SECTION FOUR: TIMETABLE FOR MARKETING ACTIVITES

Table 2. Timetable for Marketing Activities

Time	Event	Description	Resources Needed
December – January	Elaborate Marketing and PR Materials	Design and Text for Marketing and PR Materials: Flyers , Leaflets, Brochures, Presentation Template, Banners	Designer, Copywriter
December – September	Create Social Media Platform for GBC	Design, Content Creation	Designer, Copy writer, Soc .Media Manager
January-September	Prepare Radio Program for Radio Commersant’s Build Green	Preparation of the weekly program for Radio Commersant about trends and issues from Green Architect About its influence on economy and ecology	Journalist
January-September	Press conferences about successful Green Architect Cases	Media Tours to Green Architect Buildings in Georgia	PR Manager
March-April	Green Building Award	Events Dedicated to Green Architect/Media Roundtables, Builders and Developers Meetings, and online activities	PR Manager
March- October	Face-to-face contacts	Face-to-face contacts with GBC Georgia target groups Weekly Meetings with target groups (Mainly Builders and Developers): 38 In Total	PR Manager
March –October	Sign Memorandum with New GBC Members	Press conference on signing the Memorandum	PR Manager

SECTION FIVE: ISSUES TO BE PROMOTED DURING GENERAL PUBLIC AWARENESS CAMPAIGN AND DIRECT CONTACTS

The aim of the EC-LEDS project is to promote low emissions in Georgia. As energy efficiency and the use of renewable energy are main issues in green buildings, promoting these are highly relevant, and green buildings also provide other added value.

The issues to be focused on by the marketing campaign include:

- Increased market value
- Verified building performance
- Healthy environment
- Reduced running costs
- Saving energy
- Reduced carbon consumption
- Saving water
- Waste management
- Increased productivity
- Environmental responsibility
- Improved risk management

The campaign can also demonstrate added value for particular types of buildings:

- Increased sales per m² (commercial buildings)
- Increased production (factories and workshops)
- Better academic performance (education buildings)
- Earlier patient discharges (hospitals)
- Increased productivity (offices)

Special research was conducted to understand the attitude of targeted groups to the green building issues and its development possibilities.

Summary of the Interviews Conducted by Research Company ACT Nov- Dec. 2014:

- The interviewees were mainly developers, bankers and real estate companies.
- The initial plan was to interview the companies' top managers or founders. This was achieved mostly in the sectors of real estate and development, while it was not possible to interview top bank managers.
- For the most part, real estate professionals think that their clients cannot appraise property when buying or renting. When we talk about green there is a perception that the property has to have a good green yard or a green roof. The first criteria for them are first "Place" and then "Price". They would rather invest less initially and improve the homes afterwards, than pay more for buildings that are already energy-efficient.
- The banking sector in Georgia is not environmentally oriented at all. Several banks provide energy loans from EBRD, but if it were not for this program, they would not initiate such activities. The bankers were not very interested in investing in green

buildings—their only criterion was profitability. The corporate social responsibility of Georgian banks is extremely low, and this underlines the notion that green building practices make sense if they are financially sustainable. Recently banks saw their licenses to own developing companies revoked, therefore every bank official refrained from divulging construction-related information. Instead the interviewers were directed to developers, who are (formally) independent.

- The developers were interested in green building practices. Unfortunately, they are not fully aware of what a green building is, though they know about some of the features such as energy efficiency and nice landscaping. All of them agree that a green building is a high profile building, and would like to build green. They have already started with energy efficiency, applying some building envelope materials, but have not done an overall building simulation to get verified results, nor have they tested the buildings. Some developers are using improved doors and windows, and all are ready to participate in GBCG so they will know more about green building, to participate in trainings and develop their capacity to deliver green projects.

SECTION SIX: MAIN ACTORS AND THEIR ROLES

Table 3. Roles of Participants

Participants	Roles
World Green Building Council	<ul style="list-style-type: none"> - Source of reference materials, good practice guides and lessons learned - Supports communication with other national green building councils
EC-LEDS Program	<ul style="list-style-type: none"> - Implements planned activities, communicates with stakeholders through Project Outreach / marketing Plan
Green Building Council Georgia	<ul style="list-style-type: none"> - Prepares marketing materials, - Provides meetings, discussions, other PR events - Manages web content - Administers the mailing list - Communicates with stakeholders
Professional associations, chambers of commerce, one-off forums and other events	Information exchange with members

Direct and general marketing activities use different tools, which are described in the table below:

Table 4. Marketing Activities

Tool	Description/content or comment
Digital newsletter	Information about what is happening
Web, Facebook	Updates and useful news, general information, reference materials
Power Point presentations	Presentations on added value of green or energy efficient buildings
Standard advertising packages	For TV and radio
Promotional materials (leaflets, banners, CDs etc)	For all events

SECTION SEVEN: COMPANIES TO TARGET FOR CERTIFICATION

The forms of communication with these targeted companies can be different, starting from presentation to meeting with management, e-newsletters and board meetings.

Table 5. Target Companies

Name	Occupation
GRDC	Developer
SEAF management	Developer
CH2M HILL	Construction Company
AECOM Georgia	Construction/Consulting Company
LISI LAKE	Developer
Dirsi	Construction Company
M2	Developer
ARCHI GROUP	Developer
Ex City	Architecture/Design
PINE TREE CONSTRUCTION	Architecture/Design
GRC	Construction Company
AGROMONTAZHI	Construction Company
AISI	Construction Company
AISI-AEN	Architecture/Design
AKKORD GEORGIA	Construction Company
ALFAS BUSINESS GROUP	Construction Company
ALIANSI	Building Maintenance and Repairs
ALL-P GROUP - FLOORING TECHNOLOGY	Building Maintenance and Repairs
ALPHA	
ANAGI	Construction Company
ARGO CONSTRUCTION 2	Construction Company
ARKMSHENSERVICE XXI	Construction Company
ARKO 04	Architecture/Design
AWARD	Construction Company
BALAVARI	Construction Company
BURJI	Construction Company
CHVENI SAKHLI	Construction Company

EPIC DEVELOPMENT	Construction Company
CITY STAR	Construction Company
SASCOALPHA DEVELOPMENT	Architecture/Design
AMERI DEVELOPMENT	Developer
DREAM HOUSE	Developer
RED-CO	Construction Company

SECTION EIGHT: GREEN BUILDING AWARD

The Green Building Award has been announced to honor companies and professionals who demonstrate clear implementation of sustainable design, construction and operation of buildings and structures.

The Green Building Award is being promoted through different channels. These include a call for applications on web-sites like jobs.ge, or promoting the award via emails sent to more than 40 companies and professionals who express interest in participating.

SECTION NINE: GREEN BUILDING COUNCIL STRUCTURE

Sustainability of the Green Building Council depends very much on a solid membership foundation. As suggested by World GBC, the target is a diverse membership representing developers, construction companies, real estate brokers, academia, NGOs and governmental bodies. To strengthen the GBCG structure and membership the following entities will be targeted:

Business: See Table 5 (Section 7).

Academia: Tbilisi State Academy of Arts, Georgian Technical University, Ilia University, Free University

NGOs: CENN, Code Council Georgia, Environmental NGOs.

Government: Ministry of Economy and Sustainable Development; Ministry of Energy; Ministry of Natural Resources and Environmental Protection; Tbilisi Municipality; Municipalities that are Covenant of Mayors signatories.

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