



# BUILDING GREEN

THE OFFICIAL NEWSLETTER OF THE PHILIPPINE GREEN BUILDING COUNCIL philgbc.org  
Maiden Issue – Issue No. 1

2007

PHILIPPINE GREEN BUILDING COUNCIL ESTABLISHED  
the Council is established as a non-stock, non-profit organization



2008

NATIONWIDE AWARENESS CAMPAIGN LAUNCH  
the Council launches a series of events for awareness building



2009

PROSPECTIVE MEMBERSHIP STATUS AT THE WORLDGBC  
the World Green Building Council awards Prospective Member Status to the PHILGBC.



2010

BERDE LAUNCH  
BERDE for New Construction v1.0 is released, with Net Lima as pilot project



2011

MEMBERSHIP TO THE iiSBE  
The Council becomes a member organization of the International Initiative for the Sustainable Built Environment



2012-2013  
GOVERNMENT ADOPTS BERDE

The Council implements the Efficient Building Initiative of the Philippine Energy Efficiency Project.



## 7 MILESTONES OF PHILGBC IN 7 YEARS

BY ANCY PALMA

*Copper and Wool*, traditional gifts we give those who reach their seventh year. Copper is for prosperity and good fortune; wool is for warmth and durability. As we celebrate seven fruitful years of the Philippine Green Building Council, we aim for a stronger, more dynamic Council, one that transforms today's market through sustainable building initiatives.

Let us go back from 2007 to 2013 and see how far we have grown.

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2013

FIRST INDUSTRY BOARD ELECTIONS

The membership elects the first Industry Board of the PHILGBC, composed of members from different sectors in the building industry.



EDITORIAL

# TRANSFORMING THE MARKET IN 7 YEARS

BY KEN LERONA

*"It was the best of times, it was the worst of times,"* writes Charles Dickens. *"We had everything before us,"* he vividly opens his classic novel.

These lines aptly describe our Council's interesting journey in the past seven years.

We have learned. We have grown in number, also in wisdom. We have expanded our horizon, reaching far and wide.

Onward to the next seven. Together, we are transforming the market.

## 7 PHILGBC FACTS YOU MIGHT NOT KNOW ABOUT

Chronologically, the **seventh corporate member** is **Station Square East Commercial Corp.**

Chronologically, the **seventh individual member** is **Erickberth Calupe.**

Our **first event**, the Green Building Forum in 2007, had **seven attendees** --- five of which were staff.

The **first Building Green conference** was held in the Market! Market! Activity Center, and the former BGC Community Center in **2007.**

During this BG, a **Memorandum of Mutual Cooperation** was signed simultaneously with **seven industry partners.**

The **first Registered BERDE Project** is **The Net Lima Building in BGC.**

The **first BERDE Project certified for design** is **First Balfour Corporate Office in Parañaque.**

## WHAT HAPPENS INSIDE THE PHILGBC? AN INFOGRAPHIC



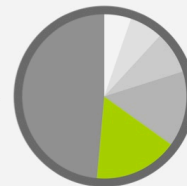
# 14,160 HOURS

TOTAL AMOUNT OF WORKING HOURS FROM MARCH 22, 2007



OFFICIAL EVENTS AND MEETINGS

## 924 HOURS



EVENT PREPARATIONS

## 2,336 HOURS



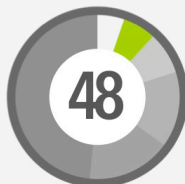
PRESENTATIONS TO COMPANIES, SCHOOLS, AND OTHER ORGANIZATIONS

## 2,096 HOURS



BERDE DEVELOPMENT MEETINGS AND EVENTS

## 746 HOURS



BERDE TRAININGS CONDUCTED

## 1,171 HOURS



IF YOU CONSECUTIVELY WATCH THESE ACTIVITIES ALL DAY WITH NO BREAKS STARTING

# JANUARY 1

12:00 AM,



YOU WOULD FINISH ONE YEAR AFTER ON

# AUGUST 13

12:00 AM.



# 6,867 HOURS

OF RESEARCH WORK FOR GREEN BUILDING AND BERDE



MESSAGE FROM THE CHAIR

# MOVING TOWARDS SUSTAINABILITY

BY RAYMOND RUFINO, CHAIR, BOARD OF TRUSTEES

Welcome to our inaugural Member Newsletter! Through the help and support of Mr. Edgar Sabidong, our Membership Chair, we have embarked on improving our communication with members through this newsletter.

2014 represents a milestone for the Philippine Green Building Council as we celebrate our 7<sup>th</sup> year anniversary. We have lined up several key programs and initiatives for this year:

**WorldGBC Membership.** We are formalizing our application for Emerging Member status with the World Green Building Council. I will be representing our Council for the first time in the WorldGBC Congress in São Paulo, Brazil in August.

**PHILGBC Brand Identity and Design Policy.** We will release in our 1<sup>st</sup> General Membership Meeting the new and updated branding policy for our logos and marketing collateral.

**Board Elections.** As part of our due process, we hold elections this October for those board seats that are up for election.

**Events.** We will continue to work on a calendar of events that will help our members engage with each other and with leading personalities in the green building and sustainability movement. Our flagship event, Building Green 2014, is an event you won't want to miss.

We have other programs and initiatives to roll out this year and we look forward to your continued support and participation in all of our efforts! ■



MESSAGE FROM THE MEMBERSHIP COMMITTEE

# ENGAGING INDUSTRY IN GREENING BUILDINGS

BY EDGAR V. SABIDONG, CHAIR, MEMBERSHIP COMMITTEE

We take pride in the unveiling of our first issue of *Building Green*, the official newsletter of the Philippine Green Building Council.

This is one of the many positive changes that we want to happen in the Council to better reach out to our members. We hope you can find time to not only read this but to also take active roles in our meaningful programs and laudable volunteer work. ■



MESSAGE FROM THE CEO

# SURPASSING THE GREEN CHALLENGE

BY CHRISTOPHER DE LA CRUZ, CEO

Establishing the PHILGBC was CHALLENGING. CHALLENGING to bring together the industry's leaders.

The collaboration was INSPIRING. INSPIRING as we see our leaders work together.

Engaging the stakeholders was EXCITING. EXCITING to be instrumental in the change that is happening.

This Campaign for Sustainability was rewarding, gratifying, and worthwhile. We now move on to the next chapter inspiring confidence and building trust. **And together we will continue to transform the market.** ■

## ISSUE SALUTE

This issue salutes the seven years of the PHILGBC. It contains 7 major sections, the cover article discusses 7 milestones, and the Message from the Chairman contains 7 parts. All other articles contain 70 words each.

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## COMMITTEES AT WORK

in photo, from left, clockwise:  
Mark Lester Salvador, Concepcion Carrier Airconditioning Co. (CCAC); Ancy Palma; Bing Ruso, GHD Pty. Ltd.; Angel Fagaragan, PHILGBC; Tristan Lovers (Committee Chair), TÜV Rheinland Philippines Inc.; Vanessa Manalang, TÜV Rheinland Philippines, Inc.



## SUSTAINING CORPORATE MEMBERS



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## UPCOMING EVENTS

Block your calendars for the next PHILGBC events

**WORLDGBC-APN FORUM** | An assembly of National Green Building Councils (GBCs) from the Asia Pacific Network of the World Green Building Council

**BUILDING GREEN 2014** | The annual conference of the Council which showcases the local green movement

**WORLD GREEN BUILDING WEEK** | A global week-long celebration of sustainability in the building sector

**WORLDGBC CONGRESS** | A strategizing, learning, and connecting event participated in by over 100 National GBCs globally

## PREVIEW

In the next issues

### CEO IN FOCUS

Q&A with industry leaders on their success secrets. Why do they take the green path?

### PROJECTS IN FOCUS

BERDE Projects versus the usual brick and mortar. Is going green practical and profitable?

### WORLDGBC UPDATES

Learn the best practices from the world's largest network influencing the green building marketplace.

### APN UPDATES

The new green era rises from Asia Pacific. How will this story unfold?

## JOIN US

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### SOCIAL MEDIA

Philippine Green Building Council  
on Facebook  
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