

## 360 Performance: From Design to Day-to-Day

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### ABSTRACT

Green building has come a long way since the LEED rating system was first released by the U.S. Green Building Council in 2000. Today we've come to *expect* that our buildings will be designed, built and operated as high performances spaces that enhance human health and reduce our environmental footprint. But we also want to be able to measure that performance in real time, every day. And we want better data for decision-making, more useful metrics for change and tools that help us slice, dice, compare, contrast, and extrapolate that data in ways that deliver against both the top and the bottom line. From design to day-to-day operations, financial value, risk management, and how our building stacks up against the competition, USGBC has developed and linked a set of innovative and disruptive tools that will forever change and transform the green building market and help us all to reach the next level in green building performance. The LEED Dynamic Plaque, GBIG.com, and GRESB are examples of how USGBC is continuing to reset the performance bar for the global built environment.

### BIOGRAPHIES



**Rick Fedrizzi**, is the co-founder of USGBC and currently CEO of USGBC and Green Business Certification Institute. Through his leadership of the U.S. Green Building Council, Rick Fedrizzi has transformed real estate practice, created new markets and sparked innovation that has led to fundamental shifts in the built environment in resources saved, toxins eliminated, greenhouse gases avoided, and human health enhanced.



**Scot Horst**, USGBC's Chief Product Officer, is responsible for all product research, development, implementation and execution. He led the development of LEED v4 and is chief inventor of the LEED Dynamic Plaque.



**Dr. Chris Pyke** is the Chief Operating Officer for GRESB, leading its global business strategy. Previously he headed USGBC's research program, which included the development of gbig.com