

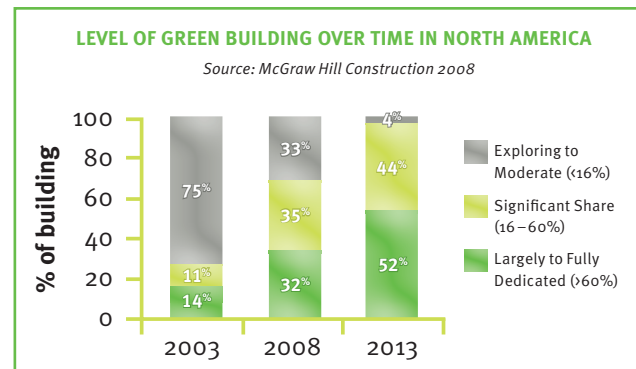
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Queensland clean technologies exports

Green building opportunities: USA

Market trends – green building in the United States

- There are significant and growing opportunities for more Queensland exporters to get into green markets and provide environmental solutions such as renewable energy, sustainable water technologies and 'green building' services and products.
- With an annual worth of \$A1.5 trillion, a key market for Queensland's 'green building'¹ exports is the United States – the largest single-country construction market in the world.
- According to a recent report by McGraw Hill Construction, by 2013 more than half of all building firms operating in North America (including Canada and Mexico) will be largely or fully dedicated to green building projects.
- According to the Australian Trade Commission, in 2008 green building construction in the US exceeded A\$12B and is projected to increase to A\$60B by 2010.
- While the US economy has slowed in the residential market, innovative green building products and services are still in high demand in resort developments, commercial and government facilities.
- The US Government has released a range of economic stimulus packages relating to green building in the US.
- New US energy legislation is requiring new efficiencies and many states are offering incentives for new projects, such as tax benefits.
- US environmental and planning laws are being reviewed and increasingly reflect sustainability principles.
- A national energy labelling scheme for all buildings is expected to emerge in the US. The US's National Association of Home Builders has also developed a 'green' program.
- US customers are seeking creative solutions from green companies with increased use of solar, particularly in south-west US, and wind and water technologies across the US.
- Analysts predict that green homes will come to dominate new home developments in more sections of the US as builders increasingly view green building as giving them a competitive edge.
- These trends suggest significant, growing market opportunities for green building in the US.



Opportunities for Queensland exporters

- Trade Queensland has identified the green building sector as having a large concentration of existing and potential Queensland clean technologies exporters. Trade Queensland is currently progressing several green building export initiatives.
- The Australian Trade Commission believes that the combination of large projects, similarity of climatic conditions in the southwest and coastal regions, and openness to Australian technologies, creates substantial opportunities for Australian and Queensland suppliers of green products or services.
- Opportunities for Queensland green building exporters in the US include:
 - ▶ niche architecture and engineering consultancies
 - ▶ energy, insulation, air conditioning and water efficiency equipment and products
 - ▶ building monitoring and management systems and facility/building management, and
 - ▶ other environmentally friendly building products/ services/retrofitting that can help to score points under the various 'green building' rating schemes.
- Trade Queensland's Americas office (Los Angeles) provides a range of on-the-ground support services for Queensland businesses including:
 - ▶ introductions to government and private sector contacts
 - ▶ advice on the suitability of products and services, and
 - ▶ assistance with identifying potential business partners and customers.

Proposals around green building can be extremely attractive... green building is at the nexus of creating jobs, saving energy and saving money.

US President **Barack Obama**

Market challenges

- The US green building market can be highly competitive and market access can prove difficult.
- According to Trade Queensland’s Americas office, it is important that Queensland green building firms that are considering exporting to the US:
 - › research the opportunities and their potential competition in the US marketplace
 - › identify niche market opportunities for their green building products and/or services
 - › can clearly demonstrate the competitive advantages and innovations of their green building products and/or services in the US marketplace, and
 - › consider connecting with US projects and partnering with US firms as part of their strategy.

The US uses the Leadership in Energy and Environmental Design (LEED) rating system for green buildings as opposed to the Green Star (GBCA) accreditation system used in Australia.

Major green building projects in the US

- The highest-growth opportunity is in retrofitting existing buildings with a US ratio of 85:1 (i.e. 85 existing buildings for retrofitting for every new green building construction project).
- The market for major green renovations in the US commercial building sector is currently worth A\$500B. This market will experience strong growth through to 2013 and for many years beyond.
- The US has the highest number of buildings in the world seeking green certification under Leadership in Energy and Environmental Design (LEED) standards.
- The US Federal Government has made A\$80B available for green building contracts.

- State and local governments across the US are adopting LEED for public-owned and public-funded buildings.
- The multi-family, high-rise residential market continues to add LEED projects in various cities across the US, such as Portland, Seattle, Atlanta, Boston, New York City, San Francisco and Chicago.

Did you know?

In the United States, buildings account for:

- 70 per cent of US electricity consumption
- 39 per cent of US energy use
- 39 per cent of all US CO₂ emissions
- 40 per cent of US raw materials use
- 30 per cent of US waste output, and
- 12 per cent of US potable water consumption

Source: US Green Building Council

For more information

For more information about green building market trends and opportunities for Queensland exporters, please contact Trade Strategy on +61 7 3224 4230 or tradestrategy@trade.qld.gov.au

Interested companies can also visit export.qld.gov.au

Coming soon

- Issue 2 – Green building opportunities: China
- Issue 3 – Green building opportunities: the Gulf States
- Issue 4 – Green building opportunities: India
- Issue 5 – Green building opportunities: Singapore
- Issue 6 – Green building opportunities: global demand

For the US market... the really interesting thing is the high projection on the rate of growth of green buildings in the US. Our market will diminish if we are not in green buildings. It’s not a “nice to have” for new clients – for our US market, if we aren’t in green buildings we aren’t in business.

Maria Atkinson

Global head of sustainability at Lend Lease

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¹ ‘green building’ includes (but not limited to): green design and sustainable urban design and engineering consultancies; energy, insulation, air-conditioning and water efficiency equipment and products; building monitoring and management systems; facility/building management; and other environmentally friendly building products and services that help score points under the various ‘green building’ rating schemes (e.g. retro-fitting existing buildings).

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