THE CLIMATE CRISIS AND BUILDINGS

The climate crisis poses the most urgent threat to the planet’s ecosystems and its people, with disproportionate impacts on frontline communities, yet:

• We are not decarbonizing the built environment—both new and existing buildings—fast enough to limit global warming to “well below 2 degrees C above pre-industrial levels” as outlined in the Paris climate accord.
THE CLIMATE CRISIS AND BUILDINGS

The climate crisis poses the most urgent threat to the planet’s ecosystems and its people, with disproportionate impacts on frontline communities, yet:

• Our advocacy for a disparate array of green building approaches and certifications confuses elected officials and staff.
• Our varied green building agendas lack cohesion and can obscure common ground and common cause, limiting our ability to transform the built environment into part of the climate solution.
OUR PURPOSE

Shift Zero starts from common ground – our alarm about the climate crisis – to work for common cause: a Zero Net Carbon built environment for all members of our communities. We draw from the collaborative spirit of integrated design to change how we work together and advocate for policy. Recognizing the urgency to decarbonize, we focus only on impacts that are ambitious, scalable, equitable, and quantifiable.
What is Zero Net Carbon Building?

**STEP 1** Maximize Energy Efficiency
- Efficient building construction
- Efficient systems and appliances
- Operations and maintenance
- Change in user behavior

**STEP 2** On-site renewable energy
Maximize on-site renewable energy generation where practical

**STEP 3** Off-site renewable energy
Procure off-site renewable energy that is additional, local, equitable, and legally assigned to the building.
Municipal Leadership in Climate Change
Developing the Market for Green Buildings

![Bar chart showing important barriers of green building promotion. The chart indicates various factors such as high costs, developer lack of interest, lack of financial benefits, lack of expertise, technology immaturity, insufficient government requirements, unreliable builders, insufficient land allocation benefits, and insufficient building materials and equipment. The chart also distinguishes between very important and quite important factors.](image-url)
Partnerships and Certification Programs

Passive House Institute US

LEED

LEED

US Green Building Council

LIVING BUILDING CHALLENGE
Identifying Incentives that Work

![Diagram showing various incentive options and their count](image)

- **Density & Height Bonus**: 23
- **Expedited Permitting**: 46
- **Tax Credits**: 20
- **Fee Subsidization**: 36
- **Rebates**: 7
- **Grants**: 18
- **Loans**: 9
- **Technical / Marketing Assistance**: 32

Categories:
- Developmental Incentives
- Financial Incentives
- Other Incentives
Urban Matrix

Coming soon at shiftzero.org
Making Incentives Work

Coming soon at shiftzero.org
Built Green Certifications in Seattle

Incentive Driven

This period, Priority Green participation increased.
Questions?