

ecospecifier Global



Envisioning a world full of green buildings
... and a healthier built environment





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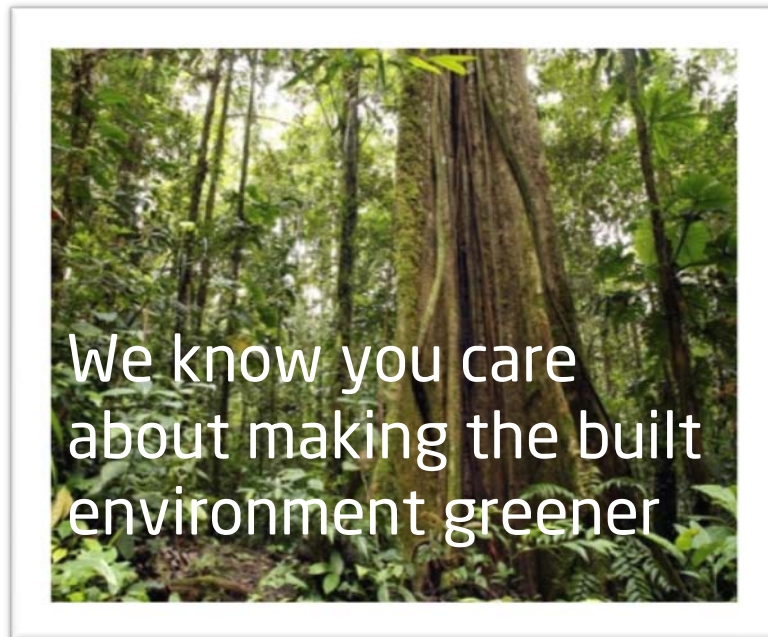
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Global, ecological awareness is our reason for being

ecospecifier's vision for an ecologically built environment began in Australia a few short years ago and its unique approach to greening the built environment is now established internationally and attracts interest from around the world. ecospecifier has developed a substantial body of knowledge about green building and materials issues and continues to uphold a vision for an ecological built environment industry globally.

In seven years, we have become a world leader in green building materials research. We also prepare Green Building and Materials Policy for National, State and Local Governments, we educate and consult to building professionals on how to achieve green rated buildings, including Green Star™ (a mark of the Green Building Council of Australia), BCA, NatHERS, NABERS, LEED® and Estidama (Abu Dhabi – developed by the Ecospecifier Global team); and we inspire manufacturers to push the frontiers of design and develop even more innovative, sustainable building materials.

However, moving faster and more effectively to get a whole planet turned over to green building design and green building products remains a global imperative, especially with the onset of climate change. Critical knowledge is missing in the ranks of many design and construction teams wanting to deliver exemplary green rated buildings. Many professionals still do not know how to specify green products, understand life cycle issues or know how to qualify products. Our reason for being is to help you.

At ecospecifier we are prepared for these challenges. We offer technical expertise and a number of value added services that encourage and guide industry professionals and project teams to develop their own capacity to be more attuned to the natural systems, to develop more sustainable materials and use these to create healthier places in which to live and work. We look forward to supporting you to confidently move forward in green construction.



“As a design firm, we want to spend maximum time on design. Therefore, **ecospecifier** is our first and last stop in specifying materials, as the research is done for us already.”

Gerard Reinmuth, Director

Terroir Pty Ltd (Australian Architects and ecospecifier Subscriber)

ecospecifier's range of services

GreenTag™ Rating & Certification

GreenTag™ is a third party, ecolabel certification system (underpinned by rigorous scientific and LCA processes) that makes it simple for the market to see how ecological, safe and socially responsible a product is compared to a 'worst case, business-as-usual (BAU) product with the same functional purpose. It comprises 2 separate rating processes to Certify different aspects of the product.

- I. *LCARate Certification* uses life cycle assessment, building information modelling (BIM) and simulation processes to rate a product against the BAU comparison product. It Certifies products into different tiers LCARate Platinum, Gold, Silver or Bronze.
- II. *GreenRate Certification* is the Green Building Council of Australia (GBCA), third party accredited rating process to determine the relevant credit point level rating for the Green Star™* Materials Calculator credits.

Online Support for Industry Subscribers

ecospecifier provides the built environment industry – including architects, building designers, government and facility managers, interior designers, consultants, landscape architects and engineers - with a trusted online resource tool for making green building decisions – a unique service bringing together scientific, verified information about green building products and how to incorporate them into green building projects.

A System to Specify Eco-Products

A robust, highly qualified eco-profiling, methodology is employed by ecospecifier's Research Hub to supply critical information about green products to the construction industry. Our specialists test materials against criteria including Life Cycle Analysis, Embodied Energy Evaluation and Greenhouse Gas Impacts for uploading onto ecospecifier websites, generating knowledge that is constantly guiding greener practices within the construction and manufacturing industries.

Global Consultancy

Industry leaders in sustainable design development and materials issues, ecospecifier's Green Building Solutions (GBS) team is one of the most experienced in the world, providing Government, companies and project teams with eco-specialist knowledge to deliver sustainability policy, targets and cost effective, practical green building solutions. Our sustainable development facilitators have contributed to more than AUD\$55 billion worth of new and refurbished eco-developments in the last 12 years including

Promotion of Green Manufacturers

ecospecifier promotes the presence of over 2000 green manufacturers to the construction industry, providing information on 6000 plus eco and health preferable building materials, fit-out products and technologies they submit to our verification process. We also support manufacturers to access the 'eco-aware' market, assisting them to enhance their sustainability profile and improve standards of ESD (ecologically sustainable development).

Programs in Education

There is an industry wide imperative to educate industry professionals and pre-professionals in tertiary systems about green building and materials issues. Sustainable design is an expanding field and with the imminent rise of new building materials, technologies, government legislation, green building codes and rating schemes, ecospecifier has designed a range of learning programs to help embed this evolving field of knowledge.

David Baggs Speaks

A multi-award winning eco-architect and author, David Baggs - ecospecifier's Technical Director, delivers powerful presentations for industry and international conferences on green building and materials intelligence. A vocal advocate, educator and guide in a world ready to be greener, David challenges the way for new frontiers of ecologically sustainable design to be realised, producing cutting edge presentations that tap into major worldwide issues as well as his own significant experience and practices in delivering world leading green projects.

Eco-Minded Partnerships

Our Global Partners Program includes Sponsors to help us turn the planet over to sustainable design and green building products, International Partners to explore development of the ecospecifier ethos and service in other countries, Industry Development Partners who we can co-operate with to promote sustainable design and Green Business Partners to leverage with other businesses into industry networks.

Agents to Create Change

An ecospecifier agency is an opportunity to provide the ecospecifier service and system in your country. Our online infrastructure combined with your on-the-ground knowledge, experience and networks will greatly assist manufacturers in bringing locally made eco-products to market and improve standards of sustainable design in products to meet green rating schemes and local and global market expectations.

“The UAE ecospecifier site is an impressive tool as we work with projects in Dubai and other areas around the Gulf. Searching by LEED® credits or a specific green product need, all backed by ecospecifier’s extensive reviewing and verifying protocols, makes this site a must for green building consultants and all those involved in green building materials in the region.”

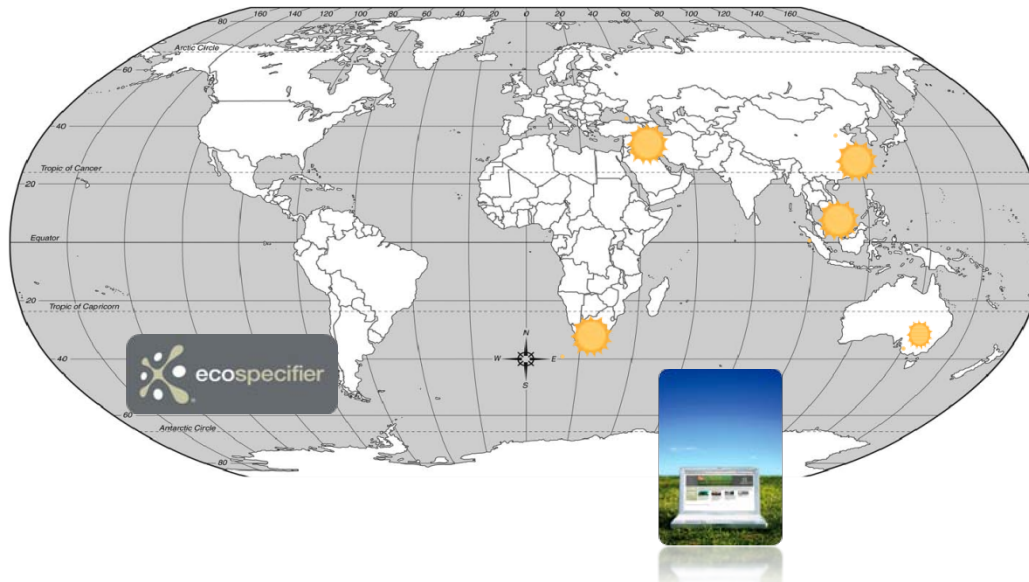
Samuel Keehn

Environmental and Sustainability Manager

Energy Management Services International

Dubai, UAE

ecospecifier global websites



Green Materials Research Waiting For You Online

Australia, New Zealand, Middle East, South Africa, SE Asia, China

Combining its impressive track record as a green materials specialist with a trusted, rigorous, green product verification and specification system, ecospecifier provides a series of powerful online research engines for the built environment industries to deliver benchmark sustainable buildings, certified under green rating schemes. The ecospecifier system is a one-stop resource for thousands of dedicated professionals everyday who utilise the vast online knowledgebase to research eco and health preferable building materials and to study critical information on how to integrate this knowledge into sustainable developments.

The eco information highway begins with our Research Hub of specialists who analyse and evaluate the ecological and health value of building materials, technologies and fit-out products that have been submitted for verification by green manufacturers. They employ a robust methodology, guided by our international Product Standards Group, which includes testing materials against criteria such as Life Cycle Analysis, Embodied Energy Evaluation and Greenhouse Gas Impacts. Information is then uploaded onto ecospecifier websites to provide industry professionals, including architects, designers and engineers with a doorway to green specifiers, manufacturers and valuable information of more than 6000 eco and health preferred building materials in over 80 common industry product categories and more than 600 sub-categories.

ecospecifier search engines are in Australia/New Zealand, the United Arab Emirates and South Africa, Singapore/SE Asia and China.

ecospecifier has also launched Global GreenTag a world leading green building product rating scheme underpinned by Life Cycle Assessment 'LCA' using its world first BIM based LCA tool (see over for explanation).

GreenTag™
Certified | 11

GreenTag™ Ratings... Certified LCA for green building products.

GreenTag™ is the most powerful tool for Manufacturers and Suppliers to leverage sales of green products in an increasingly green market.

Products that carry an ecospecifier Global GreenTag™, tiered eco-label will be guaranteed instant recognition.

Simple to use, GreenTag™ makes it easier for green building professionals and specifiers to make that all important decision to buy or specify with iconic information the industry can trust - a position reinforced by ecospecifier's formal GBCA accreditation, robust assessment processes and reliable reputation as a third party certifier.

GreenTag™ is an exceptionally advanced third party certification system, underpinned by two key processes:

1. LCARate Certification puts products through a rigorous life cycle assessment (LCA) process, making it instantly easy for purchasers and specifiers to see how any eco-product compares to business as usual solutions, plus offers a PLATINUM, GOLD, SILVER or BRONZE rating on every label and a GreenTag™ EcoPOINT score to accurately define a products position within the top end of the green market.
2. LCAGreenRate Certification FINALLY offers Australia's green materials manufacturers the ultimate assessment of products against the Green Star™ Materials Calculator and other Green Star™ credits, as set out by the Green Building Council of Australia (GBCA) - providing a LEVEL A or B rating against the GBCA Credit Point allocations for the various Materials Calculators and an Ecospecifier Technical Opinion of the product's relevance to the other non-materials calculator credits as we have previously on ecospecifier.org.

After this, you can GreenTag™ your product to the world with an optional GreenRate Certification for building scheme alignment in other countries and enjoy the ongoing optional benefits of featuring on ecospecifier's online network of global product databases.

ecospecifier global
GREEN TAG
CERTIFIED



GreenTag™ is the one stop solution on the marketplace to shape product development and leverage marketing budgets to really drive up sales.

ecospecifier is the bridge to new generation green buildings and will guide you in all climates ...

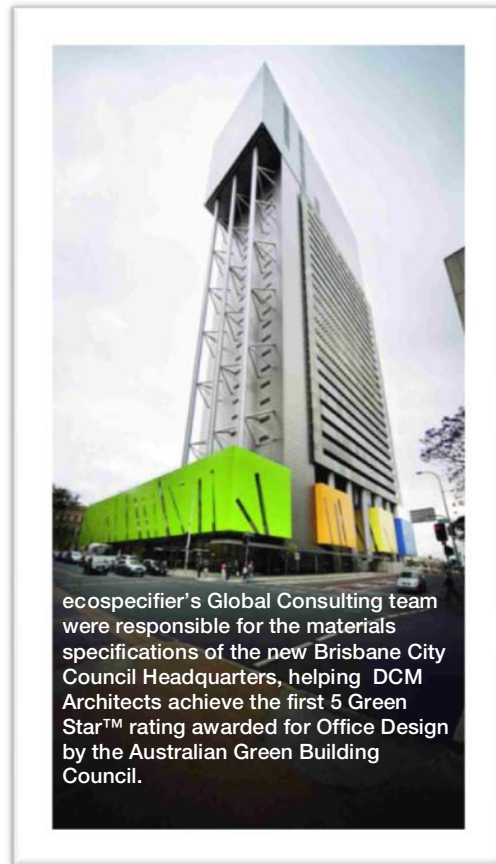
Building Solutions (GBS) team is one of the most experienced sustainable development outfits in the world, helping to produce innovative, creative and cost effective sustainability outcomes for all sectors of the built environment.

The ecospecifier team has delivered innovative Green Building, Energy and Materials Policy for National, State and Local Governments in Australia and Internationally.

Our sustainability facilitators are specialised to help deliver projects that require certification against green rating schemes including Green Star, BCA, NABERS, NatHERS, LEED and Estidama, and have contributed to new and refurbished benchmark eco developments worth over AUD\$55 billion.

The GBS consultancy team is led by David Baggs, a multi-award winning chartered architect and eco-materials specialist, who brings a high level, cross discipline understanding of the implementation of ESD (Ecological Sustainable Development) as well as a thorough grasp on the implications for materials, product and technology selection.

ecospecifier consulting projects have included the Abu Dhabi Government's new Estidama 'Pearl' Design Rating System, 10 of the 2000 Olympic Games venues, including the SuperDome Arena and Equestrian Centre, AMP's Headquarters in Sydney, consultancies in Sri Lanka, East Timor, UAE and China as well as the new Brisbane City Council Headquarters (pictured above, right) and hundreds of major residential, commercial and educational projects.



GBS launches a revolutionary, new building assessment tool

In 2009, ecospecifier's consulting team launched a unique eco-profiling system to conduct Whole of Life Assessment of Buildings, LCADesign, which enables whole of life cycle impacts to be evaluated in one single BIM (Building Information Model) process. As well as simplifying the specification process, it paves the way for greater energy analysis, more efficient building design, less health and environmental impacts and certainly lower operating costs for the end use owner. If you want it in your country, talk to us...



Every day, ecospecifier is assessing & verifying new green building products & supporting Manufacturers who want to be greener

Manufacturers | 11



creating better environments



Over 6000 eco & health preferable materials, fit-out products & technologies listed in 80 + categories & 540 + sub-categories on various sites

Every year, ecospecifier provide services & new tools to industry **Subscribers** who want to build greener

Subscribers | **11**



Over 600 companies & government agencies subscribe to the .org Australian site.



We educate in
ecological design for
buildings & products

"It is valuable for senior practitioners to maintain a level of working familiarity with the wave of this expanding subject, especially as they are leading their offices and teams, as well as conversing with an increasingly, knowledgeable clientele ... I found this seminar to be particularly effective as an efficient forum for focusing issues...it peeled back layers of complexity to articulate contexts, operational knowledge and design strategies both clearly and concisely."

Richard Mann, RAIA, Chartered Architect, Snr Project Architect, BHI Architects, Sydney

"This is a very broad and complex topic and your depth of knowledge and ability to tailor the content of the program to our industry and to our product lines was invaluable"

David Brooker, Operations Manager – Gunnerson, Melbourne

Education programs by ecospecifier build knowledge in your company

ecospecifier has developed a body of knowledge that is missing in the design and construction fields, and provides a range of educational programs, including self-teaching packages, to assist industry professionals and companies come up to speed in the specialised fields of green building solutions and materials intelligence

The **ecospecifier** team has received awards for its services to industry, eco-education and the environment



The United Nations Association of Australia named ecospecifier a finalist in the Environment Day Awards 2007 for upholding the time honoured theme: 'Think Global, Act Local'



For leadership in the development and/or delivery of educational programs that provide individuals or groups the tools to integrate



"The YBE 2004 National Award winners ... epitomize the best of Australian innovation, vision, and commitment to environmental sustainability.
David Parken, Chair YBE 2004 National Steering Committee & Jury Chair



The National HIA Green Smart Awards ... show the whole industry the level of work that is being achieved in sustainable building practices each year.

... And we work together to make an eco-minded world happen sooner

ecospecifier believes in collaboration with like-minded individuals, organizations and countries to strengthen the case for sustainable development.

Delwyn Langdon, Director of the EcoCentre of Griffith University claims that through being a partner with ecospecifier, the centre has been able to “seek interesting ways to complement the education of future industry professionals and reach the critical mass to inspire wholesale change for a more sustainable future.”

Other partner programs, which ecospecifier actively engages are Global Partners to explore development of the ecospecifier ethos and service in other countries, Industry Partners to leverage with other green businesses into industry networks and Industry Development Partners to co-operate with and co-promote sustainable development and to ensure that ecospecifier’s services evolve with integrity.



SOCIETY FOR
RESPONSIBLE
DESIGN



ecospecifier's Product Standards Group



Del Jones
(LCA) Director
Ecqate Pty Ltd.
Previously,
Principal
Scientist QLD
Dept Public
Works &
Services,
Australia



Rob Lord
Sustainability
Director,
Cundall, Sydney,
Australia



**Dr Peter
Graham**
Life Cycle
Assessment,
University of
New South
Wales.



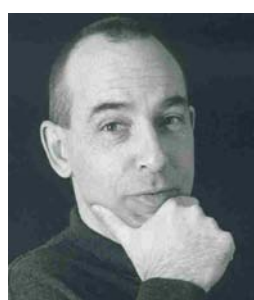
Bill Reed
Internationally
recognized
proponent and
practitioner in
Integrative
Design and
natural systems
regeneration



**Dr Robert
Schiller**
Materials
Testing Principal
Scientist, Cetec
Australia



John Daghish
Green Buildings
& Materials –
President – Batir
Saint, France



John Gelder
Editor-In-Chief,
National Building
Specification,
London, UK



**Dr Bro Sheffield-
Brotherton**Chairman,
Sustainable Solutions
Pty Ltd., Principal
Scientist Advisor –
Australian Toxics
Network, Melbourne
Australia

Powerful Presentations Inspiring Industry



Speaking in 2009

Major engagements:

Green Cities 09, Sydney, Australia
DesignBuild, Sydney, Australia
Big 5 Conference, Dubai, UAE
INDEX, Dubai, UAE
Green Build Asia 09
BEX Singapore
MBA National Conference Key Note Address

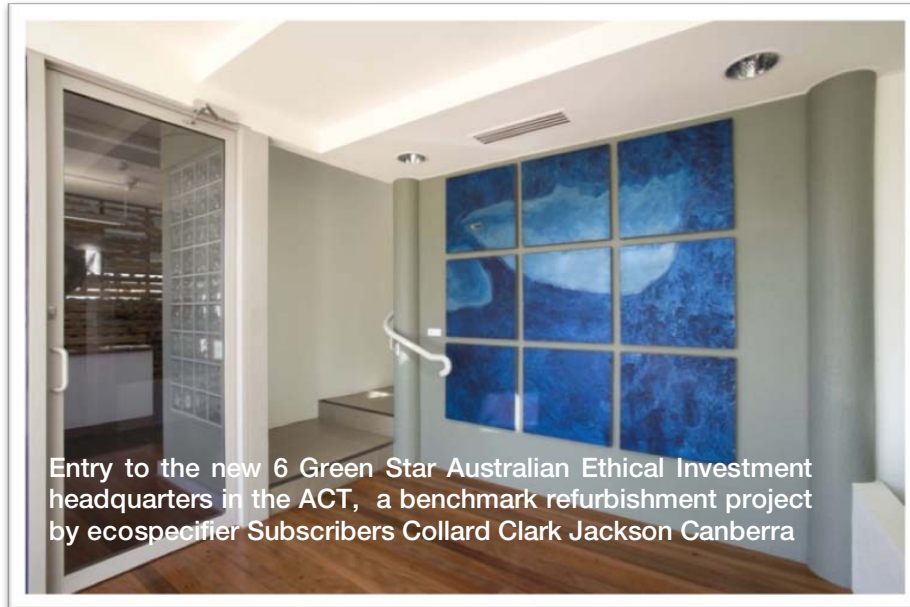
A green building solutions specialist, green products & building researcher & assessor & multi-award winning eco-architect, the primary aim of **David Baggs** is to push the boundaries in ecological sustainable development out to new horizons.

Speaking in 2010

Major engagements:

Expo Build Shanghai, China
DesignBuild, Melbourne, Australia
DesignEX, Sydney, Australia
Big 5 Conference, Dubai, UAE
Green Build Asia, Hong Kong
BEX Asia 10 Singapore
Sustainable Built Environment Conference, Windhoek, Namibia

Materially ... sustainable, humane & livable



ecospecifier subscribers Collard Clarke Jackson Canberra delivered an exemplary environmentally conscious refurbishment for the transformation of Trevor Pearcey House, a 19 year old building in Fern Hill Technology Park in Bruce, ACT to house the new headquarters of Australian Ethical Investment.

Project Director and Architect Kevin Miller, Interior Designer Katy Mutton and Green Stars Advisor Warren Overton took a co-operative approach to the overall design, which is expected to reduce energy use by 75% and water use by 80%.

The experience of working and living in the building before, says Collard Clarke Jackson, was like trying to keep milk fresh by storing it in a cardboard box – the refurbished building now acts more like an esky “it is humane and liveable (and) appeals to general instincts of how buildings should feel and look without resorting to gimmickry.”

One of the most interesting features of the refurbishment has been the level of recycling and reuse of materials. Architects and Construction Managers (Cobul Constructions) worked collaboratively to ensure as many materials as possible were re-used in the constructions, such as the two walls made from old timber palettes and art work made from old raised computer floor tiles (see picture above).

Environmental considerations also include the use of finishing products such as paints, adhesives and carpet tiles that minimise hazards. Other sustainable design principles include:

- Passive solar shading
- Low energy light fittings and appliances
- Natural ventilation systems, ceiling shape and varied operable windows and louvres
- Thermal mass (exposed concrete)
- Collection of rainwater for toilet and irrigation use.



“ecospecifier is a world class tool that deserves global input and attention. No other software tool helps designers and specifiers make decisions on products in such a scientifically, environmentally based protocol. I am impressed and sincerely anxious about seeing ecospecifier gain the global recognition it deserves. Commercialisation (in the U.S.) certainly must follow ... and soon. We need ecospecifier out here in the industry.”

Dr Kath Williams Fulbright Senior Specialist &

Past Chair, U.S. Green Building Council