

**Learning from the US Green Building Council**

Prepared by TRUTHstudio for the Green Products Roundtable (GPR)

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The United States Green Building Council (USGBC) and its LEED® program are remarkable successes in the field of green products and services. As a concept proposal, the table below illustrates how a new **Green Purchasing Council** and associated LAMP recognition program could be directly modeled on the USGBC and LEED. While this would represent a departure from the GPR's current vision of an Independent Respected Body, it offers a view of how a financially sustainable organization could achieve the IRB's objectives by another means.

	<b>US Green Building Council</b>	<b>Green Purchasing Council</b>
<i>Value Proposition</i>	USGBC provides public recognition to building owners in exchange for membership, licensing, accreditation, and training fees that support this system of recognition. The USGBC supplements this income with sponsorships and fees at an annual conference and product expo.	GPC provides public recognition to institutional purchasers in exchange for membership, licensing, accreditation, and training fees that support this system of recognition. The GPC supplements this income with sponsorships and fees at an annual conference and product expo.
<i>Audience</i>	Building designers and specifiers	Institutional purchasers and procurement officers
<i>Sponsors</i>	Building product manufacturers (70% of revenue)	Product manufacturers
<i>Mission</i>	The U.S. Green Building Council (USGBC) is a 501c3 nonprofit organization committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings.	The Green Purchasing Council (GPC) is a 501c3 nonprofit organization committed to a prosperous and sustainable future through the use of purchasing power to influence industrial systems.
<i>Activities</i>	USGBC works toward its mission of market transformation through its LEED® (Leadership in Energy and Environmental Design) green building certification program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, professional credentials and advocacy in support of public policy that encourages and enables green buildings and communities.	GPC works toward its mission of market transformation through its LAMP™ (Leadership in Accountable Management and Purchasing) certification program, robust educational offerings, a nationwide network of chapters and affiliates, the annual GreenBuy International Conference & Expo, professional credentials and advocacy in support of public policy that encourages and enables green purchasing.
<i>Awards Program</i>	The LEED® (Leadership in Energy and Environmental Design) green building program is a voluntary, consensus-based global rating system for buildings, homes and communities that are designed, constructed, maintained and operated for improved environmental and human health performance. LEED addresses all building types emphasizing state-of-the-art strategies in: sustainable site development, water savings, energy efficiency, materials and resources selection, locations & linkages, awareness & education, indoor environmental quality, innovation & education and regional priorities.	The LAMP™ (Leadership in Accountable Management and Purchasing) program is a voluntary, consensus-based global rating system for institutional green purchasing that achieves significant improvements in environmental and human health performance throughout industry supply chains. LAMP addresses all types of institutions, emphasizing state-of-the-art strategies in: supply chain initiatives; water savings, energy efficiency; product, materials and resources selection; locations & linkages; awareness & education; innovation & education; and regional priorities.
<i>Accreditation Program</i>	The LEED Professional Credential (LEED AP) is a professional designations for those who have demonstrated a thorough understanding of green building techniques, environmental issues, the LEED program and the certification process. The LEED credentials show differentiation in a growing and competitive industry and allow for varied levels of specialization.	The LAMP Professional Credential (LAMP AP) is a professional designation for those who have demonstrated a thorough understanding of green purchasing techniques, environmental issues, the LAMP program and the certification process. The LAMP credentials show differentiation in a growing and competitive industry and allow for varied levels of specialization.