
Singapore Green Building Council

A Strategic Plan

November 2009



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INTRODUCTION

Shaping a Sustainable Singapore

Singapore is a small city-state of only 700sqkm, and dependent on imports for most of our resource needs such as energy and food. As a small resource-scarce city state, we can never be truly self sufficient or sustainable, making sustainable development a key national priority. The Singapore Government aims to build on our past success in making Singapore a clean and green city to realise our vision to shape a Sustainable Singapore.

The Inter-Ministerial Committee on Sustainable Development (IMCSD) was set up in January 2008 to formulate a national strategy for Singapore's sustainable development in the context of emerging domestic and global challenges. The IMCSD is co-chaired by the Minister for National Development Mr Mah Bow Tan, and the Minister for the Environment and Water Resources Dr Yaacob Ibrahim. In mid-2009, the IMCSD released The Sustainable Blueprint, which contains the strategies and initiatives we believe are needed for Singapore to achieve both economic growth and a good living environment over the next two decades.

Greening the Building Environment in Singapore

Our initial efforts to promote environmental sustainability in buildings were mainly through our national Green Building Rating Scheme which is known as the Green Mark Scheme developed by the Building and Construction Authority (BCA). However, in face of the rising environmental concerns, we saw the need to intensify our efforts, to speed up the development of green buildings in Singapore. With this in mind, BCA formulated the 1st Green Building Masterplan.

The Building and Construction Authority is playing a key role for the targets set out in the IMCSD blueprint for the building and construction industry through the

development of the BCA 2nd Green Building Masterplan – a roadmap that sets out specific initiatives to green both our new and existing building stock in Singapore.

Close Public-Private collaboration in Singapore

The Founding Board of the SGBC consists of industry leaders who have been involved over the years with government agencies in their efforts to move towards greater sustainability in our environment. The SGBC Board members have been involved in supporting the green building movement through their involvement in various committees or in their jobs in developing the Green Mark, contributed to the BCA 1st and 2nd Green Building Masterplans and other environmental sustainability schemes. Before the formation of the SGBC, the Board members have served on the committees of BCA, National Environment Agency (NEA) and also Housing Development Board (HDB) on sustainability. SGBC Board members have and are serving on the advisory committees of BCA Academy to advise on the courses offered there in Green Buildings.

With the close Public-Private collaboration in Singapore, we did not at first see the need to set up a GBC but preferred to work very efficiently and effectively in utilising our efforts together rather than forming many separate bodies.

Formation of the Singapore Green Building Council

When we were strongly supported and advised by BCA's International Panel of Experts (IPE) for Sustainability in the Built Environment to form a GBC in Singapore, we were able to come together very quickly to set up the SGBC and the strong support and sponsorship we have received demonstrates very clearly that the green building sector in Singapore has developed quite significantly.

The inauguration of the Singapore Green Building Council (SGBC) opens a significant chapter in Singapore's commitment towards creating a sustainable built environment.

Since its formal inception on 28th October 2009, we have participated in two major events, namely BEX Asia 2009 in Singapore and Greenbuild 2009 in Phoenix, USA, in addition to other events such as the BCA-SGBC dinner on 27 October and SIA-SGBC Roundtable in 30 October 2009.

Since the recent launch of the Council, there has been immense interest in the council, and we have been receiving new membership applications from time to time. Currently, we are working towards hosting the World Green Building Congress in 2010.

We are therefore now keen to move as soon as possible to Established Council status with the WGBC so that we can support the work in the Asia Pacific Network more fully and join hands with the other GBC's in the region to help accelerate the drive toward Green Buildings particularly in the tropical zone. It is in the spirit of continual growth that we would like to be recognised as an Established Council.

We will in this paper

- Articulate our Council's mission and thrusts;
- Describe our management and operations and
- Elaborate on our action strategies.

Finally, we will set out the future direction of our Council.

SGBC MISSION

The mission of the SGBC is to

propel the Singapore building and construction industry towards environmental sustainability

by

promoting green building design, practices, technologies and products, the integration of green building initiatives into mainstream design, construction and operation of buildings

as well as

building capability and professionalism to support wider adoption of green building development and practices in Singapore.

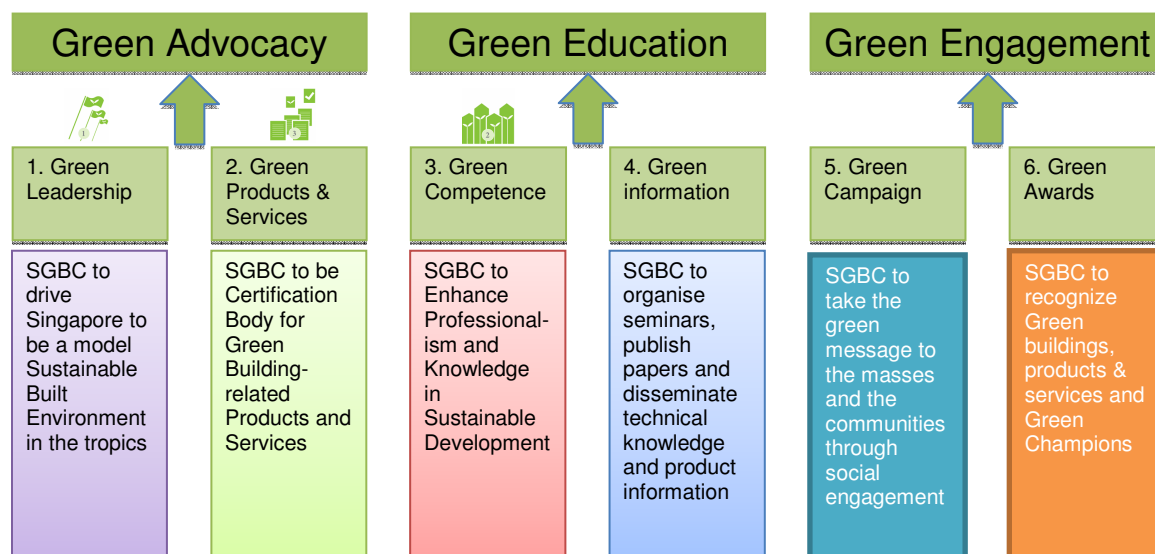
Its work will complement and support the government's efforts to accelerate the greening of our buildings by 2030.

At the same time we will

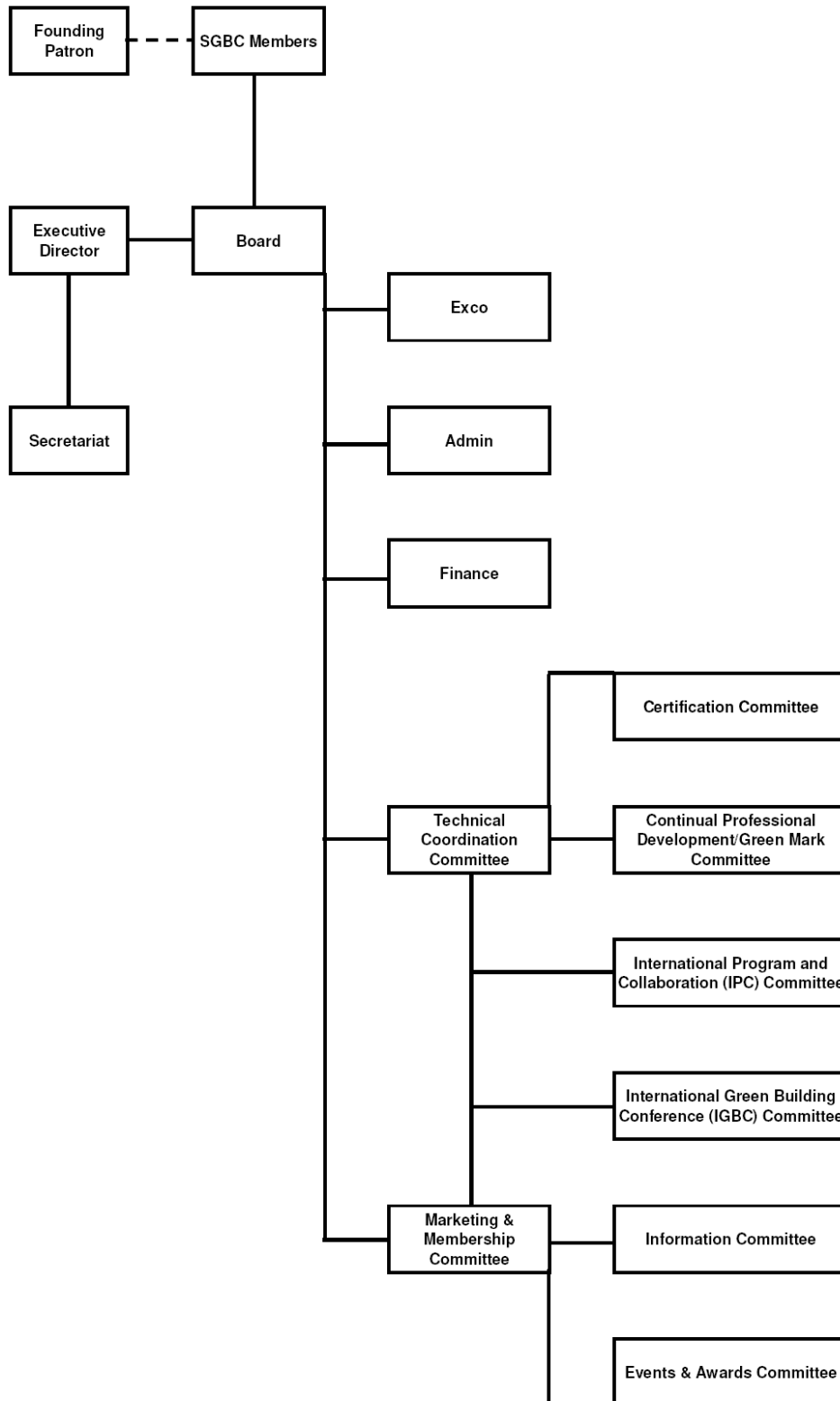
share our knowledge with other countries in our climatic zone

KEY THRUSTS

SGBC's key thrusts are summarised in the diagram below:



SGBC ORGANISATION CHART



The SGBC is incorporated as a society that is non-profit and this society will have the Board, the Executive Director and Secretariat to run the day-to-day matters of the society such as memberships.

Founding Board

The SGBC Founding Board comprises industry chieftains and prominent figures across the building and construction value chain. Diversity will be a key strength of the Founding Board. Apart from having demonstrated a sustained commitment to environmental sustainability, the Founding Board Members have shown visionary leadership in steering their organizations or institutions towards environmental sustainability. The Founding Board Members have also worked successfully together in various committees in the past, especially on issues pertaining to sustainability and green buildings. The list of SGBC Founding Board Members and their contributions in the areas of environmental sustainability is in [Annex A](#).

Founding Patron

The Singapore Green Building Council (SGBC) is privileged and honoured to have Mr Mah Bow Tan, Minister for National Development, as its Founding Patron.

Under his leadership, Singapore has made significant advancements towards the development of a world-class infrastructure, the creation of a vibrant and sustainable living environment, and the building of rooted and cohesive communities. The direction Mr Mah has provided in sustainable development policies has also given great impetus for the development of green buildings in Singapore. As the co-chair of the Inter-Ministerial Committee on Sustainable Development (IMCSD), Mr Mah played an instrumental role in guiding the strategic focus for the 2nd BCA Green Building Masterplan, which has set a target to 'green' 80% of all buildings by 2030, and achieve a truly sustainable built environment for Singapore.

Mr Mah's insights, advice and support are much valued, as the SGBC seeks to raise Singapore's contribution to a sustainable built environment.

SGBC Members

SGBC offers two forms of membership i.e. (1) Corporate Membership and (2) Associate Membership to have a wider outreach and engage as many participants as possible at different levels to help drive the Council's sustainability efforts.

The SGBC Corporate Membership is open to the following groups or corporations:-

- Building Product Manufacturers and Distributors
- Electrical Utilities, Energy Service Providers, Energy Services Companies (ESCOs)
- Building Owners and Asset Managers; Major Property Portfolio Owners; Commercial Property Developers
- Real Estate Companies and Brokers
- Professional Services Firms including, but not limited to, Architects, Engineers, Designers, Architecture-Engineering (A/E) Firms, Planners
- Construction Managers, Contractors, Subcontractors, Builders, Building Controls and Service Contractors
- Financial Community and Institutions: Providers of Financial, Insurance and Legal Services to the Property Sectors
- Government at all levels and Town Councils
- Environmental and Non-Profit Organizations
- Universities and Technical Research Institutes
- Professional Societies, Standards Organizations, Unions
- Press and Media

Each corporate member can nominate one person to represent itself in the Council. The representative will be eligible to vote and hold office in the SGBC.

The SGBC also has Associate Membership for any person connected with the same groups as corporate members above. These members will not have any voting rights.

Executive Committee (Exco)

The Executive Committee which comprises the SGBC President, 1st and 2nd Vice Presidents, Secretary, Assistant Secretary, Treasurer, Assistant Treasurer and Technical Coordinator provides leadership and direction to move the SGBC towards fulfilling its mission and goals. The Executive Committee articulates the vision of the SGBC and engage staff and key stakeholders in its achievement.

Marketing and Membership Committee (MMC)

The Marketing and Membership Committee is established to provide business advice, expertise and support as well as make recommendations to the SGBC Board about the business affairs and membership matters of the SGBC.

The Marketing and Membership Committee's main objectives include:

- Raising the profile and promoting the achievements of the SGBC;
- Developing programmes to attract new members/sponsors and retain existing members/sponsors;
- Creating and implementing marketing strategies to support SGBC activities and projects;
- Promoting green building and environmental sustainability initiatives.

Technical Coordination Committee (TCC)

One of the key roles of the SGBC would be to accelerate the development of a comprehensive green building-related product database to make such green product knowledge available to the industry soonest possible. This Committee will be chaired by the Technical Coordinator who manages and oversees development and operation of green building-related product certification systems and tools. More specifically, the roles of the Technical Coordination Committee include:

- Identify niche technologies and priority for products certification;
- Undertake research to establish benchmarks and standards for Certification, and collaborate with BCA to extend and develop the BCA Green Mark assessment method;
- Accredite laboratories and facilities for certification tests and quality assurance, and develop SGBC’s certification branding, promotion, and communication;
- Establish local and international network as well as mutual recognition agreements;
- Maintain register of certified products, ensure quality performance and manage feedback, review and appeals.

Subcommittees

Six subcommittees have been formed under the MMC and TCC to carry out the action plans identified in our planning retreat:

Subcommittees under the MMC & TCC

International Program and Collaboration (IPC) Committee

International Green Building Conference (IGBC) Committee

Subcommittees under the MMC

Information Committee (includes website management and seminars)

Events & Awards Committee (includes social events)

Subcommittees under the TCC

Certification Committee (includes R & D and Green Building Product)

CPD/Green Mark Committee (Information, Education and Accreditation)

KEY THRUSTS AND ACTION STRATEGIES

SGBC adopts three key thrusts in fulfilling its mission, namely:

THRUST 1. Green Advocacy

Action Strategy 1 - Green Leadership:

SGBC will drive Singapore to be a model Sustainable Built Environment in the tropics.

In being Singapore's unique representative in the World Green Building Council network, the SGBC is well-positioned to leverage on international expertise and knowledge so as to propel the building and construction industry in Singapore towards environmental sustainability.

SGBC continues its active leadership of green building by participating in, and hosting, major international conferences, exhibitions, seminars and other related events.

Action Strategy 2 - Green Products and Services:

SGBC will be a certification body for green building-related products and services.

Providing a certification body for green products and services will further establish SGBC as a mark of excellence, and facilitate a 'green-product only' culture among industry players. This will complement the private-public sector strategy to drive demand and create supply for environmentally-friendly building products and services, towards bringing costs of such products and its 'non-green' market equivalents on equal terms with one another.

SGBC will also incentivise the certification process and develop its long-term research and testing capabilities.

THRUST 2. GREEN EDUCATION

Action Strategy 3 - Green Competence

SGBC will enhance professionalism and knowledge in sustainable development.

SGBC adopts a '3P' ('Public, Private, People') approach to engaging in outreach activities. It will be actively engaged in educating our members similar to CPD. It will work closely with BCA to provide training in GM and specialised knowledge – similarly, it considers long-term accreditation with leading government institutions as BCA to be of importance.

Action Strategy 4 - Green Information

SGBC will organise seminars and has published papers and news relating to technical and product knowledge.

The papers recently presented are:

- 'Designing Green Buildings - Codes and Regulations on Environmental Sustainability' by SGBC President, Er. Lee Chuan Seng (Presented on 19 November 2009 in Clean Energy Expo 2009 Conference)
- 'Engineers and Green Buildings / Sustainability' by SGBC President, Er Lee Chuan Seng (Presented on 7 November 2009 to the Professional Engineer Board)
- "SGBC Mission & Roadmap" by SGBC 2nd Vice President, Mr Tai Lee Siang (Presented at the 2nd International Panel of Experts on Sustainability of the Built Environment meeting on 27 Oct 09)

These papers are available on our SGBC website at <http://www.sgbc.sg> . The SGBC website will be a resource-rich, publicly-accessible portal where prospective members can find out about its work and apply to be members.

For members, specific technical content will be available to them, and as a collaborative endeavour, members are also encouraged to contribute their own articles in relation to green building trends and innovations.

THRUST 3. GREEN ENGAGEMENT

Action Strategy 5 - Green Campaign

SGBC will take the green message to the masses and the community through social engagements.

SGBC is looking to co-organise with Community Development Councils and grassroots organisations at least one public event a year. It will engage youths through workshops and lectures held in schools, and to consider collaborations with other NGOs and institutions.

Action Strategy 6 - Green Awards

SGBC will recognise green buildings, products and Green Champions.

Seeking to recognise innovative green building technologies and products, the SGBC is looking into the eligibility and selection criteria of awards of international standing for companies and individuals which are presented annually, so as to adapt this practice to the local context.

Subcommittees have been formed to direct and monitor efforts on these three thrusts. Please refer to the Organisation Chart.

SGBC CALENDAR OF EVENTS FOR 2010

Jan	• Launch of Action Plans & Calendar
Feb	• 1 st Technical Seminar
May	• 2 nd Technical Seminar
Jun	• Launch of green building products & services listing
Jul	• Launch of inaugural SGBC Awards
Aug	• 3 rd Technical Seminar
Sep	• WorldGBC Congress & 2 nd IGBC & BEX Asia 2010 (TBC) • 2 nd SGBC Annual Dinner & Awards
Oct	• Social Engagement Event
Nov	• 4 th Technical Seminar