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## GREEN VISIONARY AWARD

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### DR. JOHN KEUNG

Dean  
BCA Academy

As the then-CEO of the Building and Construction Authority (BCA), Dr John Keung played a key role in charting the strategic directions and goals for BCA. He was instrumental in formulating the new mission, vision, strategic thrusts and core values for the organisation. Through his visionary leadership, BCA has aligned its goals and objectives to be more outcomes-based which are key deliverables that Singaporeans are expecting from BCA i.e. to deliver a safe, high quality, sustainable and friendly built environment.

He transformed BCA from an organisation in the past focusing on 'brick and mortar' to one that many stakeholders regard today as forward looking and 'cool'. A case in point is the acknowledgement of BCA's leadership in the green building movement in Singapore and the region, transforming Singapore into a green building hub for the Tropics, discharging the environmental responsibility to save the environment as well as to provide new economic opportunity for the built environment industry for both local and external markets.

### MAKING A GREEN MARK

Dr Keung spearheaded the development of a holistic Green Building Rating System tailored to the unique challenges of the tropical built environment. Dr Keung subsequently led the team through scheduled reviews and enhancements to the scheme. The Green Mark Scheme is designed to integrate with other environmental initiatives of various government agencies to create one holistic green building assessment system. Dr Keung advocates that

incentive and regulation should work hand-in-hand to bring about significant adoption of green building in Singapore. Singapore is amongst the first in the world to implement legislation for green building and possibly the 1st country in the world to introduce such financially attractive schemes for the private sector.

Since the launch of the first Green Building Masterplan in 2006, it has been progressively enhanced and is now into its 3rd version. Over the years, the focus put forth by Dr Keung for this Masterplan has shifted from the traditional values of Energy Efficiency and the techno-centric approach to look at community level interventions. These include tackling the education sector through strategies to involve teachers and students to groom the next generation to cultivate an acute awareness of the environmental issues and to advocate the sustainability mind-set to enable the future paradigm shifts that will be required.

Dr Keung also played a key role in facilitating and encouraging the private sector to play a bigger role in the green building movement, culminating in the formation of the industry-led Singapore Green Building Council (SGBC). SGBC was set up with the strong support of BCA under Dr Keung's leadership, formed with seed funding from BCA in 2009 to propel the industry towards environment sustainability. From a founding membership base of 129 members, SGBC now has almost 500 corporate members.

As the new Dean of the BCA Academy, Dr Keung will continue his vision to improve the way the buildings are built. 🍃

