

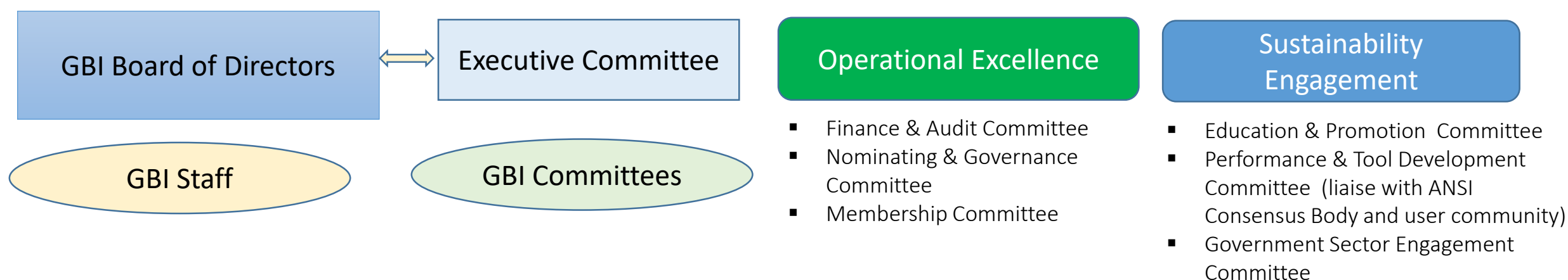
GBI 2018-2020 Strategic Plan

The GBI Strategic Plan ensures that our growing community of active participants will move the organization forward in a united approach. GBI strives to fulfill its mission by working to achieve desired end statements and general objectives. Our plan identifies priorities and desired outcomes and provides direction to GBI's Committees. More specific action planning on a year-to-year basis is conducted by staff with oversight from the Committees. Together this approach provides the association with a roadmap to ensure GBI's continued growth and positive impact in the promotion of best practices for more sustainable buildings and communities.

GBI's Board of Directors is committed to its mission and to regular review of the Plan against the rapidly evolving market. If you are interested in contributing input to the Plan or volunteering to serve on a GBI Committee, please send your inquiry to info@thegbi.org. We look forward to a productive and impactful next three years.

GBI 2018-2020 Structure

Understanding how the organization is organized is important to understanding how it brings its various audiences together to achieve its mission. Leadership objectives are set by the Board and carried out through GBI's Committees, which may include non-Board members. There are two primary focus areas for the organization: Operational Excellence and Sustainability Engagement. The annual agendas for Committees are influenced by strategic, business, and education and promotion plans.



Mission of the Green Building Initiative

The Green Building Initiative (GBI) is a nonprofit organization dedicated to accelerating the adoption of building practices that result in resource efficient, healthier and environmentally sustainable buildings. We advance this mission through credible and practical green building approaches for more sustainable communities. Our strategy for accomplishing our goals involves education and promotion on the use of GBI's Green Globes® certification program for commercial buildings and GBI's Guiding Principles Compliance and third-party assessment program for federal building sustainability requirements.

End Statements and Committee Direction

OPERATIONAL EXCELLENCE

End Statements:

- ❖ GBI fosters operational excellence through adherence to governance and association management best practices, continuous improvement, strong financial planning and oversight, and recruitment and retention of top talent.
- ❖ GBI continues to offer excellent customer service to support increased use of third-party certification, which supports tangible ROI through incentive programs and operational efficiencies, reduces owner risk, and reinforces adherence to goal setting and measurement of achievements.

Board & Executive Committee –

- Develop a visioning process together with the staff for the evolution of GBI's mission and vision for a more sustainable built environment.
- Evolve the structure of the organization together with staff to accommodate growth, ensure the organization's ongoing ability to recruit and retain top talent, deliver state-of-the-art certification tools, and provide excellent customer service.
- Review staffing and human resources practices to foster a healthy, productive work-life balance and environment for current and future GBI team members.

Nominating & Governance Committee –

- Conduct annual reviews of bylaws.
- Recruit motivated and committed future leaders and work to ensure a balanced Board of Directors and Executive Committee reflective of the dynamic building industry.

Finance & Audit Committee –

- Collaborate with staff in the development of annual balanced budgets by October 15 preceding the start of each calendar/fiscal year.
- Ensure the organization operates in compliance with all federal and state financial requirements as confirmed through Committee oversight of annual audits and internal accounting controls, policies, and practices.
- Support development of business planning in conjunction with staff and other Committees to increase GBI's growth and positive impact in the market.

Membership Committee–

- Provide input into membership issues to evolve the organization and support governance goals.
- Contribute through growth of members to ensuring adequate budget for research, development, and GBI's ANSI consensus process.

SUSTAINABILITY ENGAGEMENT

End Statements:

- ❖ GBI's impact on sustainable development is measurable, balanced, increases year-to-year, and is accomplished through promoting adoption of GBI's tools and collaboration with allied organizations.
- ❖ GBI's tools optimize building performance; deliver owner, tenant and occupant tangible benefits; provide recognition; and are developed in the context of meeting future needs and trends.
- ❖ GBI is a thought leader and delivers research and objective education and training opportunities that increase knowledge of the latest science, research, and lessons learned.
- ❖ GBI encourages market innovation by supporting consensus processes, openness, transparency, and due process in the development of Standards.
- ❖ GBI provides education and cooperation to foster the expansion of government policies to include multiple green building certification systems, standards, and codes for use in obtaining incentives or as examples of leadership pathways for incorporation of more sustainable building practices.

Performance & Tool Development Committee –

- Develop plans for ongoing delivery of state-of-the-art certification tools and excellent customer service during growth.
- Evaluate aggregate data collection and reporting mechanism to address performance measurement of GBI certified buildings.
- Commission research and issue findings to support evolution of GBI's rating systems and online tools.

Education & Promotion Committee –

- Develop user conferences and multi-media education programs to deliver education that supports adoption of green building best practices and compliance requirements.
- Develop branding and communication strategies for increasing adoption of green building practices and certification within verticals needing additional sustainability support.
- Develop strategic alliances with other organizations for technical and educational collaboration.

Government Sector Engagement Committee –

- Support research and review of green building certification programs.
- Evaluate federal, state, and local green building certification incentives and project how trends will impact adoption of green building and use of codes, standards, and tools.
- Provide education as requested on the availability of multiple certification programs, standards, and tools that can accelerate the adoption of green building best practices.