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American Council for an  
Energy-Efficient Economy



Center for Renewable Energy  
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Contact: MK Campbell  
202-293-2898

## **NEW REPORT REVEALS PROMISING FUTURE IN GREEN BUILDING**

*Study determines how obstacles facing green building technology can be overcome in order to fully reap benefits*

**Washington, DC**--A new report released by Renewable Energy Policy Project (REPP-CREST) investigates the tremendous impact that buildings make on the environment. The report, *Build It Right: Cleaner Energy for Better Buildings*, finds that using energy more efficiently and relying more on renewable energy generation would bring appreciable environmental and financial payoffs.

“Given that current technologies and practices can offer cost-effective opportunities to reduce energy use in new and existing buildings by 30-70%, we find ourselves on the brink of a building industry revolution,” said Roby Roberts, REPP’s executive director. “However, change within the building sector has been slow,” continued Roberts, “due to a lack of awareness and understanding of the wide range of green building technologies and practices among architects, builders, contractors, and others.”

*Build It Right* was produced in collaboration with American Council for An Energy Efficient Economy (ACEEE). The report assesses the traditional setting of the building industry, evaluates the residential and commercial benefits of green building, uncovers innovative schemes to encourage green building, and highlights some existing programs. The report includes an interview with Don Bradley (Bradley Builders and Developers, and Solar Strategies Development Corporation) about his experience building and selling modular solar homes, as well as his work on affordable solar housing in southwest Philadelphia.

“The impressive example set by Don Bradley and others shows that efficient buildings fueled by renewable energy are ready for the market. Consumers express a preference for such buildings: to save money and the environment. This is as much a marketing issue as an engineering and financial issue,” said Virinder Singh, research manager for REPP.

REPP-CREST explores the emerging relationships among markets, policy and public demand for renewable energy. ACEEE is a Washington, DC-based nonprofit organization dedicated to advancing energy efficiency as a means of promoting both economic prosperity and environmental protection.

Contact Mary Kathryn Campbell at 202-293-2898, or visit <<http://www.repp.org>> for copies of: *Build It Right: Cleaner Energy for Better Buildings* by Ed Cohen-Rosenthal, Mary Schlarb, and Jennifer Thorne with contributions by Adam Serchuk and Don Bradley and in collaboration with ACEEE.

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