



2018 ANNUAL REPORT

CONVENE  
RESEARCH  
ADVOCATE  
EDUCATE  
IMPACT

# Urban Green Council's mission is to transform buildings for a sustainable future.

## Dear Friends,

I've been at Urban Green for seven months and I'm excited by the new directions we're taking. We will continue to convene, advocate, educate and research building efficiency best practices for New York City, while adding an international focus to our work.

As a sustainability market leader, our peers are global. And we need to address issues on a global scale to ensure the sustainability and resiliency of New York City.

Major programs launched in the past year, including the **Blueprint for Efficiency** and **Advancing Electrification**, speak to Urban Green's leading-edge approach to building research and policy that apply here at home and globally. We look forward to sharing our work and learning from others around the world.



Sincerely,

A handwritten signature in black ink that reads "John Mandyck".

John Mandyck  
Chief Executive Officer

"We're excited to have John Mandyck as Urban Green's first CEO. His deep strategic perspective and global outlook have already expanded the impact and reach of Urban Green, and we can't wait to see what 2019 will bring."

SCOTT FRANK | BOARD CHAIR

## ABOUT JOHN MANDYCK

**25+ years of private sector sustainability experience**, most recently as Chief Sustainability Officer at United Technologies Corporation.

**Visiting Scientist at Harvard University T.H. Chan School of Public Health** and Adjunct Professor at the University of Connecticut School of Business.

**Founded and chaired the World Green Building Council Corporate Advisory Board**, a select group of global sustainability leaders.

# WE CONVENE

## TO DRIVE CONSENSUS SOLUTIONS.

### POLICY

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## THE 80X50 BUILDINGS PARTNERSHIP

Urban Green convened NYC's leading building and energy stakeholders for the **80x50 Buildings Partnership**, which developed the groundbreaking *Blueprint for Efficiency* framework to cut carbon in NYC's large buildings.

 **70**  
EXPERTS CONVENED

 **85**  
INDIVIDUAL EVENTS


### RESEARCH

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## ADVANCING ELECTRIFICATION

We launched **Advancing Electrification**, a roadmap for scaling heat pumps in NYC's large multifamily buildings. In Year 1 we're developing priorities through stakeholder convenings and in-depth research; in Year 2, we will explore implementation strategies, such as incentives and stakeholder education.

### EXPERTS AGREE

 To get to a clean energy future, we'll need to replace technologies that run on fossil fuels —like heat and hot water from natural gas—with alternatives that run on electricity.

### EDUCATION

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## THE CROSS-LEARNING ALLIANCE

Urban Green joined with AIA New York and the New York Chapter of ASHRAE to launch the **Cross-Learning Alliance**, bringing cutting-edge programming to the building industry.

**3** PARTNER  
ORGANIZATIONS

**6K** MEMBERS

# WE RESEARCH

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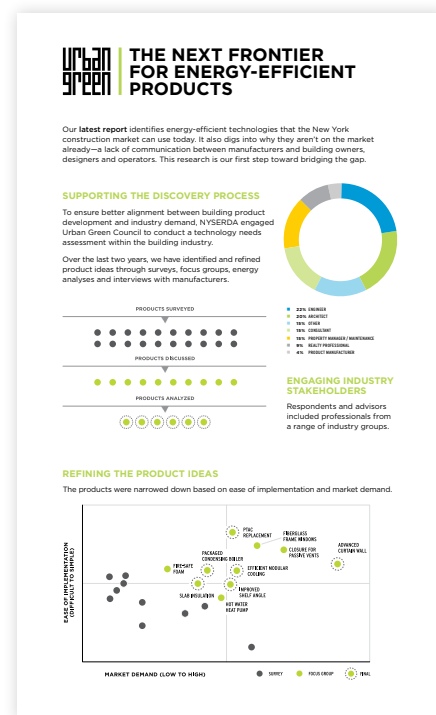
SOLUTIONS THAT DRIVE CONVERSATIONS  
AND INFORM POLICIES.

## THE NEXT FRONTIER FOR ENERGY EFFICIENT PRODUCTS

We surveyed 200+ building professionals and identified six energy efficient technologies that the NY construction market wants and can use today.

**200+** BUILDING  
PROFESSIONALS  
SURVEYED

**6** ENERGY EFFICIENT  
TECHNOLOGIES IDENTIFIED  
FOR USE TODAY



# WE ADVOCATE

FOR EFFECTIVE  
POLICY SOLUTIONS.

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## FROM BLUEPRINT TO BILL

The 80x50 Buildings Partnership convened by Urban Green created the *Blueprint for Efficiency*, a major policy driver of NYC's groundbreaking carbon reduction bill passed in 2019.

## COVERED IN

**The New York Times**

**THE WALL STREET JOURNAL**

**21** POLICY  
RECOMMENDATIONS  
FORMULATED



GROUNDBREAKING BUILDING  
EMISSIONS LAW  
**PASSED**

**26% EMISSIONS  
REDUCTIONS REQUIRED  
IN THE NEXT DECADE**

**IMPACTS  
50,000  
BUILDINGS**

## LAW HIGHLIGHTS INCLUDE:

Green Power Purchase Option  
Carbon Trading Study

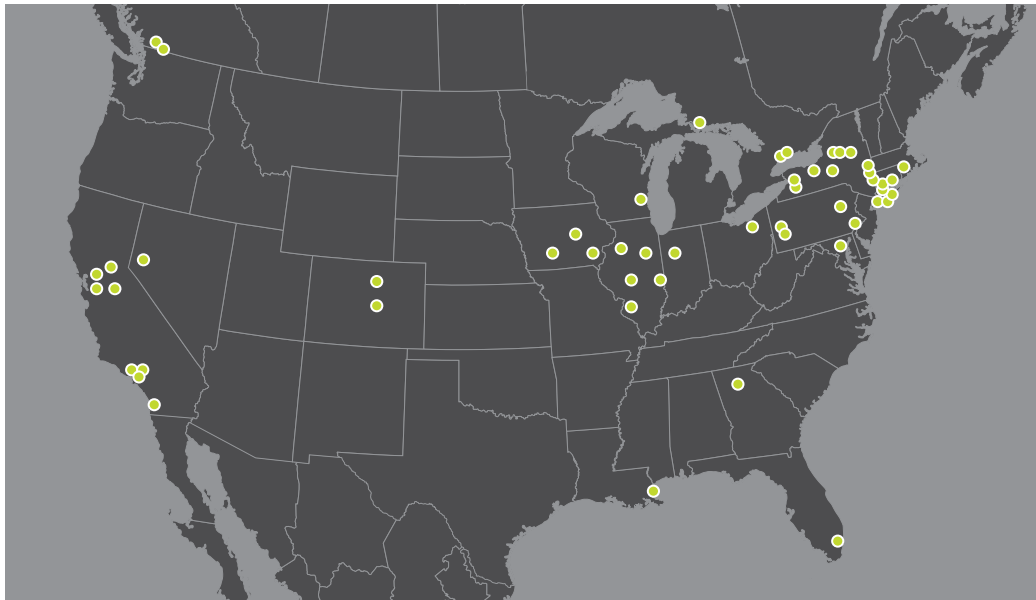
# WE EDUCATE

BUILDING PROFESSIONALS IN EVERY SECTOR –  
REAL ESTATE, DESIGN, CONSTRUCTION & OPERATIONS.

## TRAININGS

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## 273 COURSES IN 57 CITIES



# 3,155

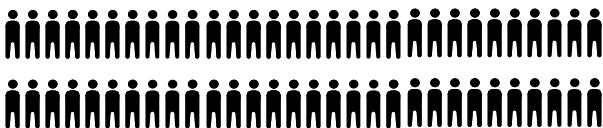
TRADESPeOPLE, ARCHITECTS  
& ENGINEERS TRAINED

# 15%

MORE PEOPLE  
TRAINED IN 2018

## COMMUNITY

## 4,320 EVENT ATTENDEES



## GPPO AT WORK

Launched GPPO at Work, custom training and coaching for organizations to reduce energy use through better operations. Partners include Weill Cornell Medicine and the State University of New York.

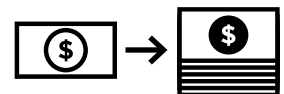
## 2018 CONFERENCE

## WEATHERING THE STORM: THE INTERSECTION OF FINANCE AND RESILIENCY

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# \$3T

New York has **\$3 trillion**  
of insured coastal property  
vulnerable to hurricanes.



For every **\$1 invested**  
in resiliency, there's  
**\$6 in savings** in future  
disaster costs.

# SUPPORT URBAN GREEN

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Your support is vital to our work and there are many ways to get involved:

**Make a Donation or become a Member**

and receive discounted admission to events, and access to special programs and tours.

**Join the Trust for Urban Green** by making a donation of \$1,000 or more. Trust benefits include Urban Green membership, invitations to exclusive events throughout the year and the opportunity to network with NYC's most committed green building advocates.

**Become an Organizational Member** to demonstrate your firm's commitment to sustainability and join an influential community of firms who publicly support the green building movement. Includes individual membership for staff.

**Become a Sponsor** for increased visibility within the Urban Green community and expanded benefits including promotion on our website, in our newsletter, and at events.

## FINANCES\*

### 2018 URBAN GREEN EXPENSES

Programs	\$1,494,170
Management & General	\$418,814
Fundraising	\$311,542
<b>TOTAL</b>	<b>\$2,224,526</b>

### 2018 URBAN GREEN REVENUE

Earned	\$641,273
Contributed	\$1,581,543
<b>TOTAL</b>	<b>\$2,222,816</b>

\*Unaudited Financials

To find out about ways to support us, please contact **Chris Anjesky**, Managing Director, at 212-514-9385 ext. 119 or [development@urbangreencouncil.org](mailto:development@urbangreencouncil.org).





# THANK YOU

THANK YOU TO OUR SUPPORTERS.  
YOUR GENEROSITY MAKES OUR WORK POSSIBLE.

> SEE OUR 2018 DONORS <