

## 2019 ANNUAL REPORT

### Dear Friends,

2019 was a record year for Urban Green. We were instrumental in creating and passing NYC's globally historic climate emissions law, and are now playing an equally important role in its implementation. As a global thought leader and go-to resource for building climate policy, we had record engagement at our events, on our website, and in the media.

We will continue to tackle big climate challenges with solutions for maximum impact in 2020 and beyond.



### Join us!

Sincerely,

A handwritten signature of John Mandyck in black ink, written in a cursive style.

John Mandyck  
Chief Executive Officer



**Urban Green Council's mission is to transform buildings for a sustainable future in New York City and around the world.**

# WE CONVENE

## ADVANCING ELECTRIFICATION

### 35+ EXPERT STAKEHOLDERS

met to identify the nine steps for scaling heat pumps in NYC's large multifamily buildings.



In 2019, we led stakeholder convenings and performed in-depth research.



We will publish our results, educate stakeholders on key findings and advocate for policy solutions.

## GLOBAL CLIMATE EFFICIENCY TRADING

Carbon or efficiency trading for buildings provides a new climate policy approach for world cities and an essential pathway for buildings to comply with Local Law 97. Urban Green is taking a leadership role locally and globally:



PHASE 1: **Convening experts to identify program design and policy options** to inform NYC's required evaluation of carbon trading. The Mayor's Office also appointed Urban Green to provide stakeholder input to the city's plan.



PHASE 2: **Scaling global impact through the world's first multi-city initiative** to evaluate building carbon trading in New York, Hong Kong, London, Singapore and Toronto. We'll work with green building councils representing these cities to start a new global dialogue for this breakthrough city policy tool.

# WE RESEARCH



### DEMYSTIFYING STEAM 1 & 2

Our first report takes a close look at steam heat systems and how they can be improved to save money and energy, including cost-effective solutions that can reduce heating and hot water expenses **by up to 20 percent**.

Our second report, on smaller buildings, features the first-ever tool to help contractors and policymakers understand the prevalence and location of steam heat in NYC's 53,000 small and medium multifamily buildings (5,000-25,000 SF).

## 86%

of small and medium multifamily properties are steam heated

## 40%

of NYC's carbon emissions come from burning fossil fuels within buildings

### RETROFIT MARKET ANALYSIS

We project that when building owners choose efficiency upgrades, Local Law 97 will:



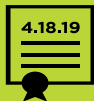
Expand the retrofit market by \$20B over the next decade (a 1,200% increase)



Create 141,000 jobs across the NYC metro area



# WE ADVOCATE



## BUILDING EMISSIONS LAW PASSED (LOCAL LAW 97)



**FIRST-EVER  
CARBON  
EMISSIONS CAP**  
for energy use in  
NYC's large buildings

**40%**

**EMISSIONS  
REDUCTIONS**  
from 50K buildings  
in the next decade  
(2005 baseline)



**DELIVERS  
LARGEST CARBON  
REDUCTION**  
of any city in  
the world

## OUR IMPACT ON THE LAW

Urban Green's 80x50 Buildings Partnership helped shape this world-leading climate legislation. Partnership recommendations increase compliance options so owners can cut carbon in the most cost-effective way:

Timing **efficiency upgrades** with financing and equipment replacement

Studying the feasibility of **carbon trading** between buildings

Purchasing **renewable energy credits** to offset carbon emissions

Plus, Urban Green successfully advocated for the creation of an **advisory board** to ensure ongoing stakeholder engagement, including potential changes to the 2030 requirements. We also called for **stricter rules in city-owned buildings**, helping to ensure that NYC leads by example and helps establish best practices for the broader market.

## OUR REACH

Urban Green is the go-to resource for information about the new law:



**14,000**

resource downloads



**23,400**

online page views

# WE EDUCATE



**4,250**

EVENT ATTENDEES

**TRAINED 2,150**

TRADESPEOPLE

ARCHITECTS

ENGINEERS

Launched the **Cross-Learning Alliance**

**WITH OVER 500 ATTENDEES  
IN 2019**



We shared the best green building solutions with international partners to accelerate climate action through the launch of our **Global Exchanges** series.



Our sold-out conference, *Retrofitting to Scale*, tackled how we can massively increase energy retrofits to drive compliance with Local Law 97.



# THANK YOU

TO OUR SUPPORTERS.  
YOUR GENEROSITY MAKES OUR WORK POSSIBLE.

> [CLICK TO SEE OUR 2019 DONORS](#) <

> [CLICK TO SEE OUR BOARD OF DIRECTORS](#) <

## SUPPORT URBAN GREEN

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

**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 memberships 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. Includes individual memberships for staff.



Urban Green Council  
55 Broad Street, 9th Floor  
New York, NY 10004  
[urbangreencouncil.org](http://urbangreencouncil.org)

To find out about ways to support us, please contact  
**Chris Anjesky**, Managing Director:



212-514-9385 ext. 119



[development@urbangreencouncil.org](mailto:development@urbangreencouncil.org)