



## BOMA Canada is Going Green!



At the January BOMA Canada Board of Directors Meeting at the 2005 Winter Business Meetings, the Board unanimously approved the formal business plan and program details, setting the stage for the national launch of BOMA Canada's Go Green program this month, and demonstrating in a tangible way that BOMA Canada and building owners across the country have the environment on the forefront of their agenda.

The overall objective of the BOMA Go Green plan is to encourage as many buildings as possible (both members and non-members) across Canada to become Go Green certified. In addition, BOMA Canada has developed a marketing plan to create awareness with stakeholders, including federal, provincial and local governments, industry professionals, trade and business media and the general public, to promote what BOMA Canada and building owners are doing for the environment. In communicating the benefits of the Go Green program as a leading national environmental stewardship program, this will also raise the profile of BOMA Canada among both members and non-members. BOMA Canada is clearly establishing the national Go Green program as being developed by the industry for the industry.

There are numerous incentives for building owners to enroll in the Go Green program. The best practices model will guide owners and managers in reducing buildings' energy consumption and operating costs, as well as heightening environmental stewardship and due diligence. It will also lead to improved tenant safety, health, comfort, and productivity. Other benefits include attracting new tenants, improving buildings' public image as environmentally conscious, and providing tangible measurements as to how well a building is performing. BOMA Go Green is a comprehensive, quality program that is unique in our industry, and it has been structured to ensure that it is neither onerous nor costly to participate.

The BOMA Go Green program addresses ten requirements in five categories of environmental responsibility touching on all aspects of building management and operation. They include Resource Consumption (Energy and Water Use); Waste Reduction & Recycling (Construction Waste, Recycling, Hazardous Materials); Building Materials (Material Selection, Ozone Depleting Substances); Interior Environment (Indoor Air Quality, HVAC Maintenance); and Tenant Awareness (Communication Program).

The BOMA Go Green certification process is straightforward. Information and application forms are available for download from the BOMA Go Green web site, and are distributed by local associations. Building owners/managers apply directly (with application fee) to the local association, then the local association arranges for a qualified evaluator to review and validate the application and the building. If the evaluator recommends the building for certification, the local Board or designated governing body reviews and approves (or rejects) the application. If approved, the building is awarded certification, valid for three years, after which point the building must apply and pay for re-certification. Go Green recognition materials are provided for display at the building.

The Go Green program comprises two elements in which buildings and firms can choose to participate. Go Green is a "best practices" model, whereas Go Green Comprehensive adds a more in-depth benchmarking tool, for firms and buildings requiring or desiring this type of program. Using a web-based assessment tool, this aspect of the Go Green program matches the ten requirements of Go Green, and drills further into the detail of each requirement. Data is gathered on-line to provide the benchmarking component.

At BOMA Canada, we are pleased to be leading the way with this important and meaningful program. It is our hope that BOMA Go Green will not only foster increased environmental consciousness in the industry, but will also lead to healthier workplaces and sustainable building development and management practices. Application information and complete details on BOMA Go Green are available at [www.bomagogreen.com](http://www.bomagogreen.com).

*Article prepared by BOMA Canada staff*

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