



**USAID**  
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**MAITREE**

MARKET INTEGRATION AND TRANSFORMATION FOR ENERGY EFFICIENCY

**EVENT SUMMARY REPORT**

**INDUSTRY ROUNDTABLE**

**BUILDING GREEN**

**APPROACH & INSIGHTS FOR MARKET  
TRANSFORMATION**

**SEPTEMBER 2020**



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# BACKGROUND

Green buildings, use natural resources such as water and energy efficiently, emphasize upon the use of sustainable building materials, recycle waste, prioritize the health and well-being of occupants, and create measurable benefits for all parties involved. There is a need to accelerate the adoption of green buildings keeping in mind pressing environmental, social, and economic issues for India. This can be achieved by introducing and sustaining a series of calculated market interventions through different means such as policy revision, creation of deployment plans and effective public outreach etc.

Building energy efficiency has been a key element of the U.S.-India energy partnership since 2000. USAID's MAITREE Program is supporting efforts for scaling up of green and energy-efficient buildings in India. These strategies include the adoption of cutting-edge technology, innovative business models, global best practices, green products and services, and end-user engagement.

USAID and USGBC signed an MoU under the MAITREE program to work together to support the development of a vibrant green building market at national and regional scale. A white paper on "Building Green: Approach & Insights for Market Transformation", is an outcome of this partnership. One of the key findings of this paper has been better communication of the need and benefit of building green to the community, occupants, and the policymakers.

The South Asian countries share similarities in climates, building traditions and practices, and even construction methods. With the similarities in the way markets work in India and other regions in the Asia Pacific, the efforts towards addressing market barriers in India can be relevant in the larger Indo-Pacific region as well. There is a huge possibility of learning and insights across these regions with similar markets. An industry roundtable was organized to bring together these different perspectives on making energy efficiency and green building practices mainstream. The "Building Green: Approach & Insights for Market Transformation", whitepaper was presented and released at this event.

# BUILDING GREEN:

## APPROACH & INSIGHTS FOR MARKET TRANSFORMATION

Buildings have a significant impact on the environment, both on a local and a global scale. Every stage of the building has a measurable environmental impact: the mining & transportation of materials to building site, the construction process itself, the waste removal and disposal process; and the continual use of natural resources such as energy, water for the entire operating life of the building.

With a rapidly developing global economy, it is crucial that India moves towards reducing the impact of building design, construction and operation on the environment. To do so, the country needs to reach a stage of an effective and complete market transformation of the building industry.

Through all stages of the building, different stakeholders intervene and contribute towards decision making and action thereof, which can determine the level of impact a building has on the environment during its design, construction and operation stage. Incorporation and integration of green building best practices such as Integrated design approach, life cycle cost analysis, climate responsive design and green technologies have a potential to make it efficient, cost effective and healthy for occupants.

With the above stated understandings, a nationwide survey was carried out to identify barriers to green building and energy efficient building market development in India. The survey was designed to capture the awareness to approaches, and perception of barriers of respondent belonging to different industry segments.

The barriers were further classified, analyzed and suggestions for calculated market interventions through different means such as policy improvements, training and capacity building, pilot implementation and effective public outreach were discussed in the paper titled 'Building Green: Approach and Insights for Market Transformation'. The study was expanded to capture shift in perception in the post COVID-19. The paper also points towards intervention areas and next steps towards addressing barriers to scale green and energy-efficient technologies. It also includes stakeholder insights on the priorities for the built environment post COVID-19.

An online industry roundtable on 17th of September 2020 was held to share findings of the study and engage with industry experts for their perspectives on best practices and efforts towards market transformation. The event brought together industry leaders, from US and India such as UL, Hines, HKS and Carrier to share their perspectives on making energy efficiency and green building practices mainstream.

# ABOUT THE STUDY

## APPROACH & INSIGHTS FOR MARKET TRANSFORMATION

The study used a market transformation methodology to identify and characterize the market barriers for adoption of green practices, services, technologies and products within the Indian market. Each market barrier was assessed against the five “A”s - Availability, Awareness, Accessibility, Affordability and Acceptance. Each of these represent a critical aspect of the market adoption path for a new technology.

The study detailed the challenges faced by project stakeholders and the potential high-level actionable items that could be instituted at regional and national level to address specific issues. The report also captured the shift in perception and changing concern of the stakeholders through analysis of responses gathered post outbreak of the pandemic in relation to pre COVID-19 responses.

Possible strategies that could increase or improve the uptake of green building practices were detailed under the following headings – Training & Capacity building, Policy Improvements, Pilot Implementation, Outreach & Media

This research study set the context for the Industry Roundtable with experts and as a launch pad for discussions and action to be undertaken by stakeholders. Leading experts from the industry, building owners, developers, international and national development agencies, and think tanks, were invited to participate in the industry roundtable and share their perspectives.

Table I. Findings from the report

	Integrated Design Approach	Life Cycle Cost Analysis	Climate Responsive Design	Green Technology	Occupant Behavior
Availability		●			
Awareness	●	●	●	●	●
Accessibility		●	●	●	
Affordability	●	●	●	●	
Acceptance	●				●

# AGENDA

**Welcome Address & MAITREE Overview by**

Ms. Karen Klimowski, Acting Deputy Mission Director and Indo-Pacific Coordinator, South Asia, USAID | India

**Keynote Address & Release of Market Transformation Report by**

Mr. S. P. Garnaik, Executive Director, EESL

**Global Green Building Market Perspective by**

Ms. Taryn M Holowka, Senior Vice President, Marketing, Communications & Advocacy, U.S. Green Building Council

**Presentation of Market Transformation Report by**

Mr. Gurneet Singh, Director, Environmental Design Solutions

Ms. Nidhi Gupta, Senior Program Manager, Environmental Design Solutions

**Industry Roundtable**

Mr. Josh Jacobs, Director of Environmental Codes & Standards, UL Environment & Sustainability

Mr. Dhiraj Wadhwa, Director, Commercial Applied & Overseas Business, Carrier India

Mr. Atul Saxena, Joint Director, Hines

Mr. Harsh Thapar, Vice President, HKS India

**Moderated by:**

Ms. Mili Majumdar, Managing Director, GBCI

Mr. Tanmay Tathagat, Director, Environmental Design Solutions

**Summary & Way Forward**

Ms. Apurva Chaturvedi, Senior Clean Energy Specialist, USAID | India

# PROCEEDINGS

## SESSION SUMMARY

The event commenced with Ms. Apurva Chaturvedi, USAID India introducing the USAID MAITREE program for transforming the Indian building market, improving energy efficiency in the building and the cooling sector through partnerships and in collaboration with international organizations, think-tanks, public sector, private sector, etc.



Ms. Karen Klimowski, Acting Deputy Mission Director and Indo-Pacific Coordinator, South Asia, USAID | India in her welcome address emphasized on India and USAID’s partnership in catalysing building green and energy efficiency in the country since the year 2000. USAID’s past collaboration brought together the Confederation of Indian Industries (CII) and the US Green Building Council (USGBC) to form the Indian Green Building Council (IGBC). India’s Energy Conservation Building Code (ECBC) and its update was prepared as a part of USAID’s programs and partnership with BEE. She emphasized that USAID’s focus has always been on sustainability, viability and long-term impact. For which, it is important to bring a change in the markets permanently. This shall happen when the difference between “business as usual” and “green” ceases to exist. That day would indicate an effective and complete market transformation of the building industry.

Ms. Klimowski, further spoke of MAITREE's successful programs in partnership with EESL, PMAY-U Affordable Green Housing in Lucknow, Sustainable Public Procurement with UNEP among others and USAID's role in facilitating them. AsiaEDGE, was another notable initiative by the US Government's in the Indo-pacific region. She noted that with the similarities in the functioning of markets in India and other Asia Pacific regions, the efforts towards addressing market barriers in India can be relevant in the larger Indo-Pacific region. The learning from the Industry Roundtable would be of great significance across these regions.



*The industry roundtable, organized under the USAID's MAITREE program, reiterates USAID's commitment to helping Asian partner countries leapfrog over old infrastructure and modernize their energy sectors including buildings.*

### MS. KAREN KLIMOWSKI

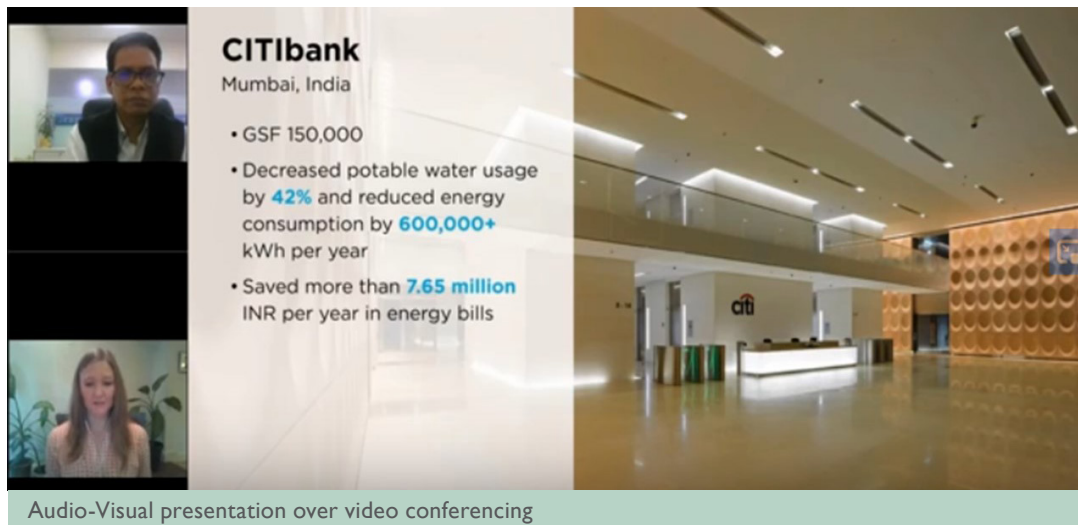
Following this, Mr.S.P. Garnaik, Executive Director, EESL in his keynote address acknowledged MAITREE as a flagship program between two countries. He gave EESL's perspective on immense opportunities in the Indian market. He stated that so far less than 10% of the Indian market potential for energy efficiency has been captured.

He emphasized on importance of demand side energy management and several schemes which have set a favorable climate for market transformation. EESL in establishing large scale energy efficiency has taken significant technological and financial risk; and has been successful in defining an innovative business model. He gave the example of LED lighting program, processes involved such as brainstorming for price reduction, engagement with stakeholder, demand aggregation and how the program led to several manufacturers and test laboratories to come forward in participation. Ultimately bringing large scale social change. Similarly, programmatic models have been made with urban local bodies for street lighting creating a momentum among stakeholders.

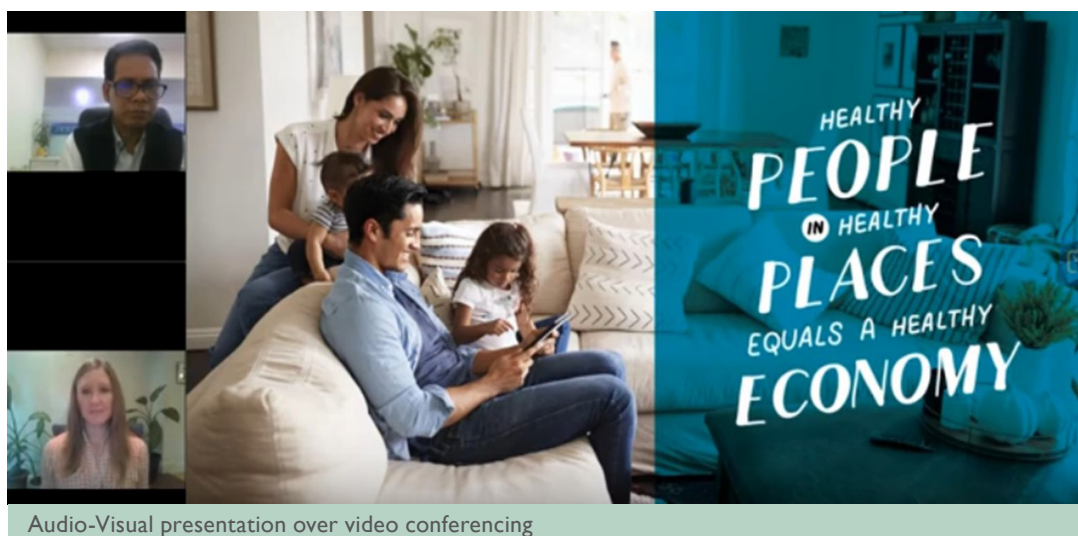
He acknowledged that that the long-standing partnership and MAITREE's-technical assistance has helped in EESL's pan-Indian approach with ESCO model at airports, railways station among other buildings. He also referred to MAITREE's RAISE program, chiller system program and air conditioner replacement program. He highlighted that on a national scale, energy saving programs shall increase awareness, create employment opportunities, local manufacturing and bring in a social change where new appliance deployment is concerned.

This was followed by a presentation on Global Green Building Market Perspective by

Ms. Taryn M Holowka, Senior Vice President, Marketing, Communications & Advocacy, USGBC. She spoke of the USGBC’s impact and trends in increasing business benefits, increased client demand and emphasis on occupant health. In India specifically there is a demand for healthier buildings from the clients. The value of green buildings is higher than ever today in the COVID pandemic scenario. She highlighted how LEED as a global movement has been a market transformation tool and encouraged leadership in move towards Net Zero water and Net Zero Energy.



She cited examples of green projects such as CITI Bank, Mumbai; Jawaharlal Nehru Bhawan, New Delhi; as well as of the U.S. Department of Treasury, Washington D.C. where the green strategies have helped save American taxpayers an impressive \$3.5 million every year.



Ms. Taryn M Holowka spoke of USGBC’s vision - healthy people in healthy places equals a healthy economy. In response to the pandemic she informed of USGBC’s launch of the LEED Safety First pilot credits and Arc Re-Entry which outlines sustainable best practices that align with public health and workplace reoccupancy during COVID-19.

Ms. Karen Klimowski, Mr. S P Garnaik and Ms. Tayrn M. Holowka jointly released the on green building market transformation.



Release of the Building Green : Approach & Insights for Market Transformation report

**LIFE CYCLE COST ANALYSIS**

Category	Very Low	Low	Medium	High	Very High
Availability of professional expertise	0%	14%	17%	17%	46%
Availability of information and tools	17%	36%	21%	17%	8%
Awareness amongst end-users of benefits	13%	25%	23%	29%	10%
Existing channels for increasing awareness	13%	29%	33%	21%	4%
Access to subject experts and tools	13%	31%	23%	29%	4%
Existing demonstration projects	17%	31%	23%	21%	4%
Existing government policies and incentives	17%	23%	36%	21%	4%
End-user acceptability and uptake	17%	17%	21%	29%	16%
Viability as an alternative to conventional approach	0%	17%	42%	33%	8%
Time and effort reported w.r.t conventional approach	21%	23%	4%	13%	59%

**OBSERVATIONS**

Life cycle costing analysis is a little-known and fairly new approach to budgeting for a building project. Respondents surveyed pointed to a general lack of availability (35-40%), accessibility (45-50%), affordability (40%) and awareness (38-42%) of this approach among stakeholders of the building industry. It is clear that there exists a need to push for availability, accessibility, awareness and affordability of this approach in the near future.

**RESULTS**

Release of the Building Green : Approach & Insights for Market Transformation report

Mr. Gurneet Singh, Director EDS along with colleague Ms. Nidhi Gupta, EDS took the attendees through the report, the approach, the results and the final recommendations. Mr. Singh drew attention to the immense uncaptured opportunities in the sector. He mentioned that in the past two decades; since 2000, the Indian construction industry has grown by leaps and bounds. As of 2016, the Government of India (GoI) statistics claim approximately 1/3rd of the country's total electricity is consumed in the residential and commercial sector.



*The irony is that even as an early adopter of green buildings in India, there has been minimal penetration or adoption of green buildings in the construction sector. One of the surveys highlighted that it is as less as 5% of this sector.*

### MR. GURNEET SINGH

He explained the components of the study, target stakeholder groups for the survey across all three stages of a building's life, that is design, construction, and operations & maintenance. The study adopted the 5A barrier analysis approach and this was explained in context of the study.

Ms. Nidhi Gupta presented the results of the barrier analysis and elaborated on the key findings such as the need to work on all 5As for Life Cycle Cost Analysis, how Climate Responsive Design is a major strategy post COVID -19, low familiarity to materials and efficient water fixtures; etc. In case of occupant behavior, for all barriers, the stance taken by respondents was neutral which indicated that there was a lack of awareness and understanding of occupant behaviour. However, occupant behavior was adjudged as key strategy in the post COVID-19 world.

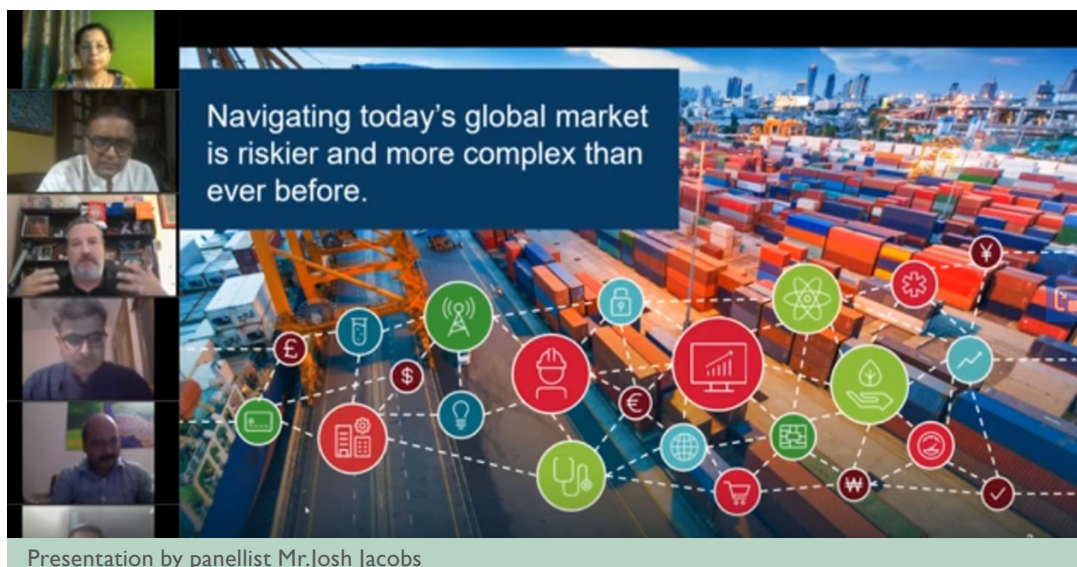
Mr. Singh concluded the presentation with success stories, that have shifted systems, addressed barriers and transformed markets. Some of the examples cited were EE codes and green rating systems, appliances star rating system and knowledge dissemination through NZEB Knowledge portal.

## INDUSTRY ROUNDTABLE

Ms. Mili Majumdar, Managing Director, GBCI, introduced the industry roundtable and acknowledged the partnership with USAID. She emphasized that findings from the research were crucial for the post COVID-19 situation and that healthy spaces are more important than ever. She introduced each of the panelists and together with Mr. Tanmay Tathagat, Director, EDS; moderated the session.



Mr. Josh Jacobs, Director of Environmental Codes & Standards, UL Environment & Sustainability; introduced his organisation and the role they play in increasing safety and environmental health. He briefly spoke on the supply chain of carbon, programs to certify products and EPDs which reflect the real impact of materials. He introduced the attendees to SPOT, a free to access portal with directory of certified product and expressed how the future lies in digital transformation as a means for information dissemination.



In response to question regarding the lack of availability of test facilities, in the South Asian region; Mr. Jacobs agreed that access to green products is a major concern in the South Asia region. However, he expressed that as more green buildings come through more manufacturers shall come forth with greener products. Drawing from the Vietnam experience, he mentioned that with increase in demand for greener products; supporting testing laboratories and on-site testing infrastructure would emerge.

Mr. Dhiraj Wadhwa, Director, Commercial Applied & Overseas Business, Carrier India; pointed out that the building stock is expected to increase by 25% in the next decade. India shall see 40% of its residents migrating to cities and approximately 80% of the urban India is yet to be built. He sees ample opportunity in near future for market transformation. In concurrence with the finding of the study, he stated that awareness is crucial for this transformation. Mr. Wadhwa also emphasised that there is a need to look at buildings as whole, rather than as individual components.

Energy – Trends and Opportunities

Carrier

Energy Trends

Factors Contributing to Energy Loss

Old Equipment, Low Efficiency Equipment, Improper Maintenance, Poor Water Quality, Faulted Condenser Tube, Dirty Piping Banks, Wrong Cooling Tower Installation

EXponential IMPROVEMENT IN PRODUCT PERFORMANCE Inc...  
 BUILDING PERFORMANCE HAS NOT IMPROVED IN SAME PROPORTION  
 SIGNIFICANT RANDOMNESS OBSERVED

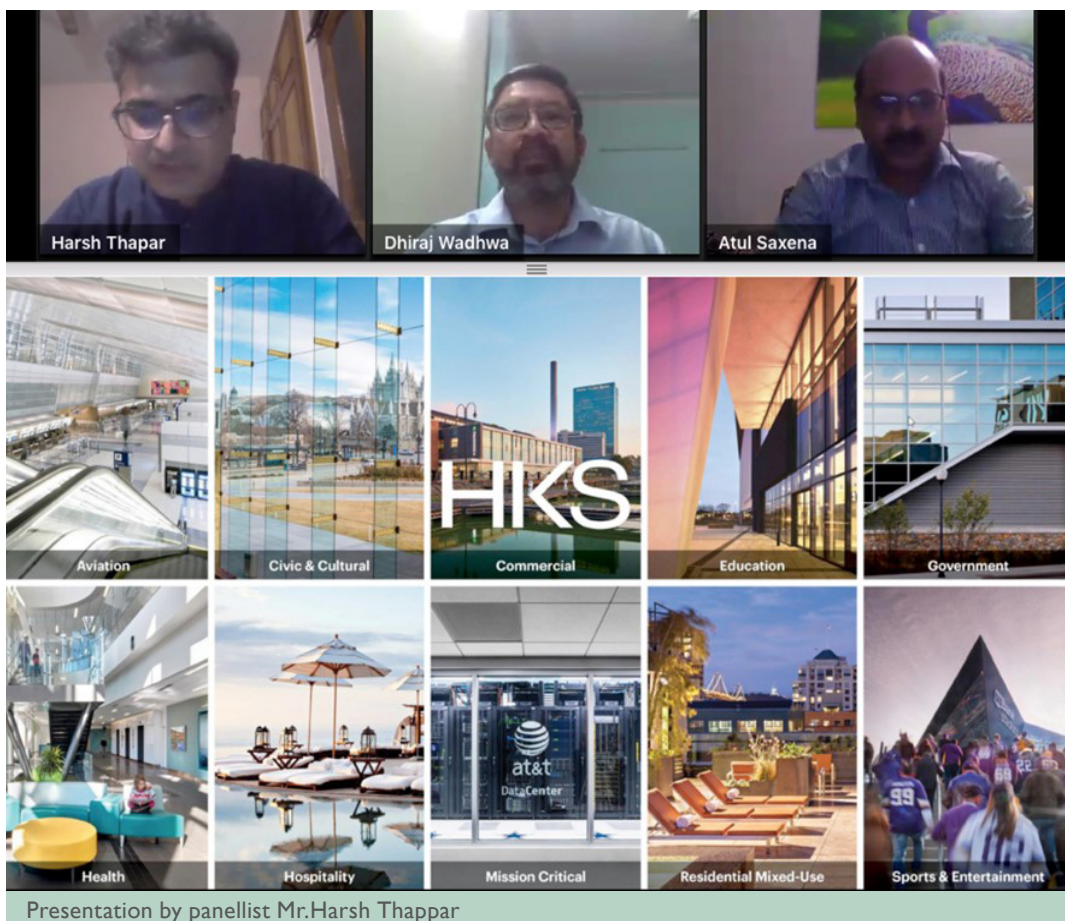
Presentation by panellist Mr. Dhiraj Wadhwa

His thoughts on how he see the cooling demand and energy use being affected with increased ventilation and filtration requirements since in the post COVID-19 scenario were positive. He emphasised that educating customers on efficient systems was of the essence,

Mr. Atul Saxena, Joint Director, Hines drew insights from his experience in corporate real estate property management, facilities management, projects and administration. He introduced his organisation and spoke of key projects and organisation sustainability goals. From the point of managing LEED certified buildings, he acknowledged that green measures have led to tenant satisfaction, reduced operational cost for the tenants. In response to question on additional costs incurred in green buildings, Mr Saxena affirmed that sustainability is a responsibility where health and well being can not be compromised irrespective of costs. Also, the increased cost can be balanced by with savings offered by efficient systems.

Mr. Harsh Thappar, Vice President at HKS Architects India, a leading International Design firm, headquartered in the US shared insights from a perspective of an architect on the impact of COVID-19 on design of buildings. Key points of the firm's green practices, which he highlighted were – Creating internal expert groups which are multi-disciplinary in nature and provide technical support to projects; tracking performance of buildings through its lifecycle; compliance to 2030 carbon neutral buildings targets set by the American Institute of Architects for high performance buildings; joining the UN Global compact program, a step towards the organisation's larger sustainable aspirations. These efforts have resulted in over 300 green buildings churning out of their practice.

In response to the question on how design can be contextualised, Harsh feels that architects and engineers should look at better processes to engage with each other. Truly environmental friendly buildings shall need soul searching, better procurement processes, engaging with better experts through integrative design.



## WAYFORWARD

Ms. Apurva Chaturvedi in her closing remarks for the industry roundtable stated that the study report is not a prescription to building green but suggestive strategies. The stakeholders can choose and tailor the strategies that best suit the purpose.



*USAID as a next step shall take holistic approach to assist the market transformation through policy support, market assessments, capacity building or addressing barriers to outreach and communication.*

### MS. APURVA CHATURVEDI

USAID as a next step shall take holistic approach to assist the market transformation through policy support, market assessments, capacity building or addressing barriers to outreach and communication. USAID shall also continue to support pilot or demonstration projects such as RAISE and Nalanda University. Ms. Chaturvedi emphasized that ongoing work carried out by USAID in India shall significantly help in building traction for market transformation in the larger South Asian region.

# OUTREACH

Globally over 260 participants attended the event; from different professional backgrounds including developers, architects, bi-lateral organizations, consulting, energy utility services, educational institutions, and industry manufacturers. During the live event we received participation from Latvia, Italy, Sweden, UK, Bhutan, Singapore, Mauritius, Indonesia, Bangladesh, Lebanon, Saudi Arabia, Rwanda, the USA, and Canada. Some of the key representations were from GIZ, JLL, PwC, ICF, BEE, Schindler, Siemens, Wipro Infosys Ltd and ITC, etc.

The findings and way-forward presented by MAITREE received a wide acceptance and the industry leaders concurred that the market for building green is steadily opening up in India and the South Asia region.

**Maitree**  
12 September at 13:44

Join us for the "Building Green : Approach & Insights for #Market #Transformation" on 17th September at 17:30 IST.

Hear Mr. Josh Jacob, **UL** ; Mr Atul Kumar Saxena, **MRICS, Hines** ; Mr. Dhiraj Wadhwa, **Carrier**; and Mr. Gaurav Chopra, **HKS Architects**. share their insights on the challenges they have faced and the approach they have adopted to be champions of #green while being at the forefront of their domains.

Link to register for the event: <https://bit.ly/2GJ3aHH...> See more

**Industry roundtable on BUILDING GREEN: APPROACH AND INSIGHTS FOR MARKET TRANSFORMATION**  
17th September 2020 | 17:30-19:30 IST

**INDUSTRY LEADERS**

- Mr. Josh Jacobs, Director of Environmental Codes & Standards, UL Environment & Sustainability
- Mr. Dhiraj Wadhwa, Director Commercial Applied & Overseas Business, Carrier India
- Mr. Atul Saxena, Joint Director, Hines

REGISTRATION LINK: <https://bit.ly/2GJ3aHH>

**U.S. Embassy India** @USAndIndia · Sep 17  
Tune in this evening for an industry roundtable between @usaid\_india, @USGBC & private U.S. companies to tap into India's expanding green buildings market. #USIndia for a greener #IndoPacific! [bit.ly/2GJ3aHH](https://bit.ly/2GJ3aHH)

**Industry roundtable on BUILDING GREEN: APPROACH AND INSIGHTS FOR MARKET TRANSFORMATION**  
17th September 2020 | 17:30-19:30 IST

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- Mr. Josh Jacobs, Director of Environmental Codes & Standards, UL Environment & Sustainability
- Mr. Dhiraj Wadhwa, Director Commercial Applied & Overseas Business, Carrier India
- Mr. Atul Saxena, Joint Director, Hines
- Mr. Gaurav Chopra, Founder & Managing Director, HKS Architects

REGISTRATION LINK: <https://bit.ly/2GJ3aHH>

You Retweeted  
**USGBC** @USGBC · Sep 15  
USGBC's @tarynholowka will open this roundtable event with remarks, and @MiiGBCI will be on the panel! Open to all.

**MAITREE Program** @MAITREEProgram · Sep 10  
MAITREE is hosting an Industry #Roundtable on Building Green: Approach & Insights for Market Transformation.

Join us with @usaid\_india @USGBC @EDSglobal @GBCI\_India on 17th Sept at 17:30 IST as we hear industry leaders share insights on transforming markets & scaling green.

Show this thread

**Industry roundtable on BUILDING GREEN: APPROACH AND INSIGHTS FOR MARKET TRANSFORMATION**  
17th September 2020 | 17:30-19:30 IST



**PARTICIPANTS**  
**262**



**IMPRESSIONS**  
**38,257**



**ENGAGEMENT**  
**7,198**

## SOCIAL MEDIA ENGAGEMENT

The outreach for the event was carried out across different handles (LinkedIn, Twitter, Instagram, Facebook) of MAITREE, EDS, USGBC, SAREH and EESL.

**MAITREE Program** @MAITREEProgram

What are the **#barriers** to **#buildinggreen** in India?

Tomorrow Gurneet & Nidhi @EDSglobal present the **#findings** of **#barrier #analysis** study at "Building Green: Approach & Insights for market transformation" Register at- [bit.ly/2GJ3aHH](https://bit.ly/2GJ3aHH)

**#AsiaEDGE #IndoPacific #architecture**

2:11 PM · Sep 16, 2020 · Twitter Web App

3 Retweets 3 Likes

View Tweet activity

Tweet your reply

**MAITREE**

464 followers  
3d · Edited ·

The "Building Green : Approach & Insights for Market Transformation" report was released on 17th September 2020 in the presence of Mr. S.P. Garnaik, Energy Efficiency Services Limited; Karen K, USAID India and Taryn Holowka Hristova, U.S. Green Building Council.

This report was prepared under the USAID MAITREE program by environmental design solutions in partnership with U.S. Green Building Council.

Here is a preview of the report for you in case you missed the event! For more details on the study or to receive a copy of the report, leave a comment here.

[South Asia Regional Energy Hub \(SAREH\) GBCI India #AsiaEDGE #IndoPacific #MAITREE #sustainability #greenbuildings](#)

**SAREH** @SAsiaEnergyHub · 1h

We at @SAsiaEnergyHub are delighted to share the @usaid\_india @MAITREEProgram "Building Green: Approach & Insights for Market Transformation" report here: [lnkd.in/dwMRifj](https://lnkd.in/dwMRifj) drafted by @EDSglobal @GBCI\_India @EESL\_India #AsiaEDGE #IndoPacific #SAREH #MAITREE #greenbuildings

Building Green Approach & Insights for Market Transf...  
Building Green Approach & Insights for Market Transformation  
@usgbc.org

0:30 / 1:16

**USGBC** @USGBC · Sep 18

Today, USGBC and @GBCI\_India participated in an industry roundtable and launched a new industry report, "Building Green: Approach and Insights for Market Transformation." The report was created in partnership with the @USAID, @MAITREEProgram.

Report on green building strategies released by USG...  
The report was created as part of the USAID MAITREE program, in partnership with USGBC.  
@usgbc.org

About LEED Credentials Education Membership Account

Reports

### Building Green Approach & Insights for Market Transformation

This report was carried out as part of the USAID MAITREE program in partnership with USGBC.

DOWNLOAD

Format: PDF

Share on [Twitter] [Facebook] [LinkedIn] [Email]

**EESL India** @EESL\_India · 22h

In case you missed the insightful session by our ED @Soumya\_Garnaik on #Energyefficiency programmes being implemented across the globe, then click here to watch it - [we.tl/t-p190TXBf4](https://we.tl/t-p190TXBf4) @usaid\_india @MAITREEProgram @EDSglobal @USGBC

**EESL India** @EESL\_India · Sep 18

Our ED @Soumya\_Garnaik highlighted the #Energyefficiency programs that we are implementing across the nation and worldwide, in the Global industry roundtable on "Building Green: Approach & Insights for Market Transformation" hosted by @USAID @MAITREEProgram. @EDSglobal @USGBC

Show this thread

**U.S. Department of Treasury**  
Washington, D.C.

- GSF 510,000
- Decreased potable water usage by 43%, electrical usage by 7%, and steam usage by 53%
- Saves American taxpayers an impressive \$3.5 million every year

As a first step towards transforming building practices; a study has been conducted to identify, characterize and rank marketing barriers for mainstreaming green buildings and increase the green share of construction activity in the India context. The approach, survey results and key takeaways of India's green building market transformation study have been discussed in this paper. It also details the challenges faced by project stakeholders and the potential high-level actionable items that could be instituted at regional and national levels to address specific issues.

On the day of the launch, 17th September 2020, announcements were made simultaneously over social media channels of partners and notably U.S. Embassy India. Following the event, EESL shared the event recording and MAITREE handles shared the report preview. Program partner USGBC also published the report on its website.

## ABOUT US

U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) green building certification system is the foremost program for the design, construction, maintenance and operations of green buildings. Every day, more than 2.6 million square feet of space is certified using LEED. More than 102,000 projects are currently participating in the commercial LEED rating systems, comprising more than 22.67 billion square feet of construction space in 178 countries and territories. In addition, there are more than 2 million registered and certified residential units.

USAID led Market Integration and Transformation Program for Energy Efficiency (MAITREE) is a four-year bilateral program with the Ministry of Power. MAITREE aims at uptake of cutting-edge technology, innovative business models, and end-user engagement, to accelerate adoption of energy efficiency strategies and technologies at scale. MAITREE works with a range of public sector, private sector and international partners. Environmental Design Solution [EDS] is the implementing partner for MAITREE.