

# Green Building: New Market and New Opportunities



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# Green Building: New Market and New Opportunities



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**Berlin 9-10 November  
2015**



# 1. What is AzGBC

- Prospective member of



- Established on 26 Sept 2014

- Registered on 28 Dec 2014

- MoU with RuGBC, GeoGBC, KazGBC (mutual recognition)

- MoU with International Eco-Energy Academy

- 6 Members

Pipeline two contracts: with Russian university RUDN and Azerbaijani University AZMIU

Activities: During 2015 have been organized four awareness raising workshops



## 2. Structure of AzGBC

### Board

- **Department of projects**
- **Department of events providing**
- **Department of surveying**
- **Promotion department**
- **Department of standards developing**

### 3. Baku real estate survey

Source:

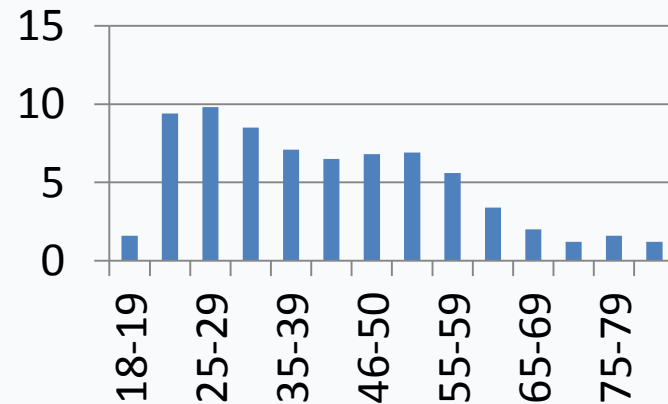
*Formalized interviews of panel of 150 Baku habitants aged above 18.  
Representative sample by gender, age and education. Statistical error les than 3%*



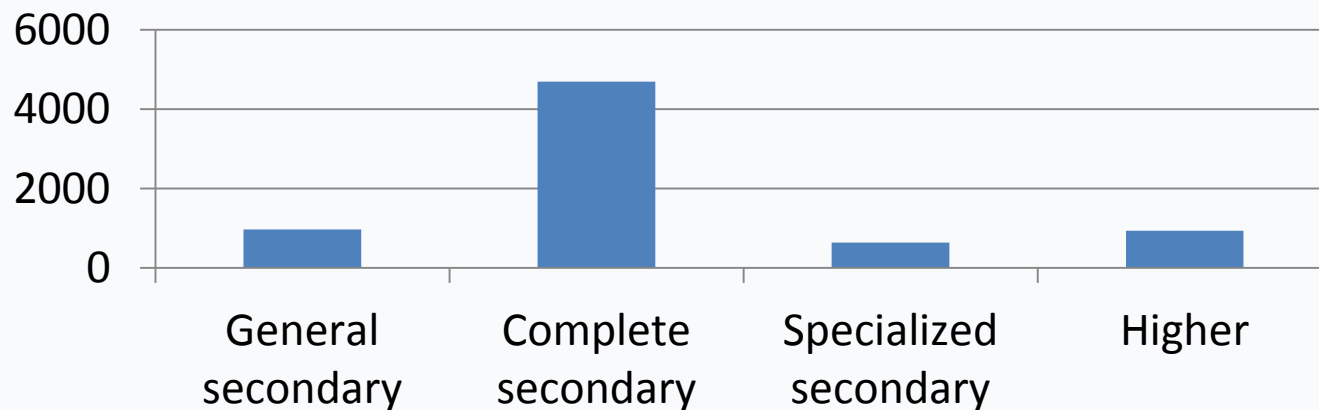
48,9 %

51,1 %

**% of total population**



**Education, thnd**



### 3. Baku real estate survey

Which parts should take into consideration when decided to develop some region of Baku? %

City urban planning



8

People live in this region



52

Environmental issues



34

I do not know



6



### 3. Baku real estate survey

Which type of building you prefer to live in? %

Cottages, townhouses	31
High rise type house	22
Low-rise apartment building	27
Villas	14
High-rise architectural building	6

## Which issue is most important for you for purchasing dwelling? %

Environment of region	31
Infrastructure (kindergarten, hospitals etc)	17
Price	47
Transport facilities	3
Remoteness from work(university) relatives etc.	2



### 3. Baku real estate survey

#### How changed economical statement impacted to your decision to purchase dwelling? %

We did not plan to purchase an estate before, so we do not plan now	62
We planed to purchase an estate and our plans are remain in force	12
We did not plan to purchase an estate but have decided to do it soon	4
We planed to purchase an estate but postponed it	12
We planed to purchase an estate but gave it up	10

### 3. Baku real estate survey

## Energy consumption and saving

	18-24 age	25-34 age	35-44 age	45-59 age	60 and elder
<i>We watch for energy saving and always do save it</i>	12	13	14	18	25
<i>We occasionally watch for energy saving, sometimes do not save at all</i>	16	15	13	13	8
<i>We do not watch for energy saving, not set a task to save it</i>	8	6	6	3	1
<i>I do not know the answer</i>	1	0	1	1	0

## What reason could motivate energy saving behavior in Azerbaijan?

Reasons	Number
<i>Considerable increasing energy prices</i>	<b>38</b>
<i>Realizing that this is the contribution to welfare of children and next generations</i>	<b>30</b>
<i>Energy efficient technologies being in fashion</i>	<b>26</b>
<i>Realizing that this is the contribution to environment of Baku and Azerbaijan</i>	<b>21</b>
<i>Personal examples of authorities</i>	<b>14</b>
<i>none of these</i>	<b>10</b>
<i>Other</i>	<b>2</b>
<i>I do not know the answer</i>	<b>9</b>

## 4. Conclusions

### Main observations

- Major of interviewees consider interests of habitants and environment more grave than interests of the city development in whole.
- The most favorable dwellings are low-rise houses.
- Economical state impacted to decision of each sixth Baku citizen to purchase dwelling
- When purchasing citizens mainly pay attention to price, region environment and infrastructure.
- Elder people are more energy saving than youth.
- Nine percent of population is unconditional to energy saving.

## 5. Azerbaijani experience in green building



White City Office  
Building

BREEAM GOOD  
Certified in 2015



## 5. Azerbaijani experience in green building



SOFAZ building use  
green technologies

## 5. Azerbaijani experience in green building



## 5. Azerbaijani experience in green building



ADA university building

Heat pumps





## *6. New market created by introducing green building*

**Investing in green buildings is not only essential for a sustainable future, but also makes smart business sense.**

**Almost half of all energy generated across the world is used to cool, light, and ventilate buildings, and more than half of all resources are used in construction.**

## *6. New market created by introducing green building*

### Governments

Government use green approach to introduce advanced technology, creating market mechanism to improve environment, building capacity for green buildings through policy and regulatory support, mobilizing private capital and harness the expertise of the private sector in the construction of green buildings, whether airports, schools, or healthcare facilities.

## *6. New market created by introducing green building*

### Investors

**Investor** mainly reduce risk of obsolete morally. Major of investor consider the construction of regular buildings as increasing risks and responsibility.

## *6. New market created by introducing green building*

### Property Developers

Responsible development will become ever more essential to reduce climate change. But smart developers realize that a smaller carbon footprint also translates to greater marketability — and profitability.

## *6. New market created by introducing green building*

### Building Owners

Building owners in emerging markets deliver carbon reductions, lower operating and maintenance costs, and achieve marketplace distinction as well as increasing the estate price.

## *6. New market created by introducing green building*

### Tenants

**Tenants** could create for employee (residents) more comfort environment, increase working efficiency, save 25–30 % of operating costs made input to corporate. Usually people working in green buildings has low insurance rate

## *6. New market created by introducing green building*

### Architects

**Architects**, designers and engineers taking part in green projects increase their rating and competence.

We look forward to working with you and are at your disposal for any specific discussions or requests.

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