

International Institute for Sustainability
WRIGLEY LECTURE SERIES

The Greening of Traditional Markets

Monday, October 31, 2005 • 4:15 PM • Refreshments at 3:45 PM

AED 60 (Architecture North)

SW Corner of University Drive and Forest Avenue



CHRISTINE ERVIN

The green-building market is the most potent trend affecting the industry today. Bypassing hurdles traditionally faced in the energy sector, the voluntary collaborations driving high performance buildings also reflect trends sweeping through environmental policy in the US and Europe. Christine Ervin draws upon her experience leading sustainable-market initiatives in national, state, and nonprofit sectors to explore the heady—and sometimes uncertain—world of green-market transformation.

As the President and CEO of the US Green Building Council, Christine Ervin led its growth from 200 members and 3 staff in 1999 to become a highly influential coalition of nearly 5,000 companies and organizations, 50 staff, and 70 local chapters and affiliates. She is widely credited for being one of major forces behind the adoption of green-building practices across the US

From 1993 to 1997, Ervin served as the US Assistant Secretary for Energy Efficiency and Renewable Energy where she directed nearly \$1 billion in annual investments for research, development, and market deployment. In the buildings arena, initiatives ranged from ENERGY STAR and high-performance buildings to appliance standards and programs to spur private finance. Previously, Ervin directed the Oregon Department of Energy, led the Oregon Governor's task force on livable communities, oversaw budget policy for Missouri, and conducted policy analyses at The Conservation Foundation and the World Wildlife Fund.

Ervin is currently writing a book on the role of voluntary market programs like LEED® in environmental policy, to be published next year. She is a frequent speaker, consults with private and nonprofit organizations, and serves on numerous advisory boards.

This lecture is co-sponsored by the College of Design, the US Green Building Council Arizona Chapter, and the Center for Sustainable Environments at Northern Arizona University.

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For more information, call 480-965-2975 or go to <http://sustainable.asu.edu>.



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