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September 24, 2008

Looking for Opportunities in a Down Market? Try the Green Building Market.



The financial markets may be in turmoil, but one market still holds promise for growth. You can learn more about it this weekend at [West Coast Green](#), kicking off tomorrow at the San Jose Convention Center. Over a hundred exhibitors and speakers will be on hand, educating 14,000 attendees from architects to homeowners on green building products and services. If you are an entrepreneur, job-seeker, or investor who is looking for up and coming opportunities, this may be the place to look.

The commercial building market overall was valued at \$352 billion in 2006, and the residential construction market was valued at \$595 billion. The residential green building market alone is currently worth \$12 to \$20 billion, and is projected to double over the next five years, according to research published this year by [McGraw-Hill Construction](#). In their most recent report, [Global Green Building Trends](#), over half of survey respondents indicated that they would be building green on more than 60% of their projects over the next five years. This is an immense opportunity for green building product and service providers. Commercial and residential new construction, remodels, and retrofits will all need green lumber, water-efficient fixtures and landscaping, insulation, energy-efficient lighting, to name a few. For those new to the world of green building, Glenn Croston, the author of the book [75 Green Businesses](#), founder of the organization [Starting Up Green](#), and a speaker at the conference this weekend, can provides tips, strategies, and consulting for green entrepreneurs.

Post Continues Below ↓

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But who are the customers for all of these products, and how can you best market to them? [MindClick Group](#), a market research company that specializes in sustainable trends will be presenting at the conference. They have developed a Global Warming Consumer Concern Continuum™ which offers a benchmark of

Latest Posts

Sustainable Agriculture in practice: the benefits of grass-fed cattle and beef

With growing numbers of producers and consumers looking to re-connect and find healthier, more sustainable and ecologically beneficial ways of producing and consuming food, goings-on at the Whitten Ranch high up in Colorado's San Luis Valley can serve as a valuable case study of family ranches and farms, the growing sustainable agriculture movement and the application of triple bottom line principles.

October 4

Financial Meltdown. Sinking Economy. Is the Green Revolution in Business Dead?

It's fair to say that, over the past few years, companies across all industries have begun to invest in the...

October 4

San Francisco Moves Ahead With Electric Vehicle Initiative

San Francisco Mayor Gavin Newsom is on a roll with initiatives aimed at placing the city at the forefront of...

October 3

In the age of financial meltdown, does sustainability matter?

I was in the UK at a CIO workshop last week (post coming up), and missed a lot of the...

October 3

West Coast Green Charrette Puts The Wheels on The Road

Sustainability oriented conferences can typically be counted on to deliver compacted learning, immersion into the forefront of thought innovation,...

October 3

Weekly Green Business Wrap-Up

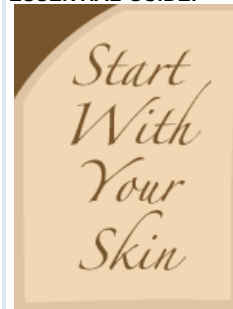
Check out the highlight this week in green business!

October 3

Green Challenge Showcase: Boston Public Health Commission

Net Impact, a group of future and current leaders who use

THE MUST HAVE ESSENTIAL GUIDE!



It's finally here! [THE GREEN BEAUTY GUIDE: Your Essential Resource to Organic and Natural Skincare, Hair Care, Makeup and Fragrances](#) opens beauty products that are safe, affordable, yet amazingly effective.

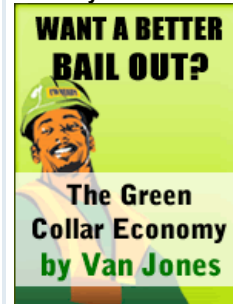
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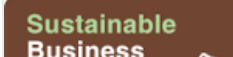
The Green Collar Economy



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Worth Your Time

Green Business Links

- Harvard Business
- Future of Business
- Gil Friend
- Musings of an eco-entrepreneur
- Natural Capitalism Solutions
- Beyond Grey Pinstripes
- BSR
- Business Ethics Magazine
- Sustainable Industries Journal
- Cleantech Blog
- ClimateBiz
- Development Through Enterprise
- eWasteInsights
- GreenBiz
- Marketing Green
- Natural Capitalism
- Natural Logic
- Plan Resonate Blog
- Redefining Progress
- Social Venture Network
- Sustainable Business
- Sustainable Marketing
- Triple Bottom Line Blog
- WSJ Econblog

Sustainability

- Alternative Energy Blog - Alternate-Energy.org
- Beyond Brilliance, Beyond Stupidity
- Conservation Value Notes
- eco.psfk
- Ecovian

consumer attitudes and behaviors in response to environmental concerns. According to their survey analysis, the six levels of consumers in the green markets are: Alarmists, Enthusiasts, Active Awares, Passive Awares, Indifferents, and Non-Believers. More than 60 percent of these consumers reported engaging in at least one green action per month in the past year, such as installing energy-efficient lighting or reducing bottled water purchases. These consumers say they support businesses that provide green products and services and want to see more of them: only 16 percent of the survey participants think that business is working to address the problems of global warming.

In times of economic uncertainty, the green building sector seems more certain to grow. Home-owners will increasingly be demanding the benefits of energy-efficiency, cost savings, increased durability, and a higher overall quality product. Commercial building owners will be seeking reduced operating costs, enhanced asset value and profits, improved employee productivity and satisfaction, and optimized life-cycle economic performance. If you are interested in doing well by doing good in the construction industry, this is your opportunity.

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Comments

This article was very interesting and informative.It addressed many of the green issues and how to apply them and where to go for more information. I liked the style og writing, very understandable. Well done!

» I. Freedman at September 26, 2008 6:13 AM

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and current leaders who use business to create positive change invited student and professional...

October 2

3rd Quarter Shows Another Record for Venture Capital Funding of Clean Tech Start-ups

Amid all the gnashing of teeth, high-drama, suspended presidential campaigns, and general ensuing panic over the economic crisis of late,...

October 1

The New Business Metrics: Measuring Social Returns

How do you create effective organizations focused on sustainable social impact? For those who believe in combining social mission with...

October 1

Coconut Shells: Not Just For Mermaids Anymore

The big, homely coconut is put to use in a wide variety of foods, from the ever popular Almond Joy...

October 1

Interested in reusable containers? Not sure if it makes sense economically?

Try the Reusables Cost Comparison Tool designed by the Reusable Packaging Association. The tool was demonstrated this past week at...

October 1

Cutting Emissions is Good for Economy

Cutting greenhouse gas (GHG) emissions is good for the economy, according to a report released last week by California...

October 1

Greening Nano Technology

Greening nano technology? Take your cue from nature itself! Check out how green gold particles are made.

September 30

Ben&Jerry's, Greenpeace Introduce US Citizens To The First Greenfreezer

Ben&Jerry's introduce US citizens to the first Greenfreezer ever.

September 30

The Promise Of Green Jobs In Hard Numbers

The UNEP got a few global worker associations together and commissioned an in depth study into the real promise of the green jobs sector. If you want a clear insight into what's happening where, check out this study.

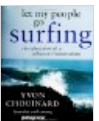
September 30

ClimatePULSE: The Government Can Still Help




Eco Tuesday takes place on the 4th Tuesday of every month and is a premier business networking opportunity for people interested in building a better world through the power of business. It currently takes place in cities across the USA. [Click here to learn more.](#)

3p Book List

Let My People Go Surfing: The Education of a Reluctant Businessman 

In Defense of Food: An Eater's Manifesto 

The Lazy Environmentalist: Your Guide to Easy, Stylish, Green Living 

World- changing: A User's Guide for the 21st Century

The Long Tail: Why the Future of Business Is Selling Less of More 

The Cluetrain Manifesto: The End of Business as Usual 

Walking the Talk: The Business Case for Sustainable Development 

The 

- Greenoptions
- GreenLAGirl
- Gristmill
- Huff Po Green
- Joel Makower
- Lazy Environmentalist
- Lorna Li | Green 2.0
- Island Press Blog
- Sustainable Life Media
- Sustainability Zone
- sustainablog
- WorldChanging

Academics

- Bainbridge Graduate Institute
- Ecosa Institute
- Duquesne University
- Max Gladwell
- Net Impact
- Dominican
- Presidio School of Management

Technology

- AEC & CleanTech Trends
- Winning the Oil Endgame

Friends

- Ofootprint
- Apollo Alliance
- David Galbraith
- David Suzuki
- Silicon Valley Watcher
- Mother Jones
- The Next American City
- Blog Reader Project survey

Extra Stuff

Add to Kinja digest
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Government can't stop the Carbon Market

In wake of yesterday's disapproval of the financial rescue package, ClimatePULSE will take a look at the status of...

September 30

Reduce Supply Chain costs with Reusable Packaging

Reusable packaging companies have been around for while, but with more and more companies concerned about climate change, reusable packaging...

September 30

How Green Is Your College?

Last week, the Sustainable Endowments Institute released its 2009 Green Report Card. As GreenBiz reports, it compiles the green...

September 30

Incentive Schemes For Cycling To Work Or College

Cycling to work or college is becoming more and more the trend. Some employers/universities are offering cyclists attractive benefits.

September 29

Wave of Policies to Increase Demand for Green Building

Thousands of home-owners and business-owners swarmed the convention center floor at West Coast Green this past weekend, fawning over the...

September 29

Up Close and Personal with Green Cars

Last Friday, Triple Pundit was invited to attend a unique event in the green car field. Consumer Reports brought...

September 29



Net Impact Podcast

Net Impact Conversation with Tamsin Smith, President of (PRODUCT) RED July 23, 2008

Marc Gunther interviews Tamsin Smith, President of (PRODUCT) RED

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Jul 23, 2008

Net Impact Conversation with John Repleg of Burt's Bees, June 20, 2008

Marc Gunther interviews John Repleg, President and CEO of Burt's Bees

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Jun 23, 2008

Sustainability Advantage : Seven Business Case Benefits of a Triple Bottom Line



Blink : The Power of Thinking Without Thinking



Natural Capitalism: Creating the Next Industrial Revolution



Cradle to Cradle: Remaking the Way We Make Things



[How Organic Is Organic Apparel?](#)

[New Generation of BPA Free Bottles Aims at Spas and Gyms](#)

[How To Get Your Green Voice Heard!](#)

[Nonwoven Messenger Bags. Are they Green?](#)

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Marc Gunther interviews Pamela Passman, Corporate Global Affairs VP of Microsoft

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May 23, 2008

Net Impact Conversation with Jeffrey Swartz of Timberland, September 7, 2007

Marc Gunther interviews Timberland's President and CEO, Jeffrey Swartz

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Nov 19, 2007

Net Impact Conversation with Jim Donald of Starbucks, August 23, 2007

Marc Gunther interviews Starbucks' President and CEO Jim Donald

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2007 Keynote: Chad Holliday of DuPont

Chad Holliday of DuPont speaks at the 2007 Net Impact Conference

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Nov 13, 2007

2007 Keynote: Yvon Chouinard of Patagonia

Yvon Chouinard, Founder of Patagonia with Andy Savitz, author of the Triple Bottom Line at the 2007 Net Impact Conference

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Barbara Krumsiek of Calvert - July 19, 2007

Marc Gunther interviews Barbara Krumsiek of Calvert

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