



March 17, 2006

FOR IMMEDIATE RELEASE

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Wisconsin's Green Built Home™ Named Green Building Program of the Year!

(Madison, WI) -- Green Built Home™, a voluntary program of Wisconsin Environmental Initiative (WEI) in partnership with the Madison Area Builders Association, has been named Green Building Program of the Year at the National Association of Home Builders' (NAHB) Annual National Green Building Conference.

Green Built Home promotes green building practices by certifying new homes and remodeling projects that meet sustainable building and energy standards. The only residential green building program in the upper Midwest and the first east of the Mississippi, Green Built Home is administered throughout the state of Wisconsin and reaches thousands of homebuyers and builders through collaborations with builder associations and other affiliated organizations. Green Built Home also serves as a resource to homeowners and the general public by providing comprehensive web and print resources and consulting services.

“Obviously we’re very excited to get this recognition,” says Nathan Engstrom, Green Built Home Program Director, “but we didn’t do this on our own. The commitments of the Madison Area Builders Association, our participating builders and sponsors, and all the other individuals and organizations that support our work have been key to making Green Built Home a success.”

“The Madison Area Builders Association is very proud to be a part of Green Built Home,” says Chad Wuebben, President of the Madison Area Builders Association. “This award is not only an honor for us, but also positive for people looking to build green in Dane County and across Wisconsin. Now they know that the builder they choose to build their Green Built Home is following one of the best green building programs in the nation.”

Green Built Home began as a pilot project for the 1999 Madison Area Builders Association Parade of Homes and certified approximately 30 homes that first year. Since then, over 2,200 homes have been certified statewide.

Green building is a rapidly growing trend both nationally and statewide. Today, people are increasingly aware of environmental issues as they relate to home building. Energy efficiency, resource conservation, and improved indoor air quality are increasingly important considerations in buying a new home or remodeling an existing home. According to a recent study completed by McGraw Hill Construction and the NAHB, green residential new construction was a \$7.4 billion industry in the U.S. in 2005. By 2010 this is expected to grow to \$20-\$40 billion!

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“As consumers show greater interest in homes that employ energy efficiency, resource conservation and sustainable building, these experts help expand green building from a niche market by giving prominence to housing affordability,” said Ray Tonjes, NAHB Green Building Subcommittee chairman. “What our winners bring to traditional construction is a better knowledge of green building science so that all home builders and home buyers can benefit.”

To aid consumers and builders, Green Built Home administers the New Home Checklist and the Remodeling Checklist, comprehensive tools that are used to certify new homes and remodeling projects. A Multi-Family Checklist will also be released in 2006. Other tools include a Buyer’s Guide, a Project Guide, and *The Green Built Way to Affordable Housing*, a report that examines how green building practices can be incorporated into affordable housing projects.

For more information on Green Built Home please visit www.greenbuilthome.org or call 608-280-0360.

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Green Built Home Statistics

- Founded by Wisconsin Environmental Initiative in 1999 in partnership with the Madison Area Builders Association as a Parade of Homes pilot program
- The first residential green building program east of the Mississippi River
- Only green building program in the upper Midwest
- Available print resources include: New Home Checklist, Remodeling Checklist, Waterfront Property Checklist, Buyer’s Guide, Project Guide, *The Green Built Way to Affordable Housing*, Green Built Home brochure
- Services provided: new home and remodeling project certification, consulting (formal/informal), presentations, exhibits, trainings
- Most resources and services provided at no cost

2005 Accomplishment Highlights

- 55 participating builders
- 34% of new home construction in Dane County was Green Built certified
- The Green Built Remodeled Home program has been developed and launched
- Garnered local, regional, and national media attention
- Provided consumer resource kits to public libraries statewide
- Exhibited at 20 events and gave 18 presentations statewide
- Updated and expanded the program’s website, www.greenbuilthome.org

Editor’s Note: Images of certified Green Built Homes, green building products and materials, and the Green Built Home logo are available upon request. An image of Green Built Home™ Program Director Nathan Engstrom accepting the award for Green Building Program of the Year at the National Green Building Conference in Albuquerque, NM, March 12-14, is also available.