

**Green Buildings and Green Growth:  
Approaches to Encouraging a Positive Green Building Climate**

Building and Construction Authority  
Academy of the Built Environment, No. 200 Braddell Road  
Singapore

September 11-13, 2011

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**SUNDAY, September 11**

6:00pm **Evening Welcome Reception**  
(Sponsorship Opportunities Available)

**MONDAY, September 12**

8:00am **Registration**

9:00am **Welcome**  
Chair, World Green Building Council  
(or) Chair of BCA

9:15 am – 9:45am **Keynote Address**

9:45am – 10:00am **Break**

10:00am – 11:15am **Session 1: Setting the Stage**  
*Green Building Terminology: Towards a Common Understanding of  
Terms and Definitions*  
Speaker TBC

*International Organization for Standardization (ISO) Terminology*  
Speaker TBC

*ASTM International Terminology*  
Rodney McNee, Canada

*Economy usage of international standards*  
Speaker TBC (Brunei/ISO)

11:15am – 12:15pm **Session 2: APEC Green Building Case Studies**

*Trade Impact of Life Cycle Assessment in Multi-Attribute Certification Programs for Flooring and Plumbing Fixtures*, Dana Kenney, Senior Development Specialist, Environment & Energy Group, DAI, United States |

*Topic #2*

Tyler Chapman Senior Consultant, Energy and Climate Change, DAI, Bethesda, MD, USA

- 12:15pm – 1:45pm **Luncheon Keynote**  
Mr. David L. Carden, U.S. Ambassador to ASEAN (tentative)  
Topic: Impact of Green Standards on ASEAN  
(Sponsorship Opportunities Available)
- 1:45pm – 3:00pm **Session 3: Related Green Buildings Work in APEC and ASEAN**  
*Report on APEC EWG work in a specific sector (cool roofs, LED lighting)*  
  
*Asia Pacific Market for Green Buildings Products and Materials*  
U.S. and Foreign Commercial Service representative
- 3:00pm – 5:00pm **Session 4: In-Depth Discussion of Economies' Implementation of Green Buildings Programs**  
Speakers TBC
- 6:00pm **Evening Reception**  
(Sponsorship Opportunities Available)

**TUESDAY, September 13**

- 8:30am **Registration**
- 9:00am **Welcome**  
Chair, World Green Building Council  
(or) Chair of BCA
- 9:15am – 9:45am **Options: Keynote Address**  
*See above options for keynote*  
**[or] Begin Morning Session**
- 9:45am – 10:00am **Break**
- 10:00am – 12:00pm **Morning Session**  
*Possible Topics:*

- Measuring green performance
- Voluntary Green certification Schemes in use in the Region
- What are the differences in programs and how are they being implemented?
- Trading Green Products in the Asia-Pacific Region
- Green Building Trends in other markets and trade implications
- Linkages among Voluntary and Mandatory Codes and Schemes
- Implementation and Enforcement Concerns
- Experiences and Lessons Learned from Other Economies
- Incentives to Encourage Green Building

12:00pm – 1:30pm

**Lunch [possible keynote]**  
(Sponsorship Opportunities Available)

1:30pm – 2:30pm

**Afternoon Session**  
*See above possible topics*

2:30pm – 4:00pm

**Moderated Breakout Sessions**

4:00pm – 5:00pm

**Panel discussion on Next Steps**  
Conference advice on action items to APEC Leaders given Minister's Responsible for Trade direction