

Chicago's Green Building Strategy

An analysis based on Porter's cluster theory

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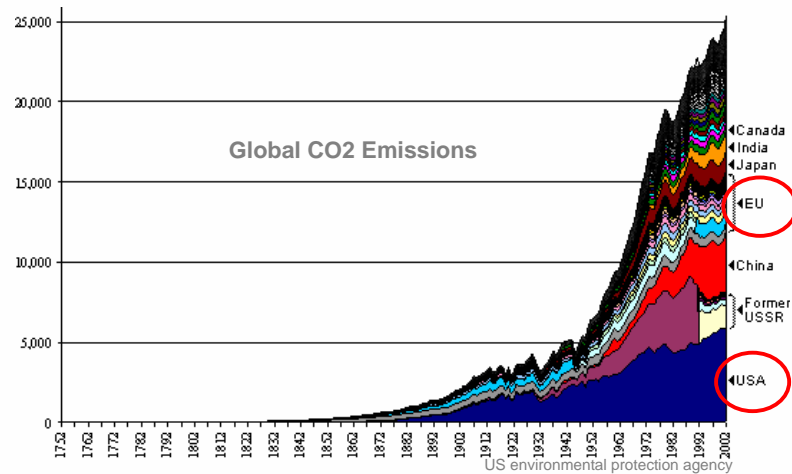
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Background

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Background



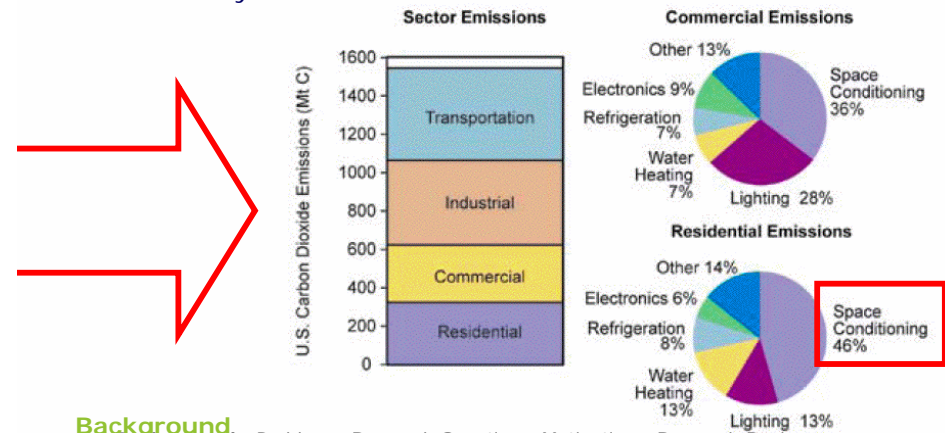
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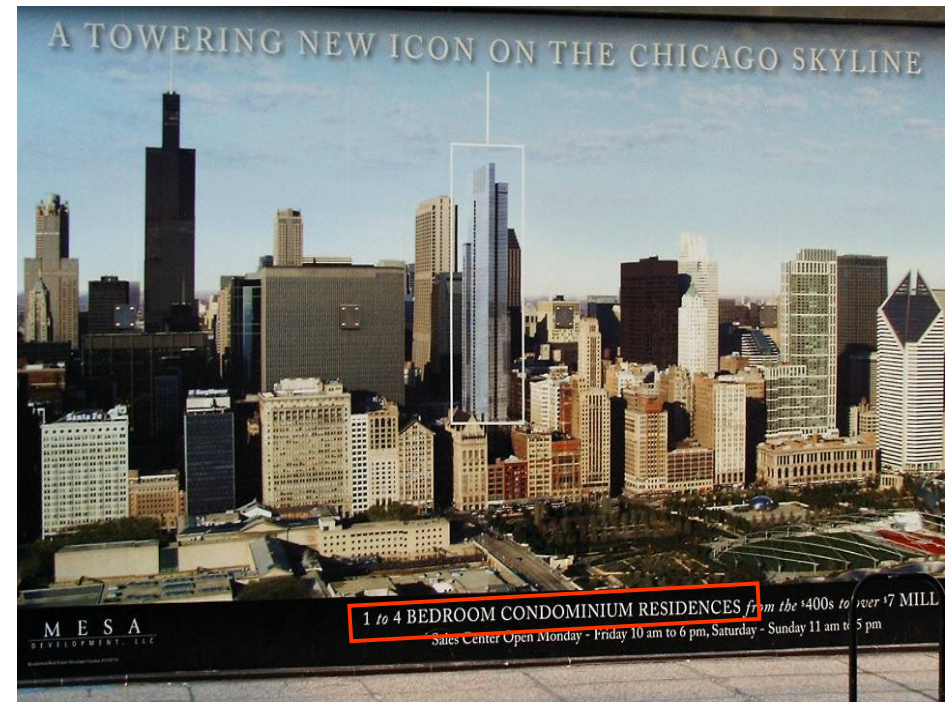
United States carbon emissions by sector and by end use

Source: DOE EERE Buildings Energy Data Book 2005

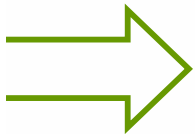


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Problem



- Few guidelines for energy efficient construction in the USA
- Till now just 2% of US new buildings were constructed under energy efficient standards*

(*die Zeit, 2008)



Background



Welcome to
CONSERVE CHICAGO TOGETHER
 Mayor Richard M. Daley is committed to making Chicago the most environmentally friendly city in the world.

Background

Chicago's Environmental action agenda

2005 first published /
includes a wide range of environmental initiatives



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Background

Chicago's green building strategy



- 2000: Green roof on city hall
- 2002: Chicago center for green technology
- 2004: Chicago standard/ guideline for municipal buildings
- 2005: Green building agenda
 - 237 units of green affordable housing were funded
 - Green permit program (encourage private sector)

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Research Question

Will Chicago's green building strategy significantly increase the supply of green buildings?

> What are the driving & limiting factors?

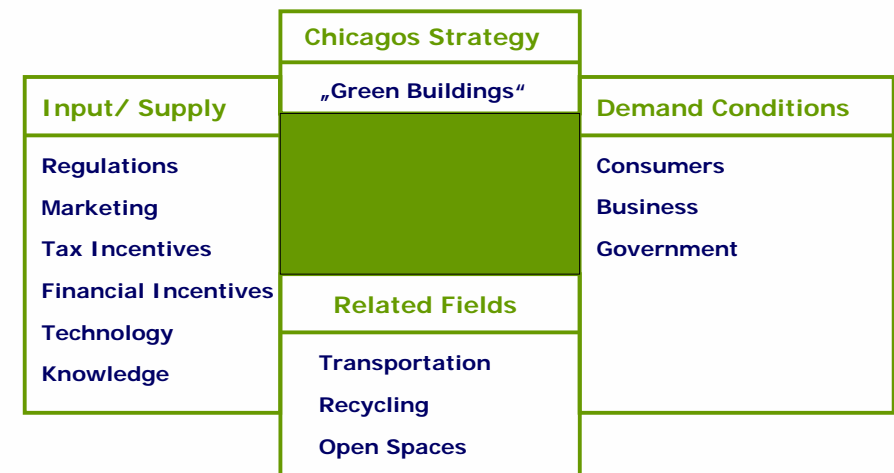
Sub questions:

- Why want Chicago to be the leader in green building?
- Conflicts with other city governmental strategies?
- Who are the "green urban dwellers"?/ target group/ housing trends?
- How react the real estate market/ developers?

Research Question

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Theoretical Frame



Research Question

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Research Design

Literature Research

- Political agenda and system in Chicago
- Real estate market, housing trends
- Demographics...

Inventory of green buildings in Chicago

Interviews

- Politicians/ municipal administration
- Developers/ green construction companies
- Green urban dwellers ...

Motivation

-High dynamics in north American cities:

towards sustainability
Inner-city living (as well as suburban development)

-Differences in climate protection policies:

USA- Governors and Majors as driving political forces
Germany- E.U, national government regulations

- Green building as a global challenge:

rising energy consumption in countries like China and India

... and finally

Next steps:

- Investigations about status of current research
- Become more acquainted with theoretical background
(cluster theory/ product life cycle/ ...)
- Continue to refine the research question
- Efforts to link the topic with a case study in Europe
(comparative study)

