**USGBC**

USGBC is a non-profit organization best known as the developers of the [Leadership in Energy & Environmental Design (LEED)](https://www.usgbc.org/leed) green building program. LEED provides a framework for smart design, construction and operation of buildings, neighborhoods and homes that minimize waste, maximize efficiency and reduce impacts on the environment and human health. LEED certified buildings save money for families, businesses and taxpayers while creating and supporting jobs.

USGBC and its members are leading the way in sustainable building practices. We believe that [healthy people in healthy places](https://www.usgbc.org/resources/healthy-people-healthy-places-equals-healthy-economy)is the fastest way to build a healthy economy, and we shouldn’t have to choose between public health and a healthy economy. The future will require both to thrive. That is why, going forward, we will prioritize our efforts to build people’s trust that their spaces are healthy and have a positive impact not only on them, but also on the economy at large.

**Green Building Advocacy**

Policymakers need your perspective on changing the way we think about what we build, where we build, why we build and how we build. Your professional and personal stories about why green building matters are extremely influential, and ones that only you can relay.

[USGBC’s 2020 advocacy priorities](https://www.usgbc.org/sites/default/files/2020-02/Advocacy-at-USGBC-2020-Priorities.pdf)focus on green building certification policies, including leadership by example for public buildings and incentives to drive green building in the private sector. USGBC engages with governments at all levels to help them leverage LEED and green building strategies to meet their goals—whether that be reducing climate and environmental impacts, achieving high-performing and resilient buildings, or saving money. Through technical assistance, testimony, written comments, sign-on letters, direct advocacy, and expert articles and resources, we are working every day to advance green buildings through policy.

We still have a long way to go before every mayor, legislator, code official and constituent understands our message: that building green creates jobs while saving energy, water and money and ensuring public health—critical foundations for a healthy economy. By helping everyone understand the role a LEED-certified building can play in creating spaces that heal and repair, we can help rebuild public trust, stimulate the economy, and ultimately, bring about a healthier standard of living for all.

Even with all of these green building advocacy and policy resources, it’s rarely a one-size-fits-all solution. The green building policy conversation in your community will ultimately be unique, and your involvement in these conversations is critical to our shared success. The policymaking process is inherently fast-moving, and when one door closes, another one often opens. This is why we must accelerate our efforts to advocate for green building policies to raise the [living standard](https://livingstandard.org/)for all.

Your help and support are vital to USGBC’s success in achieving our shared vision of green buildings for all within this generation. Thank you for all you do for USGBC and the green building movement!

**Additional Resources**

Here are some additional resources to help you be an advocate for green buildings.

[USGBC’s Advocacy Working Group](https://usgbc.getfeedback.com/r/33Uo1Tcn/)

We are committed to amplifying to policymakers the voices of the most important, most influential people—you, the subject matter experts, constituents and volunteers. Join the USGBC Advocacy Working Group and you will receive updates on USGBC’s advocacy activities; have the opportunity to help organize advocacy days and participate in state and local advocacy campaigns; and be included in invitations to contact officials on USGBC’s behalf to educate on green building topics and legislation.

[Arc for state and local governments](https://arcskoru.com/arc-state-and-local-governments-new-tools-performance-based-green-building-practice)

An article highlighting the ways [Arc, USGBC’s free benchmarking platform](https://arcskoru.com/), supports state and local efforts to improve the real-world performance of spaces, buildings, and places. Find out more about the tool for performance-based green building practice.

[LEED Zero](https://www.usgbc.org/programs/leed-zero)

# LEED Zero is a complement to the [LEED](https://www.usgbc.org/leed?utm_source=usgbc-website&utm_medium=article&utm_campaign=leed-zero) rating system, LEED Zero is also a milestone on the journey to [LEED Positive](https://www.usgbc.org/programs/leed-positive), USGBC’s vision for a regenerative future. Projects that earn this recognition have reached net zero or net positive in the categories of carbon, energy, water or waste. LEED Zero is also of growing interest to policy makers, such as [Washington D.C](https://www.usgbc.org/articles/washington-dcs-energy-conservation-code-includes-leed-zero-pathways).

[Green for All: Healthy and Efficient Affordable Housing](https://www.usgbc.org/resources/green-all-healthy-and-efficient-affordable-housing-0)

A brief outlining policy strategies for healthy and efficient affordable housing.

[Social Equity in Green Building Policy and Practice](https://www.usgbc.org/resources/social-equity-green-building-policy-and-practice)

A brief highlighting plans and polices that support social equity via green building, affordable housing, and public health measures.

[Reducing Our Carbon Footprint - Big Benefits from Higher LEED Achievement](https://www.usgbc.org/resources/reducing-our-carbon-footprint-big-benefits-higher-leed-achievement)

A paper showing significant GHG reduction benefits from achieving higher levels of LEED certification.

[LEED: Empowering Governments to Build Efficiently](https://www.usgbc.org/sites/default/files/LEED-Empowering-Governments-to-Build-Efficiently.pdf)

A brief that demonstrates that public buildings can support cost savings, structural resilience, and stable, local jobs with LEED.