EDITED AND UPDATED: JANUARY 2024

USGBC 2024-2026

Vision, Mission, Guiding Principles, and DEI Vision

USGBC's vision, mission, guiding principles, and diversity, equity, and inclusion (DEI) vision define who we are and what we do. They create our identity, embody our culture and values, and define the impact we seek to achieve.

The built environment enhances health, equity, resilience, sustainability, and prosperity for all life and all communities.

To transform how buildings and communities are designed, built, and operated to create thriving, healthy, equitable, and resilient places that advance human and environmental wellbeing.

- Reconcile Humanity with Nature: USGBC will endeavor to create and restore harmony between human activities and natural systems.
- Promote the Triple Bottom Line: USGBC will pursue robust triple bottom line solutions (people, planet, profit) that clarify and strengthen a healthy and dynamic balance between environmental, social, and economic prosperity.
- Establish Leadership: USGBC will foster both revolutionary and evolutionary leadership by championing societal models that achieve a more robust triple bottom line.
- Foster Social Equity: USGBC will continue to respect all communities and cultures and aspire to be a fully inclusive movement that embraces opportunities which broaden and expand our reach through partnerships and initiatives.
- Maintain Integrity: USGBC will be guided by the precautionary principle[1] in utilizing technical and scientific data to protect, preserve and restore the health of the global environment, ecosystems, and species.
- Be Inclusive: USGBC will ensure inclusive, interdisciplinary, multi-sector, and democratic decision making with the objective of building understanding and shared commitments toward a greater common good. In this spirit, USGBC will continue to seek common ground and partner with allied, influential organizations and leaders in the field to confront mutual challenges.
- Exhibit Transparency: USGBC will continue to operate in an organizational culture that places honesty, excellence, openness, and transparency above all else.

, , ( )

It is our vision that our work provides equitable access to the benefits of green building to all, including people who have been denied or without access due to their race, sex, identity, age, disability, or socioeconomic background.

Our workplace and the global built environment are transformed to be equitable and inclusive through consistent dismantling of systems that enable these barriers, particularly for marginalized people and under-resourced frontline communities disproportionately burdened by the health and well-being and financial impacts of poor indoor environmental quality, environmental hazards, and climate change.

As the communities respond to new and urgent challenges, the role of buildings within communities is evolving. In addition to environmental sustainability, buildings today must be designed, constructed, and operated to enhance occupant wellness; safeguard life during disaster events of increasing frequency and severity; support ethical supply chains and equitable access to housing and services; and rapidly reduce lifecycle emissions. USGBC commits to strengthening its leadership on these pressing issues by:

- Conducting best-in-class research that advances the science and public understanding of health, decarbonization, resilience, and equity as they relate to the built environment.
- Operationalizing research findings within our programs to define industry leadership and transform industry practice at scale.
- Advocating for governmental leadership and policy solutions that address these issues equitably.
- Developing partnerships with health, decarbonization, resiliency, and equity thought leaders and experts to inform our organizational strategies.
- Actively designing our programs to overcome forms of structural racism that have persisted in the real estate and housing industries.

Buildings are part of broader systems that are undergoing environmental sustainability and social equity transformations. These include the physical systems that connect to buildings, such as the power grid and transportation infrastructure; the policy and regulatory systems that govern the construction and operation of buildings; and the business and financial frameworks within which the developers, owners, and occupants of buildings operate. USGBC seeks to align the green building movement with the transformation of these systems to produce shared impacts and outcomes by:

- Integrating green building into corporate environmental, social, and governance (ESG) frameworks used by the financial markets to assess risk and compliance.
- Integrating green building into emerging frameworks and voluntary commitments related to zero emissions, climate resilience, social equity, biodiversity, and public health.
- Accelerating the role of buildings in decarbonizing power grids, transportation systems, supply chains, and related physical and economic infrastructure.
- Working with policymakers to drive alignment between policy and regulatory frameworks and our programs.
- Strengthening partnerships to identify future systems transformations and the implications for green building progress.

The environmental, economic, and public health benefits of green buildings should flow to all people in all places, including disadvantaged populations and under-resourced communities that encounter forms of discrimination and systemic barriers to health care, housing, education, employment, goods and services, civic participation, and other basic rights and needs. USGBC commits to improving the accessibility of green building and the provision of green building benefits for all stakeholders and communities by:

- Partnering with community-based organizations, educational institutions, a□ordable housing experts, and others to improve organizational understanding of green building barriers and the underlying causes and factors.
- Measuring the penetration of green building practices and benefits in under-resourced communities based on USGBC's historical data and program delivery experience.
- Launching new o□erings for real estate assets and portfolios that are not actively engaged in green building programs to improve their performance.
- Providing direct technical, educational, and other resources and assistance to identified stakeholders to increase access to green building knowledge and capacity.
- Advocating for policy solutions that provide financial and technical resources to under-resourced communities to improve the design, construction, and operation of buildings.

USGBC's ability to lead the global green building movement is based on its ability to operate e□ectively, demonstrate programmatic excellence, and create value for its community and stakeholders. We will achieve and maintain organizational excellence and e□ectiveness by:

- Investing in our people and maintaining a supportive, inclusive, and diverse organizational culture that attracts and retains talent and develops leaders.
- Optimizing our programs for speed, scale, and impact.
- Supporting organizational transparency and accountability to our stakeholders, including by measuring and reporting impacts and outcomes.
- Modernizing the digital experience and usability of USGBC's programs and tools.
- Generating mission-aligned revenue and maintaining fiscal discipline to ensure the long-term viability of the organization.