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Nota di contenuto	Intro -- Title Page -- Copyright Page -- Dedication -- Table of Contents -- Foreword: Pliny Fisk III and Gail Vittori -- Preface: Setting the Stage -- Chapter 1: Introduction: The Promise of Green Building -- Climate Change and Green Building -- A Movement Whose Time Has Come -- Solutions, Not Protests -- Sustainability Goes Corporate -- Why City Government? -- Chapter 2: Building Support for Green Building Initiatives -- Sustainability Competitiveness -- Local Policies -- Establishing a Program Context -- Building Leadership Support -- Building Stakeholder Support -- Developing Internal Champions -- Organizational Positioning -- Cross-Organizational Issues -- Program Financing Strategies -- Tips -- Chapter 3: Change and Innovation in Markets and Organizations -- Market Positioning -- Navigating Change with Early Adopters -- Program Phasing -- How Organizations Change -- Organizational Culture and Change -- Marketing and Outreach -- Tips -- Chapter 4: Developing and Implementing Policy for Publicly Funded Green Building -- Types of Mandates -- Policy Adoption Process -- Budget Impacts of Mandates -- Funding Strategies for Green Capital Improvement Projects -- Implementing a Green Building Mandate -- Planning and Managing a Large Capital Projects Portfolio -- Tips -- Chapter 5: Developing Green Building Program Services -- Building Design and Certification Tools -- Education Programs -- Technical Assistance and Coaching -- Dynamics of the Design and

Construction Process -- Tips -- Chapter 6: Green Building Incentives and Codes -- Financial Incentives -- Green Building Codes -- Tips -- Chapter 7: Measuring Program Impacts -- Designing the Evaluation Plan -- Outputs and Outcomes -- Measuring Market Activity -- Measuring Program Activity -- Measuring Green Building Impacts -- Reporting Performance Metrics -- Tips.
Chapter 8: The Road Ahead for Green Building Programs -- Ten Green Building Trends -- Acknowledgments -- Appendix A: City of Seattle Public Projects Green Building Portfolio -- Appendix B: Green Building Certification Tools -- Notes -- Index.

Sommario/riassunto

Building an Emerald City is both the story of how Seattle, Washington transformed itself into a leader in sustainable "green" building, written by one of the principal figures in that transformation, and a practical guide for anyone who wants to bring about similar changes in their city. Lucia Athens blends case studies from cities throughout the U.S. with her own experiences and insights into the processes that led Seattle to become home to one of the highest concentration of LEED (Leadership in Energy and Environmental Design) buildings in the world. The result is a far-reaching book with broad applicability to the transformation of city building policies that encourage and reinforce "green" development.
