



# The Valuation and Cost of Green Buildings

July 7, Bucharest

## Preliminary Workshop Agenda

**[14:00 – 14:30] Registration and Welcoming Coffee**

**[14:30 – 16:00] Part 1**

**[16:00 – 16:30] Coffee Break**

**[16:30 – 18:30] Part 2**

**[18:30 – 20:30] Light Dinner, Cocktails and Networking**

*A half day workshop to equip real estate developers and investors, valuers, financiers, facility managers, architects, engineers, project managers and other stakeholders with a better understanding of the ways in which sustainability affects the level of risk, and subsequently the value, associated with a green building.*

- Introduction
- Sustainability Issues and Perspectives
  - Definitions
  - Market Trends
  - Legislative requirements and incentives
  - Degrees of sustainability
    - Mandatory certification
    - Voluntary certification
- Green Building Value
  - Value to whom? – actors in the commercial property process
    - Barriers
  - A market perspective
    - Demand
    - Price premiums
  - An investors' perspective
    - Valuation
      - Value of green buildings vs. non-green buildings
        - Tangible and intangible benefits
        - Costs
      - Methodologies
        - Cost
        - Income capitalization
        - Discounted Cash Flow
        - Lifecycle analysis
  - Risk assessment
  - Examples and calculations

## Trainers:

**Florin DOBRESCU** – *General Manager of Star Dome and Technical Advisor for the Romania Green Building Council*

Mr. Florin Dobrescu is designer and eco-entrepreneur developing an innovative modular green housing system based on patent pending geodesic domes. His work has involved analysis, categorization and experimentation with a wide array of alternative building technologies. Mr. Florin Dobrescu had prior involvement with the construction industry focused on energy-efficient buildings based on Insulated Concrete Forms (ICF) technology. Mr. Florin Dobrescu has a university degree in Medicine, and more than a decade experience in marketing, mainly in the pharmaceutical industry. Mr. Florin Dobrescu also serves as a technical advisor and trainer for the Romania Green Building Council.

**Steven BORNCAMP** – *President of the Romania Green Building Council*

Mr. Steven Borncamp was an organizer and founding member of the RoGBC and last April's "Build Green CEE" conference in Romania and numerous other green building initiatives for the region. He has provided strategic advice and managed complex projects for leading multinational companies across a variety of industries in the Central and Eastern European region and the US. Steve was an early advocate of sustainable development and socially responsible business having joined in 1993 the First Affirmative Financial Network - one of the pioneering investment companies in the field. He studied Economics at the University of California, San Diego and has a Masters degree in International Relations from Tufts University's Fletcher School of Law and Diplomacy.

**Laura NEMOIANU** – *Manager of marketing & Operations, Romania Green Building Council*

Ms Nemoianu is trained in multiple green building topics, including the Leadership Energy and Environmental Design (LEED) program, the marketing and sales of high-performance residential projects and life-cycle analysis of sustainable buildings. Laura helped launch the RoGBC and, in addition to promoting and marketing the organization, successfully managed all aspects of green building conferences and training courses. She studied Business Administration at the Academy of Economic Studies (Bucharest) and Economics, Financial Mathematics and Accounting at the University of Orleans and has a Masters degree in Strategic Marketing from the Academy of Economic Studies, Bucharest.

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