



P.O. Box 58530, Seattle, WA 98138 ♦ (206) 575-2222 ♦ [www.ecobuilding.org](http://www.ecobuilding.org)

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**MEDIA CONTACT:**

Bruce E. Millard, President  
Northwest EcoBuilding Guild  
(208) 263-3815  
[bruce@bemarchitect.com](mailto:bruce@bemarchitect.com)

**FOR IMMEDIATE RELEASE**

**BOARD STATEMENT TO NORTHWEST ECOBUILDING GUILD MEMBERS VOICES  
STRONG SUPPORT OF CRITICAL ENVIRONMENTAL INITIATIVES**

SEATTLE, Wash. (September 19, 2007) – The Northwest EcoBuilding Guild (NWEBG) today came out in strong support of the Architecture 2030 Challenge and The Living Building Challenge, two proactive measures currently underway in the design and building community seeking to promote widespread adoption of the highest-possible standards in eco-friendly building.

“We believe that if the building industry does not make major changes including adopting the green building standards espoused by the 2030 Challenge and The Living Building Challenge, it may be held largely responsible for serious environmental catastrophes brought about by global climate change,” said a statement issued today by the Guild’s board to its members, consisting of individual professionals and businesses throughout the Northwest.

The two initiatives were introduced to focus greater attention on the role the building and design industry plays in the health of our environment and the preservation of its natural resources. Architecture 2030’s ([www.architecture2030.org](http://www.architecture2030.org)) “2030 Challenge” targets greenhouse gas emissions and calls upon architects, builders and materials suppliers to bring about significant energy-efficiency improvements for buildings, which represent the greatest demand for energy and materials that produce byproduct greenhouse gases. The Living Building Challenge (<http://www.cascadiagbc.org/lbc>) was established by the Cascadia Region Green Building Council and calls upon building owners, architects, engineers and design professionals to build in ways that will provide for sustainability for current and future generations. It envisions a future in which buildings are informed by their eco-region’s characteristics, generate all of their own energy with renewable resources, capture and treat all of their water on-site, and use resources simultaneously for maximum efficiency and beauty.

Following its own mission of helping to establish a carbon-neutral built environment by 2030 and a Living Building future, the NWEBG has adopted a two-pronged outreach strategy consisting of developing and implementing its own eco-conscious initiatives and lending support to similar efforts underway within other, like-minded organizations. At a recent meeting, the Guild resolved to support both Challenges by increasing awareness of them among all members and the general public, by encouraging adoption of their principles among mainstream architects, designers and builders, and by supporting legislation complementing their efforts.

The Guild is now pursuing grants to fund an educational campaign that will promote and disseminate affordable and practical solutions and tools to architects, designers and builders to enable them to meet the 2010 and 2030 goals.

“These two initiatives can play a significant role in transforming the built environment to provide all of us, and our children with a sustainable future,” said Bruce E. Millard, architect in Sandpoint, Idaho, and president of the NWEBG. “We are committed to embracing them in our own practices and promoting their messages and goals throughout the industry, and to seeking additional ways to lend our voice to similar efforts to preserve our environment for generations to come.”

The Guild Board of Directors will next meet at its Annual Members Retreat in Port Orchard Washington on October 19th to identify additional measures.

### **About The Northwest EcoBuilding Guild**

Based in Seattle, the not-for-profit Northwest EcoBuilding Guild was founded in 1993 by a concerned group of architects, designers, and builders using green building strategies. These environmentally focused practitioners gather monthly to share a camaraderie and passion for eco-building and to explore opportunities to promote energy conscious construction and expanded use of sustainable resources. The Guild has grown to nine chapters with over 500 individual and business memberships. Members receive a quarterly Guild newsletter and can access Guild updates and a forum for exchange via the NWEBG Website at [www.ecobuilding.org](http://www.ecobuilding.org).

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