



## ARC TALKING POINTS

### BACKGROUND

As the developers of the LEED green building rating system, the U.S. Green Building Council (USGBC) has revolutionized the practice of green building design, construction and operations.

- LEED certification has become a symbol of leadership and a mark of high quality, sustainable buildings that are saving energy, resources and water, and are healthier for occupants and the community.
- LEED is also undeniably an economic development tool that is impervious to market conditions.

Green Business Certification Inc. (GBCI) is the certification and accreditation body for LEED and is the only certification and credentialing body within the green business and sustainability industry to exclusively administer project certifications and professional credentials and certificates of LEED, EDGE, PEER, WELL, SITES, GRESB and ParkSmart.

Over the last two decades, through the documentation of LEED credits, USGBC and GBCI have gathered more green building and business data and information than any other organization in the world.

Now, imagine a platform which combines the transformation that has been going on for sixteen years with USGBC/GBCI data, mobility and the most disruptive technologies on the horizon.

### INTRODUCING ARC: A NEW ERA OF GREEN BUILDING

- Arc is a new technology company being stood up by GBCI to support the missions of USGBC and GBCI. Arc consists of a technology platform designed to connect actions and facilitate transformation.
- Arc will be the online interface of LEED and all the new GBCI rating systems and programs.
- While the global rating system industry is not focused on technology, the building industry is. Arc is the platform where rating systems and the building industry come together with technology.
- Arc's data sharing platform takes all of the data available in the market and organizes it in one location, providing an immediate entry point for users all over the world to connect with each other and share information.
- By sharing best practices, Arc's users inspire each other to create as high-performing green and healthy spaces as possible and set new standards for sustainability.

### ARC & LEED

- Arc can be used as a recertification tool for LEED and is a complement to the rating system.
- Arc can be applied to both LEED- certified and non-certified buildings. LEED-certified buildings can use Arc to improve and benchmark with their peers everywhere.
- Buildings that haven't certified can use Arc to make incremental sustainable improvements to eventually achieve LEED certification. Arc's is the first-of-its kind platform to track a building's incremental improvements through a performance score.



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### FREQUENTLY ASKED QUESTIONS

#### **What is the mission of Arc?**

Arc's mission is to connect all actions through a single platform that create a higher quality of life.

#### **Why did GBCI create Arc?**

With the introduction of Arc, we have an opportunity to build upon what we've accomplished and to open new doors and opportunities. Now, more than ever before, the green building movement will rely on the interconnections between sustainability, mobility, technology and data. And we also know that performance is the future of green buildings. By sharing best practices, Arc's users inspire each other to create as high-performing green and healthy spaces as possible and set new standards for sustainability.

#### **How does Arc fit in with LEED?**

Arc is where users will interface with LEED. Arc is a complement to LEED and other green building systems, standards and protocols that allows buildings and spaces to connect to the built environment in a new way by comparing performance metrics and connecting them to green building strategies. Projects can use Arc to earn LEED certification and verify performance.

#### **What about the LEED Dynamic Plaque?**

The LEED Dynamic Plaque could be considered the first version of the Arc platform. The LEED Dynamic Plaque is being used by hundreds of buildings all over the world both as a real time measurement tool and also a LEED certification tool.

#### **How does Arc translate to LEED certification?**

Arc can be applied to both LEED- certified and non-certified buildings. LEED-certified buildings can use Arc to improve and benchmark with their peers everywhere as well as verify LEED performance on an annual basis to keep their certification up to date. Non-certified buildings can use Arc to make incremental sustainability improvements to eventually achieve LEED certification. Arc is the first-of-its kind platform to track a building's incremental improvements through a performance score.

#### **If a project uses Arc to LEED certify through a "performance score" how does that work?**

Projects share building data and achieve base points based and other requirements that are available through the Arc platform. LEED certification occurs by meeting the requirements and achieving a performance score of 40 for Certified, 50 for Silver, 60 for Gold and 80 for Platinum.

#### **If a project does not want to get LEED certified but wants to use Arc, how does that work?**

Projects pay a \$1200 registration fee for the Arc platform and can immediately begin entering the required data to obtain a performance score. Projects can continue to use the Arc platform to track and



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improve their continuous improvement efforts for their buildings, communities' cities or districts. In this way, all projects can benchmark themselves to LEED by sharing data and improve to potentially become certified.

### **What about other rating systems?**

Arc will continue to add rating systems in the platform beyond LEED. Arc provides an entry point for all buildings with the goal of certifying them to LEED or to other GBCI rating systems such as GRESB, WELL, PEER, SITES and any newly added systems. GBCI is adding new rating systems every year and the introduction of Arc makes the certification process as streamlined as possible for the end user. In addition, performance based certification is also being extended to communities, cities, districts and neighborhoods. Several cities have already begun participating with Arc.