



Greetings from McGraw-Hill Construction!



McGraw-Hill Construction has released the first ever global-scale green building market research report, [Global Green Building Trends: Market Growth and Perspectives from Around the World](#).

Produced in partnership with the World Green Building Council, the report is based on a survey of early market adopters in 45 countries.

Major findings include:

- By 2013, **53% of responding firms expect to be largely dedicated to green building** (on over 60% of projects), up from 30% today.
- The **fastest growing regional green building market is Asia**, where the population of firms largely dedicated to green building is expected to jump from 36% today to 73% in 2013.
- **86% of firms expect rapid or steady growth** in sales and profit levels associated with green building.
- **Solar power is the most common form of renewable energy** in every region, used by over half (52%) of industry professionals today and expected to grow to 76% in the next five years.
- **"The right thing to do" is the top business reason** driving green building around the world.

Check out the [Global Green Building Trends](#) report—and review in-depth market research, opportunities, and forecasts for green building across the globe.

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"Green building has truly become a global movement."

-Harvey M. Bernstein,
McGraw-Hill Construction
vice president of Industry
Analytics, Alliances and
Strategic Initiatives

"It's important to recognize that buildings and infrastructure globally contribute 40% of the green house gas emissions that are forcing climate change."

-Andrew Bowerbank,
World Green Building
Council executive director