



GREEN
BUILDING
COUNCIL
SOUTH AFRICA

10
YEARS

INSPIRING
BETTER
BUILDINGS



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SOUTH AFRICA

10 Year Commemorative Publication

10 YEARS OF INSPIRING BETTER BUILDINGS

10

This year the Green Building Council of South Africa celebrates 10 years of operation in service of the South African property and construction sector, and reaches the bench mark of 250 certified buildings.

In celebration on these milestones and the acts of leadership and innovation on the part of its members, the GBCSA has commissioned a commemorative publication for release at the Green Building Convention in October 2017.

Introducing 10 Years of Inspiring Better Buildings: the official commemorative publication of the GBCSA, documents the achievements, celebrates the innovative genius of the designers, and acknowledges leadership shown by GBCSA members as they embraced the ideals of green buildings and set about investing in, commissioning, designing, operating, and occupying some of the greenest buildings in the world.

Published to the highest and greenest specifications, the publication will seek to contextualise the first 10 years of the green building movement in South Africa through story telling and beautiful imagery.

GBCSA members and stakeholders are invited to participate in this publication by becoming sponsors, taking up advertising space, or by simply purchasing additional copies for your organisation and/or clients.



No1 Silo: Allan Gray



BMW Head Office



Green Building Council Office



Manenberg Housing Offices

GREEN BUILDING COUNCIL OF SOUTH AFRICA | 10 YEARS OF INSPIRING BETTER BUILDINGS



EDITORIAL CONTENT OVERVIEW

Consulting Editor: Eric Noir

Forewords

- Rudolf Pienaar, Chairman, GBCSA
- Tai Lee Siang, Chair, WGBC

Environmental context

- The global and regional environmental impact of cities and buildings and the imperative to act – WWF

Business case

- The South Africa commercial property context and the imperative behind the formation of the GBCSA in 2007 – an interview with Neil Gopal

First steps and next steps

- Stories of how it all started – interviews with Bruce Kerwill, Neil Gopal, Romilly Madew (CEO, GBCA) and Terri Wills (CEO, WGBC)
- Interviews with Seana Nkhahle and selected funding directors

Going operational with GreenStarSA

- Interviews with past GBCSA CEO's and board members, reflecting on aspirations and achievements
- Interviews with technical directors and implementers

Inspiring real change in buildings

- Interviews with professional team and client body
- The most innovative elements of GBCSA certified buildings, highlighting the technical, practical and commercial advantages achieved by building designers

Creating waves of change in the construction industry

- Innovation by product, materials and technology manufacturers enabling greener buildings
- Innovative green building techniques and approaches

Stakeholder perspectives

- Interviews with:
 - Institutional investor
 - Occupant
 - Government

The role of green buildings

- Green buildings in the context of the future city
- Green buildings in advancing the green economy in SA

GBCSA: The next 10 years and beyond!

- Interview with Dorah Modise
- African Network of GBC's
- Vision and Goals

Directory



ADVERTISING, SPONSORSHIP & EXPOSURE OPPORTUNITIES

SPONSOR: R150 000 excluding VAT

—Only available to GBCSA members

Exclusive advertising in primary edition

Exclusive double page spread (DPS) or a prime position within the editorial section of the primary edition and all special editions. Sponsors may choose positions on booking depending on availability. Positions are allocated in order of bookings received.

Special limited edition sponsor copies

100 copies of a limited sponsor's edition of the publication featuring:

- A bespoke cover co-branded by GBCSA and the Sponsor
- A bespoke four page opening section of the book (ideal for a Chairman's message, and the story of the sponsor's role in relation to the GBCSA)

1



Solid Green offices

ADVERTISING IN THE CASE STUDY DIRECTORY SECTION

(Featured in all printed copies – primary & special editions)

This section of the publication will feature case studies of certified buildings nominated by advertisers.

2 PAGES advertising plus nominate a 2 PAGE green building case study to run adjacent

R49 500 excluding VAT (GBCSA Members)

R54 500 excluding VAT (Non-members)

1 PAGE advertising plus nominate a 1 PAGE green building case study to run adjacent

R29 500 Excluding VAT (GBCSA Members)

R32 500 Excluding VAT (Non-members)

Additional Directory Pages

2



Johannesburg Standard Bank

QUARTER PAGE LISTING (Only available to GBCSA members)

R4950 excluding VAT

FORMAT:

Company profile (advertorial per template)

3



Google Johannesburg office

For advertising enquiries please email
betterbuildings@alive2green.com or call
Thandiswa Mbijane on 087 023 0853



Publication dates and advertising deadlines

- Advertising booking deadline
- Advertising artwork deadline
- Submit to printer
- Published by

14 July 2017

31 July 2017

15 August 2017

30 September 2017



Publication specifications

Format	Landscape: 220mm x 297mm
Covers	High quality
Internal Pages	115 matte art
Paper	FSC certified
Inks	Low impact



Print run and distribution breakdown

Allocation	# copies
GBCSA Convention	1000
Sponsor and advertiser copies	1000
Other high value distribution	1500
Total	3500



About the Publisher

10 Years of Inspiring Better Buildings is published under contract by [Alive2green Projects](#), an alive2green company. Alive2green is a sustainability focused media company and a proud member of the GBCSA since 2008.



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