

Strategy messaging and FAQs

Big picture

Reimagining buildings as catalysts for global transformation

In a world facing profound climate, equity, and resilience challenges, our revised strategy positions buildings not as static structures but as dynamic platforms where economies, communities, and ecosystems converge.

By redefining the role of the built environment—from carbon emitters to engines of regeneration—we are laying the groundwork for a new clean economy that prioritises people, planet, and prosperity in equal measure. This is not just about reducing emissions; it's about fundamentally transforming how we live, work, and thrive in our cities and communities.

Utility

Empowering stakeholders across the built environment

Our strategy offers a tangible roadmap for every stakeholder in the building ecosystem—policymakers, investors, developers, and community leaders—to **drive impactful change and catalyse collective action alongside** a global network of 75+ Green Building Councils that supercharge a worldwide ambition loop of sustainable progress.

With significant experience uniting a fragmented value chain, WorldGBC harnesses its convening power to:

- **Align** – ambition, definitions, principles, and action
- **Partner** – across the built environment system to pursue a common goal
- **Scale** – advocacy, projects, solutions, and knowledge sharing that accelerate change

Building the Transition is WorldGBC's flagship global programme to deliver our 2025–2027 strategy in action. It is where vision meets implementation—where ambition becomes architecture. Spanning regions, disciplines, and sectors, Building the Transition is the connective tissue that connects global ambition to local action, and accelerates real-world solutions. It supports GBCs and stakeholders at every level—equipping them with the tools, insights, and platforms they need to take bold action.

- **We'll empower changemakers** from across the value chain, from designers and suppliers to owners and occupiers, with clear roadmaps to understand their role and which actions to take first to advance decarbonisation and resilience.
- **We'll equip finance actors** to deploy their capital effectively and give them the guidance and tools to assess financial risks and opportunities, with sustainability impact metrics that allow contextualised comparability.

- **And we'll work to inspire politicians** with a vision, supported by market and scientific data, of how low carbon and sustainable building and finance regulations deliver on citizens' priorities to enable ambitious and equitable policies.

Potential criticism

Answering the sceptics with real-world evidence and bold vision

Critics might question whether such transformative goals are too ambitious or economically impractical. We respond by saying:

Too ambitious

- **The data doesn't lie:** Recent Global Status Reports and market trends confirm that decarbonisation in the building sector is not only feasible—it's already in motion. For the first time in years, emissions growth has plateaued even as construction expands.
- **Local success, global impact:** Our network of Green Building Councils demonstrates that localised, context-specific actions can yield measurable, scalable results that drive systemic change.

Economically impractical

- **Innovation over inertia:** With rapid advances in climate tech, finance, and design, our strategy harnesses emerging tools and partnerships to overcome traditional barriers, proving that bold, forward-thinking policy and market shifts are not only necessary but achievable.

Political headwinds

- **Action over politics:** While Washington pulls back from its sustainability commitments, state and city governments are stepping in. Urban leaders are adopting a language of *resilience*, *energy independence*, *equity*, and *sustainable infrastructure*, drawing from the lived reality of climate impacts on communities and housing.
- **Balancing priorities:** Though the "Simplification Omnibus" sees the European Union trying to balance ambition with practicality, this doesn't need to mean compromise. The [Energy Performance of Buildings Directive](#) is moving forward across member states, now tied more directly to citizen wellbeing and energy poverty reduction, centring on *affordability*, *health*, and *resilience*.

Action

Join the Transition: build, innovate, and lead the change

We call on every actor in the built environment to be an active participant in this transformation. Here's how:

- **Policymakers:** Adopt and champion ambitious, equitable regulations that align with our zero-carbon, regenerative vision.
- **Investors and finance leaders:** Redirect capital towards sustainable assets and support frameworks that measure true impact.
- **Business leaders:** Implement innovative, circular, and resilient building practices that set new industry standards.
- **Communities and advocates:** Engage with your local Green Building Council to be part of a movement that turns visionary ambition into real-world change.

The future of our cities and our planet depends on us taking decisive action now—because the stage is set, and the transformation is already underway.

FAQs

What's new in this strategy?

We're not changing our goals—we're sharpening our approach. This strategy unifies our work under one global programme (*Building the Transition*), puts roadmaps front and centre, and empowers GBCs to turn ambition into action.

Why focus on national roadmaps?

Because they work. They provide a clear, co-owned plan of action that aligns policy, business, and finance. And they're adaptable—covering not just emissions but resilience, equity, and circularity.

What if my GBC already has a roadmap?

Then now is the time to implement and iterate. We'll support you in turning plans into progress, with tools for tracking accountability, sharing success, and pushing for results.

Will there be funding?

We've already unlocked over \$7 million for GBCs. While we can't promise direct grants to every council, this strategy improves grant-readiness and connects GBCs to growing interest from funders globally.