



GreenED



GreenED is an online resource for professionals and students who want to learn about sustainable design in the built environment and green rating certifications.

GreenED offers online courses and webinars for CPD credits and Green Star related training.

We are committed to developing and providing high quality continuing education programs for the built environment industry.

We provide Contextual Learning and e-Learning for individuals who need to stay at the forefront of knowledge and skills in their sector; and for companies who need to improve performance in the workplace in order to gain a competitive edge through employee excellence

Our courses are offered primarily online via live webinars and on-demand playable modules for easy accessibility and cost-effectiveness.





Vision

To become the leading resource in Africa for green sector continuing education, technical information, and communication – the essential tools our customers need to be successful in the green built environment. GreenED (Online Learning) provides an educational alternative with a significantly reduced carbon footprint, which benefits the customer's bottom-line by increasing their industry-related expertise with cost-effective educational resources.

Agility

GreenED seeks to respond to the needs of the African built environment, coupled with the rapidly-evolving digital transformation of the workplace, where businesses need to be agile, adaptable and at the forefront of their sectors on an ongoing basis in order to remain relevant and increase profitability.



Expertise

The course content derives from experience, both global and regional, from practicing sustainable design commercially, employing green certification tools and processes, and developing curriculae for higher education. Practicing professionals and industry leaders contribute technical expertise and perspectives to the content of the courses, so learners will benefit from the breadth and depth of practical knowledge within our community.

Industry Overview

Supporting a Thriving Market

The market for green buildings in South Africa has grown rapidly in the past 9 years with an exponential growth of certified projects. In the recently released 'World Green Building Trends 2016: Developing Markets Accelerate Global Green Growth - SmartMarket Report', South Africa was among those countries that reported current green activity above the global average of 24%, with an Average 2015 Green Share of Building Project Activity (by Country) at 41%.

This trend is predicted to continue at a rapid pace – an imperative that has fostered growing interest in acquiring green building knowledge to better understand sustainable design paradigms and related technologies, as well as building professional skills to be able to service this market segment.

In Africa, the green building market currently has a need for opportunities to gain knowledge on green design topics relevant to regional contexts: concepts, fundamentals, principles, technologies and application – both at beginner and advanced levels. Importantly, easily accessible information is needed on how to design and implement green systems, technologies and operations throughout the lifecycle of a project.

Internationally there is precedent for this business model which has been successful. However, content from other regions does not export well for many reasons. Primarily, the continuing education credit being offered is for very different registration bodies and for different certification tools. In addition, green building courses need to be contextually based in order to be relevant to, and meet the climatic and technical demands of, regional markets. Also, the cost of courses becomes expensive when paying in a foreign currency. And finally, many product manufacturers that support these courses internationally do not distribute their products in South Africa.

A need has therefore been identified for a regional solution that will meet the requirements and expectations of the African green building market.

GreenED meets this demand by providing a platform for continuous, relevant, on-demand educational material that is provided both sustainably and efficiently.

About Us

Dedicated, Insightful Leadership

GreenEd was conceived by three built environment professionals who are passionate about sustainability, and who bring a unique range of diverse skills to the table.

Marloes Reinink, Solid Green Consulting

Having worked in the green building sector for over ten years, Marloes Reinink has extensive experience in the field of sustainability in the Built Environment. She is the founder of Solid Green Consulting (2010), which was awarded the first 6-Star Green Star SA Interiors v1 certification as well as LEED Platinum certification for Commercial Interiors for its own office in Rosebank, Johannesburg. A dynamic and energetic company enthusiastic about advancing sustainability in the built environment with a wealth of experience at their disposal, Solid Green offers property developers and building professionals a sophisticated range of consulting services to assist in achieving their green building goals.

Michelle Ludwig, Ludwig Design Consulting

As Director of LDC (Pty) Ltd, Michelle Ludwig offers various green consulting services including certifications for multiple rating tools and educational training and seminars. Her 20-year experience in 'green' has included sustainable design and management of commercial and institutional projects, building certifications, materials evaluation and research, universal design for persons with disabilities, consulting and educating for the Green Building Council South Africa, lecturing at the University of Cape Town School of Architecture, and providing technical guidance to a new ecolabel. She has utilised green building rating tools for over 14 years and has assisted in the evolution and development of Green Star Tools.

Karen Eicker, APEX Information Systems

A graduate of the Wits School of Architecture & Planning with a background in corporate architecture, Karen Eicker has written for South Africa's foremost built environment publications for the last 15 years. Karen was Commissary General of the 25th International Union of Architects World Congress, UIA2014 Durban. She is a Director of the Architect Africa News Network (est. 2000), a Founder and Director of the Architects' Collective (est. 2007), and a member of the International Committee of Architectural Critics. As founding director of Apex Information Systems (Pty) Ltd, she works in the built environment, property and design professions to connect people through digital communications, online education and the media.

Get Involved

Contributing organisations have discovered that sponsoring and advertising educational initiatives to be a powerful messaging tool.

Should you choose to contribute to GreenED by supporting the development of our courses, you will be participating in sustainable development in Africa by being involved in a campaign to create a broader awareness of green building; share information about the built environment, its challenges and opportunities; and drive the market towards a sustainable future for generations to come.

Most importantly, you will be enabling affordable education to green building professionals and students.

Benefits

The following benefits are available to all contributing organisations:

- **Traffic and views:** Every course attendee will see the contributing organisation identified.
- **Technical relevance:** Course content will be technically insightful and educational to attendees on a topic relevant or tangential to your market offering.
- **CPD approved courses:** All courses offered, to the extent possible, will be accredited for CPD points with the relevant professional registration organisations.
- **Course landing page:** Your logo on the relevant course information page of the GreenED website
- **Course slides:** Logo placement with course slides to be displayed before and after the course presentation; +4 company specific slides at the end for marketing purposes.
- **Course mailers:** Logo placement on the relevant course marketing mailers – 2 per course, every time the course is held.
- **Professional registration organisation newsletters:** Acknowledgement in mailer content sent out through CPD stakeholders
- **Free attendance** for up to 10 people from your organisation to the relevant course.

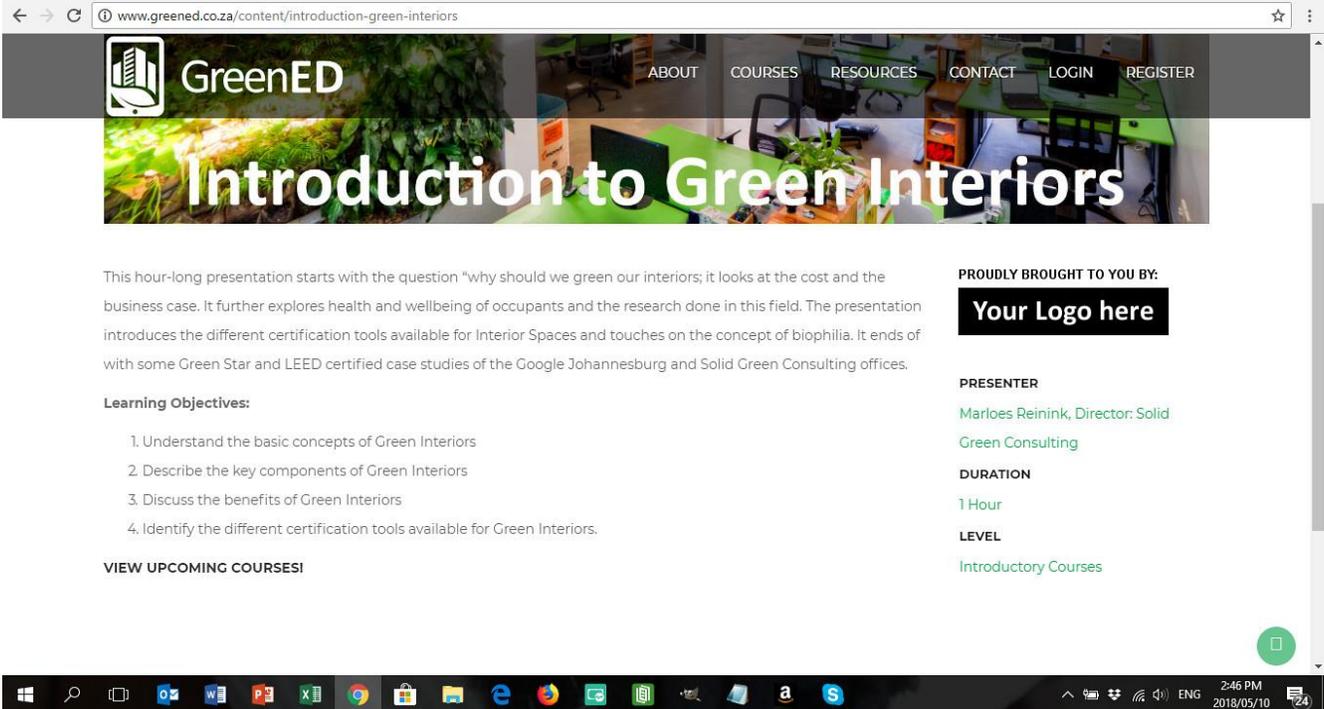
Packages

1. **Supporter:** GreenED existing course

R50,000 / year

- High quality courses, previously developed by GreenED and already offered on our platform, can have an associated industry supporter. The benefits above are available, to be renewed on an annual basis.

Example: An existing course on 'Indoor Air Quality' could be supported by a company or manufacturer related to paint, carpet, engineered wood products, HVAC equipment, etc.



The screenshot shows a web browser window displaying the GreenED website. The URL is www.greened.co.za/content/introduction-green-interiors. The page features a navigation menu with links for ABOUT, COURSES, RESOURCES, CONTACT, LOGIN, and REGISTER. The main heading is "Introduction to Green Interiors". Below the heading, there is a paragraph of text describing the course: "This hour-long presentation starts with the question 'why should we green our interiors; it looks at the cost and the business case. It further explores health and wellbeing of occupants and the research done in this field. The presentation introduces the different certification tools available for Interior Spaces and touches on the concept of biophilia. It ends of with some Green Star and LEED certified case studies of the Google Johannesburg and Solid Green Consulting offices." To the right of the text, there is a section titled "PROUDLY BROUGHT TO YOU BY:" with a placeholder "Your Logo here". Below this, the presenter is listed as "Marloes Reinink, Director: Solid Green Consulting". The duration is "1 Hour" and the level is "Introductory Courses". At the bottom of the page, there is a link "VIEW UPCOMING COURSES!". The Windows taskbar is visible at the bottom of the screenshot, showing various application icons and the system tray with the date and time (2:45 PM, 2018/05/10).

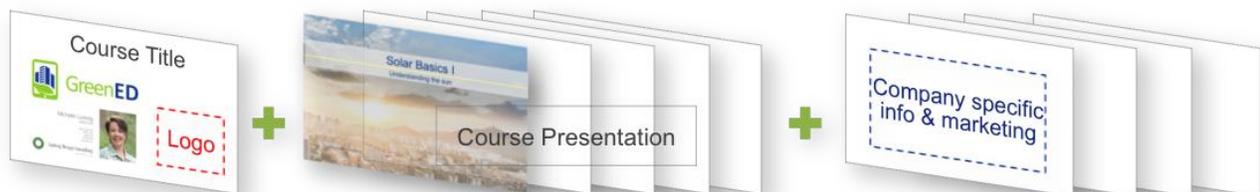
2. Developer: GreenED custom-developed course

R50,000 / year
+ R35,000 once off

- High quality course will be developed and approved for CPD credit on a topic, material or concept specific to your industry (that does not yet exist on our platform). The benefits above are available, to be renewed on an annual basis.

Example: A course on 'Bamboo: the technology, advantages and products' could be supported by a bamboo manufacturer or supplier.

- To be developed via GreenED with technical and industry-related input from your company. NB: The main body of the course would adhere to our educational-only content standards.
- Additional benefits
 - Product images or examples used within the body of the course would include citations that are company specific.
 - In addition to front-end logo on slide, we will include +4 slides at the end for company specific information or marketing/sales related communication.



3. Sponsor: Your company's existing CPD course

R65,000 / year

- Provide your company's CPD accredited course, free to attendees.

There is great demand by professionals for ways to fulfil annual CPD requirements. They often do not have time to attend the in-person events and will come to know that GreenED.co.za is a repository of CPD accredited courses.

Any submission for inclusion is subject to GreenED's educational and quality standards. GreenED can assist with this on an additional services basis.

- Additional benefits
 - CPD process fully managed by GreenED
 - ✓ Handle all course registration
 - ✓ Provide post-course quiz to demonstrate completion
 - ✓ Manage the process and issue CPD certificates
 - ✓ Can assist with acquiring CPD approval and renewals if required.
 - Higher traffic: We have experienced a successful turnout for our free courses and anticipate a high volume of traffic for these going forward.
 - Further marketing: Course description and/or links to it (on greened.co.za) can be included in your company marketing strategy



Contact

Marloes Reinink | Michelle Ludwig | Karen Eicker
B2 House, 8 Tyrwhitt Avenue, Rosebank, 2196 | 011.447.2797 | hello@greened.co.za | www.greened.co.za