



## Atlanta Enters Better Buildings Challenge

FOR IMMEDIATE RELEASE

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ATLANTA, GA – November 3, 2011- In June 2011, the Mayor’s Office of Sustainability in partnership with Central Atlanta Progress (CAP) and other leading business and community organizations introduced the Atlanta Better Buildings Challenge (Atlanta BBC). The Challenge was officially launched at CAP’s Downtown Development Day event on November 3. Atlanta is at the forefront of a national effort as one of three municipalities--Seattle and Los Angeles--participating in the Better Buildings Challenge, a national energy efficiency leadership initiative and a core element of President Obama's plan to make commercial buildings 20 percent more energy efficient by 2020.

The goal of the Atlanta BBC is to reduce energy and water consumption by at least 20 percent in participating buildings across Atlanta by 2020, with a primary focus on the city’s Downtown central business district. Through substantive energy and water efficiency (collectively “EE”) upgrades of municipal, university, hospital, and commercial buildings, the Atlanta BBC intends to free up business capital for more productive uses, stimulate growth for communities, foster new business opportunities, and create more sustainable footprints.

The Atlanta BBC is a part of the City’s *Power to Change*- an effort aimed at making Atlanta more sustainable by improving “green” programs and policies such as water and energy conservation, reducing our solid waste, reducing carbon emissions, and improving the rates of recycling.

The effort is already underway with a benchmarking initiative for Atlanta's 220-block Downtown Improvement District, including City Hall, the Civic Center, and other municipal facilities, as well as to eventually include landmark buildings in the downtown area. The Civic Center, the Challenge’s showcase project, has an estimated \$228,000 payback annually after the EE upgrades have been completed on the 380,000 sq. ft. building.

A growing public-private partnership has been formed to execute the projects and achieve the goals of the ATL-BBC. Founding partners include companies as large as Georgia Power and public entities including the Department of Energy and General Service Administration.

For more information, please visit: [atlantabbcc.com](http://atlantabbcc.com)

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