

Strengthening the Green Foundation: Research and Policy Directions for Green Development and Finance – CALL FOR PAPERS – ~~Due November 12, 2010~~ Extended to November 29, 2010

Tulane University's new Master in Sustainable Real Estate Development Program (a program of the Tulane School of Architecture) and the Federal Reserve Bank of Atlanta invite researchers, industry practitioners and policymakers to participate in a conference to advance the understanding and improve the practice of green development and finance. The conference will be held **March 10–11, 2011, at Tulane University, New Orleans, Louisiana.**

Green building has been the focus of considerable media attention, and current policy discussions on carbon emissions and alternative energy sources will ensure that this subject remains active. To inform this national dialogue, this conference will bring together top scholars and practitioners to investigate core issues surrounding green development and finance and assess the tools, costs, benefits, and opportunities in financing green development.

Conferences organizers have partnered with the *Journal of Sustainable Real Estate* to publish all presented papers in the non-refereed portion of their online journal. The journal will consider all academic papers for publication in its refereed portion (optional).

Submission Guidelines

To submit an abstract go to http://frb.qualtrics.com/SE/?SID=SV_6WhXLWzc7mobJZy. Abstracts are due by **November 29, 2010**. Your abstract should be suitable for publication in conference publications without any further editing and contain the following information in no more than 1,000 words:

- Title
- Author(s) with title(s) and affiliation(s), also indicate presenting author
- Central theme or hypothesis: What question are you trying to address?
- Approach and methodology: How will you address that question?
- Relevance of your work to green development finance and policy
- Key data sources
- 3–5 major references to allow reviewers to place your work in its field
- 1–5 key words

The organizing committee and anonymous readers will review abstracts and reject or accept them. However, there may be a short period during which some authors may be invited to revise and resubmit their work for reconsideration. People selected to present a paper at the conference will not have to pay any conference registration fees.

The conference organizing committee will contact authors whose papers have been accepted around December 17, 2010. It is expected that authors with papers selected for the conference will send their final paper February 11, 2011. Further information on the conference program and registration will be posted by December 20, 2010.

Please direct all questions about the call for papers to nolasustainablepractice@gmail.com.

Conference Organizing Committee

William Bradshaw, Tulane University and Green Coast Enterprises
Lynn Fisher, University of North Carolina at Chapel Hill
Lindsay Jonker, EnviRenew of the Salvation Army
Karen Leone de Nie, Federal Reserve Bank of Atlanta
Nancy Montoya, Federal Reserve Bank of Atlanta
Alexandra Stroud, Tulane University and Urban Focus LLC

Conference Tracks

The conference will include research and policy/practice tracks. The organizing committee welcomes research papers and policy studies broadly related to the following topics. Papers outside these specific topics that fit within the underlying theme of sustainable real estate development and finance also are welcomed and strongly encouraged:

Core Research Tracks

Organizational/Industry Structure—What is the organizational structure of the real estate development and investment industry, and how does it support or hinder green development? How does the structure of the development process of underwriting, engineering, design, and construction support or value green development? How should the various disciplines be integrated and reinforced to promote green development? What structural adjustments would allow this industry to be more successful and support the advancement of green technologies? Where should public funding, subsidy, or regulation be directed to promote successful organizational approaches to green development, especially to support affordable housing?

Valuing Green—What are the costs and benefits of building green or refurbishing existing buildings? To whom do the costs and benefits of green investments accrue? Currently, some would argue that the value of green is intangible. This call for papers is interested in new attempts to quantify the value of green buildings and green building practices for a variety of actors, including developers, occupants, neighbors, and the environment. Although some progress has been made on this subject, there remain opportunities to better align research on the value of green to appraisal practices and underwriting standards.

Portfolio Management—What does the application of green practices mean for portfolios and large holders of real estate or of real estate paper? Asset managers and investors are interested in the longer-term benefits offered by using a green approach to developing real estate. Estimates of this “value-add” for green is needed by underwriters and investors as well as asset managers for the future of green product development and use. This call for papers is interested in how this value is quantified for the long term hold versus the upfront investment.

Core Policy and Practice Tracks

Underwriting – How should green development projects be valued in relation to traditional building construction for the purposes of underwriting? Are cap rates lower? Are interest rates lower? How should the underwriting of a project take into consideration the value of using an environmentally sustainable approach to building? How are underwriting practices best adapted to address green affordable housing? Should criteria or ratios be changed to reflect green building performance? How can lenders support integrated design processes? How can the appraisal industry adapt to green? This call for papers is interested in the specific tools that could be used to measure the long-term value of building green as opposed to building with traditional materials and methods.

Green Measurement Criteria and Certification Issues—There are myriad certification processes for buildings, from LEED to NAHB to Enterprise Green Communities. These guide the development of green technologies. Is the certification process directing green product and building development to the best solutions? Are certified buildings really energy efficient? Are the post-occupancy measures appropriate and consistent? Do certification costs create an obstacle to affordable green housing? How do consumers use certification information? This call for papers is interested in the measure of a successful green building and whether the certification processes that exist suitably award truly green building outcomes.

Green Leasing—What is happening on the forefront of green leases with respect to landlord/tenant relationships, and functionally what are some good examples of green leases? How do you best put these in place, and what pressures do they create on the conventional leasing process? This call for papers is interested in the best practices in green lease execution and management.