



## What Is The Value of Sustainability? Valuators Summit Comes to Vancouver

Vancouver B.C. – The words “sustainable,” “green,” and “eco-friendly” are being used to describe a number of products, services, and many major construction projects. What exactly do they mean? More importantly to investors, shareholders, and the consuming public, what is the true economic value of such a designation? The first discussion on exactly what that value is will be held in Vancouver on March 2 at the Vancouver Valuation Summit.

In today’s marketplace there is currently no standard for determining the “value of sustainability.” The word is held in high regard by marketers and designers, but on the books, has no value. That is about to change as the world’s top professional valuers meet in Vancouver this March to open the first formal discussion on the “value of sustainability” at the inaugural Vancouver Valuation Summit.

BC’s Premier Gordon Campbell will be one of several speakers attending the summit, which will bring together the world’s most influential bodies responsible for valuation. Heads of the world’s Green Building Councils, top level surveyors and appraisers, and government and industry officials will discuss and devise standards for valuing sustainability in business practices. The conference discussions will launch the “Vancouver Accord,” an initiative that will embed sustainability in valuation standards and practice around the world.

The completion of the Vancouver Accord will, for the first time, give the business and financial sector the ability to place a hard, tangible value on sustainability. It won’t just be marketers and designers promoting “green” and “sustainable” anymore.

**What:** Vancouver Valuation Summit  
**When:** March 2, 2007  
**Where:** Westin Bayshore Hotel & Conference Centre

\*Media must be pre-accredited prior to attend this event.  
Please visit [www.vancouveraccord.org](http://www.vancouveraccord.org)  
Media will be contacted to confirm accreditation.

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