



The Next Generation. For Every Generation.™

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Prepared Remarks
Enterprise Green Communities Launch
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Thank you, Dana and Doris. We have come a long way to realizing our shared vision of making green and affordable housing one and the same!

We have reached this juncture with the outstanding support and leadership of so many people here in this room today – and with other vital partners around the nation.

You have heard the background on Enterprise Green Communities, its modest launch and its bold ambition.

You've also heard highlights of our new study. A study that validates and exceeds early projections about the cost effectiveness of meeting the Enterprise Green Communities Criteria.

And now, it's my privilege to tell you what comes next.

The first thing I will say is that we have come a *very* long way since 2004, thanks to developers all across the country who have enthusiastically embraced and met the Enterprise Green Communities Criteria.

They have shown that the Criteria are a smart, successful and cost-effective tool.

And now it is up to all of us to press the advantage – and scale up our efforts with unprecedented speed and innovation.

That push forward to new heights begins right now, here in this room, in the nation's capital.

I am pleased to announce that Enterprise is standing behind our *national call to action* by committing *\$4 billion* over the next five years to continue to transform the affordable housing industry nationwide.

By 2013, we want everything that Enterprise touches – our capital, our products, the homes we build and preserve, our own operations – to be green.

It marks one of the largest private investments in green affordable housing in history. Truly monumental.

Together, we are building a platform to continue to transform the affordable housing industry as we know it today. We are urgently pushing the public, private and nonprofit sectors for more catalytic change.

We can measure our strides by counting the number of green affordable homes built and preserved.

By adding up the total dollar amount of grants, loans and capital directed to greening affordable communities.

And by tracking the new policies passed and championed by housing agencies and elected officials at every level of government.

But as Doris underscored, the force behind our \$4 billion commitment and our national call to action to make all new and existing affordable housing green by 2020 are the stories that we hear from our partners on the ground.

Stories like the one of the Alhagi family in Portland, Oregon, who once held their young daughters through the night, rocking them to sleep because their asthma left them wheezing incessantly.

Like most families, all the Alhagis ever wanted was to provide for their children and build them a bright future.

So they searched endlessly for a decent home they could afford – one without mold growing on the walls and with utility costs they could pay, while still providing basic necessities like health care and nutritious food.

They found such a home at Oleson Woods, a Green Communities development situated around a preserved and greatly enhanced wetland.

Mrs. Alhagi is full of gratitude for her family's new home – and great relief that her children no longer suffer from asthma. Instead they are healthy and thriving since moving to Oleson Woods.

Theirs is just one of many moving and remarkable stories.

But for me, the impetus behind Enterprise Green Communities is closer to home.

A generation ago, my two children grew up knowing it was wrong to litter and smart to close the refrigerator door. But protecting our environment and the overall health of our planet was not totally front and center. The nation was dealing with other issues -- a fuel shortage, a recession, periods of inflation, and the end of a war.

But we began to pay attention. We had to.

So my two young grandchildren – and a third one on the way – will learn those same lessons. And so much more as a result.

For them, living sustainably will not be a badge of correctness, but an expectation.

For their children, it will simply be a way of life.

That is our hope.

And that is why we have invested so much talent, so many resources, and two decades of innovation and leadership into building Enterprise Green Communities.

And today, we embark on the next generation of Enterprise Green Communities.

For every generation.

Thank you for being here. And thank you for helping lead our call to action.