

Chungha Cha, Vice Chairman, Korea Green Building Council

Chungha Cha has been in the finance industry for 25+ years and established the KGBC "Re-Imagining Cities" Foundation under the Korea Green Building Council non-profit umbrella. We imagine a world with 100% renewable energy, clean air and a happy and healthy environment where we can all live, work and play in harmony with nature. Cities are the problem because they emit 70-80% of the world's greenhouse gases. With increasing urbanization, we seek to make Cities part of the solution to our energy and climate crisis by accelerating green building solutions.

We focus on the business case of green buildings and green cities. We have a global network of finance and sustainability engineers to help develop successful business models around green buildings and green cities so we can attract private sector investors into sustainable real estate projects and, at times, within the framework of "public-private" partnerships.

Cha is currently acting Vice Chairman of the Korean Green Building Council, Task Force member of the World Green Building Council "Sustainable Cities Initiative" and Co-Chair of the Energy & Green Growth Committee of the American Chamber of Commerce.