

INCENTIVE MECHANISM FOR PROMOTING THE UPTAKE OF GREEN BUILDING IN SOUTH AFRICA

Simpeh, E.K. and Smallwood, J.J.

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Abstract

Purpose: The green building (GB) market is maturing after years of practice; therefore, incentives for promoting GB should be adapted to reflect the market transformation. Adapting incentives can positively influence stakeholders' motives, which in turn change stakeholders' behavioural intention towards GBs. Hence, this study aims to examine the parameters influencing the decision to adopt GB and to ascertain how incentive mechanisms promote the uptake of GB in South Africa. **Design/methodology/approach:** Using a scoping literature review and a sequential mixed research method, primary data were acquired from GB experts in four South African provinces. In analysing the quantitative data, the factors were ranked hierarchically using the mean ranking technique and factor analysis was computed to identify the underlying GB incentives. The qualitative data were analysed using content analysis. **Findings:** The results indicate that incentive payment from a utility energy efficiency programme, rebates and discounts relating to environmentally friendly materials and products and providing grants to homeowners and developers to go towards certification were the most essential monetary incentives for promoting GB. In the category of non-monetary incentives, recognition of consultant team members and developers and free marketing/good publicity were the most important incentives. The incentive mechanisms were subsequently categorised as “Economic incentives” and “Reward scheme and technical support”. **Research limitations/implications:** This study was confined to four metropolitan areas in South Africa. Nevertheless, the outcomes have practical implications for GB projects in general and may serve as a good reference for other provinces in South Africa. **Originality/value:** The findings of the study are a valuable resource for stakeholders such as the government, municipal assemblies, professional bodies and the Green Building Council of South Africa (GBCSA) in developing effective incentive mechanisms to promote GB adoption. This study adds to the body of knowledge relevant to GB incentivisation in South Africa.

Keywords

Built environments' motives; Enabling environment; Green building incentives; Incentive mechanism; South Africa