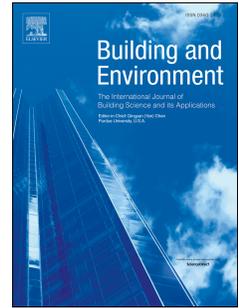


# Accepted Manuscript

Strategies to promote green building technologies adoption in developing countries:  
The case of Ghana

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PII: S0360-1323(17)30590-5

DOI: [10.1016/j.buildenv.2017.12.022](https://doi.org/10.1016/j.buildenv.2017.12.022)

Reference: BAE 5220

To appear in: *Building and Environment*

Received Date: 31 October 2017

Revised Date: 19 December 2017

Accepted Date: 21 December 2017

Please cite this article as: Darko A, Chan APC, Strategies to promote green building technologies adoption in developing countries: The case of Ghana, *Building and Environment* (2018), doi: 10.1016/j.buildenv.2017.12.022.

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1 **Strategies to promote green building technologies adoption in developing**  
2 **countries: The case of Ghana**

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6 **Abstract**

7 Because of its potential to deal with negative environmental impacts of construction activities  
8 and contribute to sustainable development, the adoption of green building technologies  
9 (GBTs) has received a high level of global attention in recent times. Accordingly, studies on  
10 strategies to promote GBTs adoption have been done around the world, but they are scarce in  
11 developing countries such as Ghana. The aim of this study is to identify the important  
12 strategies to promote GBTs adoption with reference to the Ghanaian construction market. To  
13 this end, this study commenced with a literature review and interviews with industry  
14 professionals to identify 15 potential strategies. An empirical questionnaire survey was  
15 carried out with 43 professionals with green building experience. The analysis results  
16 revealed that “more publicity through media”, “GBTs-related educational and training  
17 programs for key stakeholders”, “availability of institutional framework for effective GBTs  
18 implementation”, “a strengthened GBTs R&D”, and “financial and further market-based  
19 incentives” were the top five strategies to promote the GBTs adoption. Additionally, results  
20 comparison indicated that the top strategies to promote GBTs adoption in the developing  
21 country of Ghana mostly differ from those in the developed country of the US. Furthermore,  
22 factor analysis showed that the underlying strategy groupings were government regulations  
23 and standards; incentives and R&D support; awareness and publicity programs; education

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