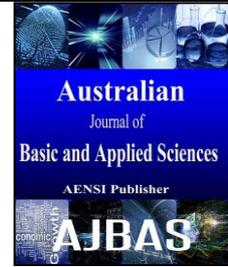




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Project Team Perception in Green Building Projects Implementation in Malaysia

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ABSTRACT

The purpose of this paper is to highlight Project Team Perception in Green Building Projects Implementation in Malaysia and its contribution to the success of Green Building Projects Implementation in Malaysia. The implementation of the green building projects depends on project team roles and responsibility in managing a Green Project. Project team is the core player in green building project implementation starting from planning, design, construction, supervision and maintenance. Project team roles and responsibility were investigated to have a significance degree of influence in green building implementation. Based on literature, 4 major factors have been identified as the major contributor to the Project Team Perception in Green Building Projects Implementation in Malaysia. The factors that are intended to be revealed such as Project Team Knowledge, Project Team Awareness, Project Team Experience and Ability Project Team adapting to change project management. This paper hopes to give and creates a positive perception among project team in Green Building Projects Implementation in Malaysia.

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INTRODUCTION

The construction industry is regarded as an essential and highly visible contributor to the process of growth of one country. Nevertheless, the adverse impacts to the environment lead to a growing realisation and acceptance throughout the world that there is a need for a more responsible approach to the environment. A strategy for sustainable construction is a significant milestone on the road to a more socially and environmentally responsible. It creates a framework within which the industry can make a strong contribution to the better future. Building sustainably has many merits but applying this concept is not easy as it requires changes to the old ways.

Delivering sustainable construction requires action from all engaged in constructing and maintaining the structure or building including those providing design, consulting and construction services (Atkins, W.A., 2001). To increase the consideration to sustainability, the construction practitioners must be willing to change their behaviour in exploring new territory and willing to adopt new products, ideas and practices (Ofori, G., 2006). Because of the merits and the growing interest on building sustainably, the race is now on for

researchers and construction practitioners worldwide to put their best foot forward and initiate actions to reduce the negative impacts of development and sharpen their competitive edge.

Project team core player in Green Building Projects Implementation in Malaysia:

The roles and responsibility of project team in execution of Green Building Projects in Malaysia such as making the decision to design the green building project, execute green building project after initial design work had already been done, integrating and aligning the existing project management procedure and guidelines with the requirement of the green building rating tools that is set at initial and design stage. In green building projects Implementation in Malaysia, finding brokerage representation that could genuinely support the marketing of a very different product, project team must work with stakeholders, project team also must be clear about the 'how'-learning how in integration design and development, where all professionals working collaboratively and the get-go and not in isolated, linear fashion, project team must clarify expectation with tenants-being a bit inflexible early on about what issues to stand firm on with tenants. Project team also must determine the

green details which of the many new-to the world green products and technologies being proffered would actually work as promised. Streamlining administration such as developing lease proposals, lease forms and work letters that captured landlord expectation (toward the tenant) of various green compliance issues is one of project team roles.

Project team also streamlining execution such as overseeing operations of and material purchased by the general contractor to ensure actual compliance with the green program (e.g confirming that low-VOC paint was being used. Project team also streamlining documentation-developing a process for capturing the detailed information for documenting green project. Finally project team capturing lessons learned such as analysing the actual performance of the project, from both a financial perspective and in terms of resource use (California Integrated Waste Management Board. 2009).

Insufficient knowledge among project team creates negative result in Green Building Projects Implementation in Malaysia:

Design team must be equipped with the knowledge and tools that be able to translate into a design, the increasingly stringent environmental performance goals of clients and create buildings that meet these new objectives (Simpson, J.R. Energy and Buildings, 2008). Project team must have knowledge about what is actually green building, its method of designing ,implementation and maintaining the green building , green building scope of implementation, green building measurement and rating tool used and contribution of green building to the environment.This knowledge needed for all project team before execution of any green projects in Malaysia. After the project team acquired the required knowledge implementation the green building project it will leads to the positive perception among the project team in execution of the green building project. Design team acquired knowledge in designing the green building such as the basic green building function and scope, standards involve in designing green building projects and government policy involves in designing the green building projects and optimization of the design factors in achieving the required energy efficiency in green building.

Without sufficient knowledge supervision project team at sites difficult to know what is existing rating tools used in supervising green building project such as GBI or PH JKR. Insufficient knowledge in Supervising project team also makes them difficult to understand the purpose and function of each rating tool towards green building projects implementation in Malaysia. Meanwhile, insufficient knowledge in maintenance team creates difficulty in maintaining green building equipment and innovation installed at green building projects site. The green building equipment and innovations

installed in green building mostly is high technology and required specific knowledge and to maintain in.

Insufficient experience among project team creates negative results in Green Building Implementation Projects in Malaysia:

Insufficient experience among project team in Green Building Projects Implementation in Malaysia gives negative results in Green Building Projects Implementation in Malaysia. Inexperience project team in executing or implementing Green Building Projects makes them in able to justify and execute green project management procedures and processes. Project team facing difficulty in designing, supervising and maintaining green building project without adequate experience. Inexperience project team face difficulty on imagining, knowing what is the required criteria in designing green building projects and the codes and standards use in designing the green building project.

Inexperience project team face difficulty in managing the sites, supervising all the green building equipment and innovations installation at site and monitor contractor and consultant work progress and installation. Inexperience project team having difficulty in knowing what is the best practise of installation for all the green building equipment and innovations. Project team without sufficient experience are not aware of integrating between rating tools and existing project management procedures. Besides that inexperience supervising project team difficult to monitor progress, cost and quality of installation e accordingly to the project contract. Insufficient supervising project team difficult solving problem of installation green building sites. Green building equipment and innovations is latest technology equipment. Insufficient supervising and maintenance team will be difficult supervising the installation and maintaining the green building equipment and innovations.

Change Process from conventional construction project management procedure to the sustainable construction project management:

Changing from conventional construction project management practices to green building/sustainable project management practices is another factors involve in creating positive perception of Project Team in Green Building Projects Implementation in Malaysia. Many of project managers and project team having difficulties to adapt and refuse to accept change to sustainable/green project management practices from conventional practices that have been used for decades. The role of project manager is central to a project. Without the project manager, there would be no project (Voss, K., *et al.* , 2011). He summarised that the project manager is the glue that holds the project together. The literature emphasises the

knowledge, skill and characteristics of project managers but these are not linked to or explained in terms of how these can influence the delivery of project success—and especially how project managers would be able to select appropriate combinations of knowledge, practice and behaviours that would support project success.

Project manager and project team one of the key factors to the success of green building projects Implementation in Malaysia. Inability and refusal of project managers or project team accepting change to sustainable/green project practices from conventional creates an impact to the green building projects Implementation in Malaysia. Project manager or project team must be flexible enough to accept change from conventional to sustainable/green project management practices. Ability project manager or project team adapting to change creates positive perception among project team and is the key factors to the success of green projects implementation in Malaysia.

Positive perception in project team leads ensures success in green building projects implementation in Malaysia:

Positive perception among project team is required to create a positive culture and attitude in green building projects Implementation in Malaysia. Project team must have positive perception and awareness on implementation of green building projects. Positives perception among project team gives better understanding to the client needs and executes their tasks better in green building projects implementation in Malaysia. Project team acquired positive spirit and enthusiasm to protect the environment by implementing green building projects. Positive spirit and enthusiasm creates from the knowledge about the contributions of green building to the customer, department, country, society and the environment itself. Negatives perception among project team that always occurs in Green Malaysia Projects is that the project team always felt extra green building project procedures are additional work /task and creates burden to project team to execute extra task. In addition to that, project team does not perform their task well. Positive perception among project team is important to creates positive culture, spirit, ethics and work environment in implementing green building projects in Malaysia.

A number of studies have been conducted to examine the influence of culture at the different levels (eg. National culture, organizational culture) on construction management practice (Pinto, J. and O.P. Kharbanda, 1995). There are difference between

cultured of the different projects was involved in constructions projects. Positive perception in project team comes from well educate, knowledgeable and experience project team in green building projects (Samari, M., *et al.* , 2013).

Conclusion:

Project team is the core player in in green building projects implementation in Malaysia .To ensure the success of green building projects Implementation in Malaysia, positive perception of project team must be develop by giving proper knowledge, awareness, education, training and experience to all the project team. The awareness campaign needs to be intensified to educate all the project team. Training such as green awareness, green building index, PH JKR, energy efficiency must be educate/train to the project team to gives knowledge in of green building projects implementation in Malaysia. Project team trained properly in existing green building projects to ensure enough experience is acquired before implementing green building projects in Malaysia. Knowledgeable and experience project team be able to monitor and manage green building project accordingly to the required time duration, cost and quality according to the required green building project contract . Projects that are completed on time can be indicator of an efficient construction industry. Implementation of green building projects in Malaysia is very importance in addition to restore the environment for our future generations.

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