



## Bio David Baggs

Chartered Architect, LFAIA, ABSA, Green Star AP, LEED AP, MACS Past President, Australian Life Cycle Assessment Society (ALCAS)

**CEO - Global GreenTag International Pty Ltd**

A renowned sustainability and materials expert, a Life Fellow of the Australian Institute of Architects and recently named as a Green Star Champion by the Green Building Council of Australia, David has led Global GreenTag International to become one of the most advanced product certification services and green label marks in the world, particularly for the sustainable building and design industries.

As a co-founder of Global GreenTag as a certification business in 2010, David also served as Program Director of the Global GreenTag<sup>Cert™</sup> Product Certification Program, until May 2023, developing it to become a leading 'Beyond LCA' based product ecolabel and Certification Mark that has since championed the work of progressive manufacturers and supported the advancement and uptake of healthy, ethical and environmentally conscious products throughout Australia and globally.

Currently, David is pioneering the development of a new NaturePositive+ Products Standard and a NaturePositive+ Declaration to benefit green projects that are extending the boundaries of circularity design. The framework and metric of the Standard is calibrated against planetary boundaries to assure projects that products are not only creating circular, natural resource flows but also how their design is helping to restore biodiversity and can assist in regenerating the climate and ecosystems.

Over the years, David has led Global GreenTag to be named as one of the Top 100 Most Trusted Building Sector Brands in Australia, leading development of advanced Product Health Declaration, Environmental Product Declaration and Modern Slavery Declaration programs, as well as certification systems that assess and rank products for carbon ratings and health ratings, including one that ranks products to help inform and support people with asthma and allergy sensitivities.

Voted one of Australia's Top 50 Green Leaders and Top 100 Sustainability Leaders Globally, David is also a multi-award winning, green building architect, a GBCA Materials Expert Panel member and Past President of the Australian LCA Society.