Barriers and Drivers of Green Building Adoption in Ghana

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Key words: Cost management; Urban renewal

SUMMARY

This study investigated the barriers and drivers of green building adoption in Ghana and proposed strategies to accelerate sustainable construction practices. A quantitative research design was employed, and structured questionnaires were administered to 300 construction professionals drawn from construction firms, consultancy practices, and regulatory institutions. The analysis used descriptive statistics, including mean scores and frequency distributions, to capture respondents' views. The findings revealed that awareness of green building concepts among professionals is moderate, with a focus on cost and technical considerations rather than environmental and social benefits. The most significant barriers identified were high initial costs, expensive green materials, lack of financial incentives, limited technical expertise, and weak regulatory enforcement. Conversely, government incentives, energy cost savings, professional training, tax rebates, and demonstration projects emerged as the most important drivers for adoption. The study concludes that while green building adoption in Ghana remains at a moderate level, there is strong potential for growth if financial constraints are addressed, regulatory frameworks are strengthened, and professional capacity is enhanced. The study recommends the introduction of enforceable green building codes, tax rebates, and financial schemes for sustainable projects, along with increased public awareness campaigns and stakeholder collaboration. These strategies could create an enabling environment for the adoption of green building practices, balancing economic viability, environmental protection, and social well-being within the Ghanaian construction sector.