
This research examines the disconnect between sustainable ideology, the construction industry, and the role of the contractor in the building process. Construction design professionals have taken steps to incorporate sustainability and environmentally friendly techniques into their practice, but general contractors remain on the periphery of the green building movement. My claim is that despite their integral role in the building process, general contractors experience barriers to green building that inhibit the industry from achieving sustainability.

This study aims to identify and examine the barriers associated with "green" building and sustainable development. It focuses specifically on the viewpoint of the contractor in the Hudson Valley of New York and answers the question: “What factors affect contracting companies’ ability to build “green” and incorporate sustainability into the building process?”

My research data was collected through a survey sent to twenty-seven contractors in the Hudson Valley, three contractor interviews, two industry professional interviews and secondary research sources. By surveying and interviewing key players in the local construction industry, my study identifies green building barriers discussed in the literature that are true of the contractor experience in the Hudson Valley. In addition, this study presents several recommendations to assist the current efforts in place to increase acceptance and widespread implementation of green building among contractors in the Hudson Valley.