

**Explore the Drivers and Barriers to Green Building Practices
in Apparel Industry of Sri Lanka:
A Comparative Case Study Across Multiple Apparel
Companies**

Kalu Arachchige Lathika Chandani

219517 B

Degree of Masters of Spatial Planning, Management and Design

Department of Town & Country Planning

University of Moratuwa

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**Thesis/Dissertation submitted in partial fulfillment of the requirements for
the**

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Abstract

Green Building are designed, constructed and operated in an environmentally responsible and resource efficient manner and incorporated sustainable practices throughout the life cycle and it aims to reduce the impact to the building by conserving energy, water and materials while improving occupants' health and comfort. In Sri Lanka, the concept of green building has gained traction and adaption to the green building practices has not been fully integrated in to the Apparel Sector. The purpose of this study is to explore the key drivers, barriers and strategies for promoting the adoption of green building practices within Sri Lanka's apparel sector. The study adopts a qualitative research design, utilizing both primary and secondary data sources. Primary data were collected through semi-structured interviews with environmental executives from selected apparel companies, including two green-certified factories and one conventional factory, selected using a judgmental sampling technique. Data were analyzed using Leximancer software supported by thematic content analysis, while secondary data were obtained from academic literature and relevant green building certification agencies. The findings revealed that energy efficiency is the most prominent driver of green building adoption following water efficiency, wastage reduction, carbon neutrality, comfortable workplace environment, factory brand name and reputation. However, the most significant barrier identified is the high initial construction cost along with limited expertise in Green Building Technologies, limited access to locally available sustainable materials and industry resistance to change. The study recommends investment in recycling technologies and facilitates a phased certification pathway for the apparel companies seeking green certification, promoting locally sourced recycled materials through a digital platform. The study contributes to the limited academic literature on green building adoption within apparel companies in developing countries and provides practical insights for policymakers and industry stakeholders.

Key Words: Green Building Practices, Apparel Industry, Drivers and Barriers to adoption, Sri Lanka

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