

# Sustainable Hospitality with Levar Jackson, CEO of Yogh Group | Transcript

Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cichetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a Lead fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee, and get ready to find out why green building matters.

Hey, everybody. Welcome to the next episode of the Green Building Matters podcast. I have fun. Once a week, I interview a green building professional somewhere in the world. Even though I'm in Atlanta, Georgia, I truly love New York City. And that's what we've got today. We've got Levar Jackson here. He's the CEO of Yogh Group. Can't wait to talk about sustainability and hospitality. So, Levar, welcome to the podcast.

**00:56**

Levar

Thank you for having me.

**00:57**

Charlie

I've been checking out. You've been on other podcasts, so mine is more about your story. Why don't you kind of give us that foundation? Hey, where'd you grow up and go to school?

**01:06**

Levar

I am a native New Yorker. Brooklyn, explicitly. I went to Long Island. CW post. My work history is highly varied, and I want to make sure, I want to put that story out there that sometimes you don't know what you're going to do from the day you're born, and it's okay to evolve and grow as you do as a person and you do professionally. And how I got my start in entrepreneurship effectively was I finished with my college and I took a trip to London, in Paris, and I took some photos and, like, friends and family came back, and I was like, all those photos are fantastic. Print them out. I buy them from you. And it kind of evolved naturally into an art company that I still had founded in hospitality to sell art to hotels. And things had changed. This is 2008, so I was able to outbid people on the price. And sustainability has always been around what I've done, but it's a huge story.

**02:00**

Charlie

I saw that art. That's how you get that connection to hotels and hospitality, some worldly travels. Right. It gives us so much perspective. I mean did you just have a fascination with buildings or just that industry? Unpack that a little more. How did it play out from there?

**02:20**

Levar

I think this is the real catalyst. I had always been sustainably minded. So when I was selling art to hotels. I had this infinitely effectively, infinitely reusable canvas, and it was only about a fraction of a cent more per square foot. And not a single hotel bought it in 15 years because there was no ROI in that. They really do not want to spend the money on the art unless it's for the lobby. It's going to be some fantastic piece, not for the rooms. And it said in my mind that I need to make sure that there's an ROI attached to sustainability. It really shaped Yogh Group as a whole, that we need to make sure that we're more profitable by being sustainable than not being sustainable. And the real catalyst, that part of another catalyst that happened was around COVID pandemic. Everything shut down. And I had a friend who was doing it, carbon credits. And I went into that market and I thought to

myself, less than a year into it, I don't want to be doing this. If I'm going to be sustainable, I'm going to push this. I actually want it to be effective. While there are some carbon credits that are highly effective, a lot are very gray. If it actually works, there are some that are outright fraud. I thought to myself, hospitality has been my home for 15 years. I want to get back to this. How can I do this sustainably and convincingly to a hotel owner who has done the same thing for the last 50 years and refuses to change their business model because they act as if almost like the emperor has no. The emperor has no clothes. I need to be one who leads the way. So show them that the money is already there. I don't have to force them. Capitalism will follow the money, so it's more profitable by being sustainable. You don't have to force them with legislation, they'll just do it anyway.

#### **04:06**

Charlie

And that's just in. The definition of sustainability is where it can last a long time, self-sufficient, and it's okay to grow a business. I've been fortunate to do that myself here in this industry, and I love creating jobs. So let's talk a little bit about hospitality to the layperson. What do you view that encompasses?

#### **04:28**

Levar

It encompasses. Hospitality encompasses the hospitality part. Walking someone into a space that's not their own, but you make it feel like it's their own for that little bit of time. Whether that's a restaurant, whether that's a coffee shop, whether that's a hotel. I'm more focused on hotels and restaurants. How can we get them to operate in a truly sustainable manner? I just got back from a conference and they're still like tooting their own horns about led light bulbs and low flow toilets. You and I as individuals have not been able to have those things legally to buy those incandescent light bulbs and high flow toilets for the last 20 years. Why are we so far behind? And hotels are a huge resource strain. If you're talking about having 300 people constantly rolling in and out of a place at different schedules, different heating so us as individuals, when we're in our home, it usually has. Your home has a relaxed time. So in a normal nine to five life

you and your kids get out by nine, you're at school or work, your home has time for homeostasis to set everything back to where it was. Temperature wise isn't that you don't have a lot of heating demands or cooling demands or hot water demands. Hotels is running 24/7 so you come in for lunch, you go out for breakfast, you come back, you have a little sit down in the afternoon, someone comes to eat at the restaurant, doors are always opening, closing, so that homeostasis doesn't exist. Hotels burn through a lot more energy than a home ever would. Even a home of 300 people is like a tall building. How do we get that to a place where it's not just us as individuals that are always sacrificing or holding ourselves accountable? We need to hold businesses accountable just as much. And you're also taking resources from, as a hotel, from the surrounding community, you need more power, you need all these things that are kind of like putting on the public taxes for the benefit of a private corporation.

**06:25**

Charlie

It really is that 24/7 facility there. As you look back on your career, did you have anyone that was maybe a mentor? Sometimes a mentor is someone you look up to from afar, from stage, reading their books, sometimes it's someone you get to meet with, they challenge you, they open doors. So any mentors along the way?

**06:43**

Levar

I have several. I can section my life off into like early young me, then there's like middle of my career and now like current. So early in my career I joined a nonprofit called Newh. We give scholarships to hospitality students. I'm always about giving back and I was brand new to the industry. I didn't know anyone. And palm Pasecki flourished hospitality. She really helped me and she was the current president then. This is like 15 years ago 14 years ago. And to get that welcome in as not only as an outsider but also a person of color where I'm not really I may feel a bit uncomfortable because I'm the only person of who I am in the room. And she made sure I had all the connections and pushed me forward. And it was always that smiling face in the room when I may not have known anyone. And it's just

like, that's hospitality like, you can take that and say, like, that one person in a room is it? I have a good friend, and she's a mentor for me as well. In business, Raquel Miller, a bunchful. She is just a ball of sunshine. She's that battery in your back that you're like, hey, you're just like, I'm going to give up. And she's like, no, we're going to figure this out. Let's go. And it's always, every conversation I have, even if it's a tough one, I come back and always smile, or I make her smile. Such a good friend, a good connector, and a good mentor. She's been through so much. She's currently going through a lot and I love her to pieces. Lastly, he's probably going to be very surprised. My patent lawyer, Howard Akin Black, he's going to kill me for that pronunciation, but that's his last name. He supported me when going through becoming an inventor. I'm not technically trained in engineering. I have a really good sense of being able to pull some systems together. I can learn fairly quickly. And he, every time I was like, patenting something is an absolute horror show. I would rather run myself over a bus. Like, I would have a bus roll over me.

Then when a paperwork has to come back and forth and you're arguing with the government whether or not you should have this patent, and you have these patent briefs that are usually like anywhere from ten to 40 pages of your idea and how it fits and them to say, oh, you used a instead of and do it all over again was so disheartening. And sometimes he's like, hey, get it together. We're gonna do this. Like, chill out. Like, it's okay. So in everything, you've got to really have that person that, like, gives you that power to keep going forward. Sometimes. Sometimes you don't have it yourself.

### **09:18**

Charlie

I love that. , I learn a lot from bankers and attorneys and cpas and just learn and ask questions. I think some are a little intimidated by, excuse me. We're actually firing a provisional patent this week, so I'm starting to feel a little bit about what you do. A lot of there as an inventor. I love that word inventor that keeps coming up here. So as you look back, what's on the highlight reel so far?

### **09:42**

Levar

The highlight reel, of course, is the invention. Like it's something that I didn't think I was ever capable of. I didn't think so because I didn't go to a high end school. My CV post is CW post, but I didn't go to school for engineering. I went to school for biology and psychology. But a good idea is a good idea. You can always get help on the technical side from engineers. I work with universities, I'm very close to universities. And the people I do work with at universities, I do a couple of capstones. I try to hire as many of those students as possible because they know they can help me far more internally than if I just keep them out external. And I also want to make sure that university isn't a dead end, particularly around computer science, because that AI has AI, quote quote unquote, has devastated their job prospects. Chat, GDP or whatever. AI is not going to give me the personal and won't understand what I'm doing on a personal vision level and a person will.

**10:40**

Charlie

That's good. But it sounds like just tech enabled. So you've had sustainability, you love to invent and then tech focused, tech enabled patents. So I'd say a lot of small businesses probably don't have patents. So how does that really help you?

**10:56**

Levar

Effectively opens up a huge amount of other revenue streams which are licensing. So we license our algae grow system to several governments around the world to help with their food needs and textile needs so that you can turn the algae into a bunch of different things. It's a secure revenue stream and it is actually IP, it's property so you can sell it at some point. So it does enable you to have a better bank sheet, you can loan against it and you absolutely can put forward it as an asset when you need to.

**11:29**

Charlie

Thanks for educating us on that, Lavar. That's fantastic. Let's go to the present day. Tell us more about Yogh Group and tell us more about a day in the life of Lavar.

**11:39**

Lavar

It's all over the place. It's a lot of mania, but it's fun and I enjoy it. President, Yogh Group. We are wrapping up our well and never wrap up development. We have our technology side and our hotel side. We are moving forward to build our first hotel that enables our technology to actually be on showcase. We have one we call the algo helix system, which is an algae growth system wherein the algae we can turn into clothing, we can turn it into textiles, is number one. So we're very much about sustainability and impact. You have to be sustainable for the planet and for the people. If you're doing something that's hurting the people, they won't do it, even if it saves the planet. And you do something that's saving the planet, you're saving the people, but not the planet's gonna kill us all. So climate change is real, and it's fairly deadly when you get caught in heavy storms or floods, that kind of stuff. And heat is actually a killer. A lot of people die from heat related deaths per year, and it's getting worse. The algo helix system is an agile, arable, agnostic agriculture system. So no matter where I am on the planet, I can build what I need for this hotel. You can turn the algae into seat foam. You can turn it to dyes. Textiles, we're working on a textile company with a textile company for our own textiles, with bedding, sheets, pillows. You can turn into alcohol. I have algae beer in the house, so it's very. It's a very kombucha experience, so. And I also feel like kombucha no one really asked for, and we got it. I apologize. If algae beer becomes the next wave, it is its own thing. You can also turn it into cooking oil, and I have cooking oil with. Made from algae in the house. So has a. It has a very much, like, oval properties, but higher smoke temperature, so you're not burning the house down or smoking up the house when you're using it. So you can grow that algae system. It's a sealed system, and it runs on saltwater. So you can grow that in the basement. As long as you have grow lights, you can grow it with a small loop. You don't need actual arable land.

**13:41**

Levar

So you can do it in a desert, you can do it in as long as you keep the water warm enough, you can do it in the arctic. You can do loops outside of a building, even if it's just for a couple of minutes, so the algae can get some air, and they can finish growing inside. You also don't have to worry about fertilizer runoff, because that's also a thing. And because it's a sealed system, a lot less evaporative water. So you don't. You're not evaporating tons of water. It's a really good way of being able to do this anywhere. And you can do it as locally as possible. So you don't have transportation. You know, emissions are truly sustainable. Of course, it's because of the way hotels are designed and commercial buildings are designed.

**14:17**

Levar

Hotel buildings need to be our power centers because people are constantly opening, closing doors. We have these big chain delays that are on 24/7. There's no off period. So the grid is always being constantly pulled from. So we have an energy generation system that's modular, called the key energy system that we can provide heating, cooling, and electricity for not only the property, but also beyond the property, so that we're actually giving back. So the one thing that we can do is provide you with sustainable, clean energy. If you live down the block, you may not ever visit the hotel because there's no reason to. You may, in fact, not like that a hotel is built in your neighborhood, but you make sure that you have cheaper power or, in fact, free power. It really depends on the municipality. Some are like, yay, free power. Others are like, no, you got to pay. People have to pay full price. So that is actually a governmental thing. So as we go through building more hotels, if we can't give her free power, it wasn't us. I have no problem giving you free power.

**15:14**

Charlie

A few things. There is one way to use your biology degree. Love it. Love everything I'm hearing. And then psychology helps you with business, right? Because it's about dealing with people, and you've made me want to rewatch that Val Kilmer



movie, The Saint, about clean energy. Hopefully you've seen that one. Maybe that's the required onboarding for your employees. I love that man. Well, you're doing some pretty advanced stuff, and you're connecting it clearly with hospitality. Anything else that you're spending time on, maybe even any passion projects or other ways you give back, and then we'll talk about the future.

**15:50**

Levar

I'm absolutely open to giving back. So if there's projects that are philanthropic in nature. Working on a project in Gambia with Bunchville to help provide us cool children with food and potential clothing after with the algae growth system. And I am here to help anyone. Basic human needs are like clothing, someplace to sleep and food. And I think we should be technologically advanced to get that over the hump and allow people to. So if you're someone who's starving isn't going to think about inventing the next spaceship because they're too worried about starving. So for us to enable ourselves to make the next jump, we need to make sure that people at least have within reasonable reach of themselves the basics.

**16:43**

Charlie

That's great. One of my favorite entrepreneurs here in Atlanta, Sarah Blakely. I've heard her speak and say an idea is most vulnerable in its infancy, that she kept the idea for Spanx to herself for quite some time. She didn't want a chance. Someone said, oh, that's a dumb idea. So it just sounds like you have a lot of ideas. Your brain's always working. I'm kind of jumping ahead to good habits. Do journal those, do you write them down? Like I'm sure you have all kinds of new ideas.

**17:11**

Levar

Oh, so definitely write things down. I actually had a dream last night, and I had to wake up in the middle of the night and, like, put it on my phone, my little notes thing, and see if it works. If it doesn't, it does. It. But of course, journaling, I'm huge into meditation, and even if it's not like sitting down, just turning everything

off, turning the phone off, turning the computer off, getting yourself away from your kids for a little bit and just sitting in a room for a half hour, dim the lights and just sit. So it not only helps you focus on what you want to achieve, but it also helps you unwind all the things that happened. So thinking back, like, why did I react this way? Could I have done something different? But also say, like, hey, I wouldn't be where I am if I hadn't made those errors, mistakes, choices. So you try to lend it as a positive. Like, we practice a lot of catastrophizing. We're always like, oh, God, the worst thing is going to happen because we are animals. And in the world, if we didn't think about that, were hunters and gatherers, that lion is going to probably kill us. So we're used to that. But some take that and try to flip it on his head and try to move towards a positive. So recognize the negatives, recognize the bad things, and say, hey, I can do better in the future, is a positive thing, versus, like, oh, God, I messed up. How could I? And actually make that actionable? Practice being happy without ignoring the negative things as, like, the thing I try to do.

**18:41**

Charlie

That's fantastic. Let's unpack the habits a little more, then I'll get us talking about what's next. In the green building movement. Do you have any other really good habits? Just best practices that help keep you on point?

**18:54**

Levar

If you have a hobby that helps you disconnect from work, from life, that is perfect. I'm a pilot, and one thing you can't do is think about where you have for dinner while you're flying a plane. So it helps me really disconnect. It's kind of like you get high in the sky. It's just quiet. And it's just a way for me to disconnect whether that could be playing pool, whether that's swimming. Swimming is a good one, too, because you can't really deal with anything else. You've got to focus on how you breathe, how you swim through the water. Disconnecting. Scuba diving is another one like you. You're gonna die. I am also scuba certified, but. So take those things

and take that time for yourself and do it by yourself, and it's okay to do it by yourself.

### **19:37**

Levar

So sometimes maybe sitting at a coffee shop by yourself and just not interacting, but just being you know, taking yourself out for dinner by yourself, those things are okay. That self reflective time really matters. And I dislike the way we are as a society where we don't have that time to disconnect. I'm a huge advocate of a four day workweek. Even when I worked one of the many jobs I used to work for the federal government, I made sure to force myself onto that four day workweek. Like, give me that 10 hours for four days, so I have that extra day, because two days. The first day, you're unwinding. The second day, you're winding back up. So you don't actually, like. You're doing the things you can't do during the work week. Let's try to move towards that. Let's value our people. I really shouldn't say this as CEO, but the pay for everyone has to come up. I don't need a billion dollars. But Susie, fictional president Suzie, who's my assistant, needs that \$20,000 bump. I don't need the extra \$20,000 if I'm making \$7 million. That's not what I make yet. I hope to, but I'll leave that rant alone.

### **20:47**

Charlie

It's important. I can tell with leadership, there's. People follow you because they have to or they follow because they want to. They might follow because of what you've done for the company, but you really. They're going to follow you because of what you've done for them and you want to know what's going on in their lives. They might be trying to buy a house, to buy a car. Getting through college is just we spent a lot of time together at work, and so I think we would probably have some similar, our leadership there. I think that's fantastic, man. I'm glad you went there. You know, we need to be real here. And what I heard over and over is just intentional disconnect. Intentional disconnect. So that's good stuff. Let's talk about what's next in this green building movement. Maybe even in the sustainability

side of hospitality. But what's next? What are you reading up on? What's kind of exciting to you?

### **21:37**

Levar

I think as a whole, individual homes have become more passive, which is a fantastic thing. So you're using a lot less energy, you're losing a lot less heating and cooling, even hot water. Our drive towards heat pumps is highly effective, but there is always a caveat. And the caveat, for instance, in large cities, heat pumps will cease to function because the only thing you're doing is pumping the temperature you don't want outside. So if it's cold outside, you want heat. You're taking the heat in from outside, the available heat, and then pumping the cool outside. At some point, particularly around heat, when you're pumping heat outside in the summer, all that concrete is just going to absorb all the heat and increase a worse heat island effect. So we need other things besides heat pumps to regulate temperature. Once a large city hits 85% saturation rate on heat pumps, they become ineffective because you're just bailing the boat out with the little cup and then the heat trying to come right back in the building, the water out and the waves are just jumping back in. So we need to insulate the homes and build them in a way that they are less temperature variant so they keep that 70 degrees by themselves versus it going up high. And then we're having to push out all the things we don't need. So trying to plug the holes, design things with higher ceilings and heat. I really think that for the design of, particularly of homes, we need to involve more than just a specific region. We're very euro focused in the US, but in middle eastern places, we should take some of the designs. I was reading on this, up on this. Basically the Persians had a system where they could make ice in the desert without electricity. If we do stuff like that, you can cool places down without using electricity. It's possible we're just as business, we're lazy as. We're just like, hey, we're going to slap this plywood up and you've got a home. Instead of actively having some intelligent design behind it. And we have to break our things of what's easy. Doing what's easy versus doing what's best.

### **23:46**

Charlie

Sometimes that means going back to ways we used to design it. You're right. Because we do it this way doesn't mean that's still the best way. It's something I heard from you earlier. The company I worked with when I first cut my teeth on leaves a large real estate developer opus. And their motto was a better way. So just always be curious. A better way. And I hear a lot of that here in our conversation. All right, let's go through a rapid fire section next. This is always fun. What would you say is your specialty or gift?

**24:17**

Levar

Seeing how system things should be connected in a system and balancing that out versus cost. Being able to see like, oh, if you have a heat pump. Part of how I design the energy generation system is that no energy doesn't have a second job. Whether it's a waste of energy, whether it's anything, everything should have a second job and it completes itself. If there's waste heat, why isn't that going to heating hot water or doing a temperature exchange with the Stirling engine? We have these, particularly in large buildings, these large basements that are cool year round. That's a cooling well. Pump it upstairs and you don't have to use all of that electricity to cool things off. Even with heat pumps, they're highly efficient. But how about whatever's already there, that's 100% efficient, instead of having to go and do something else. Connecting those systems together that's my knack. I may not be able to give you the minutiae of engineering or whatever things, but I can say, hey, this puzzle piece fits with this one and that fits with this. And then if you kick them all together, you see how that is a perfect good system. That's me. Writing is not my thing. I say everybody has a weakness. Mine, I'm not a literary genius when it comes to, like, if you see my social media is very small.

**25:31**

Charlie

That's okay. Really good thoughts down to just a few words. Slash that's what they made chat GPT for. This is great. As we get to know each other, you'll learn that. I'm a fan of the bucket list. Not everybody has a bucket list, but are there a couple

things maybe on your bucket list you could share? Maybe some travel adventure? Maybe you want to write a book. I don't know what's on the bucket list.

**25:54**

Levar

I lived my life where I will sacrifice a lot of things for travel. And because this world is so large and it's part of impact. So the things that you're doing in, you say, like, in New York City, I throw that piece of plastic away and it ends up in someone's front yard indonesia or something like, this world is a system. Nothing just disappears. Even if you burn it, that's going to cause pollution. And someone has asthma because of it, even if it blows away from you down the road, is affecting someone else. I feel like travel is a great equalizer if you actually put yourself into the culture, into the place that you're going to. So I love to travel. I did knock off two of my own bucket list things, one of them was to visit all seven continents. I went to Antarctica, and that was an amazing, fantastic trip. It's one of the few places in the world that does not have microplastics yet. And it's water. It's coming. They could see it creeping further south, but it's one of the few places that does not have it. And to see, like, a pristine place. I remember walking down the beach in Antarctica and, like, just seeing a fossil sitting on the beach, like, just. It was a troglodyte, like, snail circle thing, and just like, there. I've never seen a fossil that wasn't in a museum. Just, actively just there, just how raw it was. Bucket list is also learning to fly a plane. I did that as well. But my bucket list is to visit every country and take something meaningful back. I always try to look at the way they handle, whether it's from hotels, how they handle service, how things are built, how they operate, how the people interact with it in the community. I like to see people tell their life stories and their cultural stories through food. So I'm a huge foodie, so I'm always wanting the cultural foods and eating that stuff, opening myself up. I guess space is the only thing I want to do. I want to go to space. I'm not Jeff Bezos. I don't have that kind of money. But if it ever became attainable I absolutely would go to space too. And every time that I've gone to someplace, it's always centered around me in a way that I can't explain. I can explain. It gives me my place in the universe. I went to Hawaii, and I hiked to the top of this volcano and, like, got to the top, and it was just like a small island. And

then it was nothing but blue around it, like, as far as I can see. Like, I felt like a little dot on something, but I felt I knew where I was, I guess, in the universe.

**28:32**

Charlie

Killer bucket list. I'm impressed. And flying, that's something I want to pursue. So I'll have to look up from that front. And the travel. Hey, all seven continents. That's so cool. And now go back to all the countries. And I love that you want to just really learn. Watch and learn. It just gives you so much perspective. I've been fortunate to travel a good bit, but it sounds like you're stamping the passport a little more than me. So fun times, man. Just a couple more things here. As we kind of share some best practices. Is there a book you'd recommend to our listeners? Doesn't even have to be about buildings.

**29:07**

Levar

Because of the way I've been doing it, I would jokingly say the far aim as a pilot, but it's just during the last three years of everything, I've just been reading so many science and engineering books. I do not recommend that unless you want to really learn that stuff is not a casual read. I've been completely engrossed. I'm a huge fan of Sci-Fi mystery books. If someone else has recommendations for that. I'm just inundated with, like, science and law books and flying books, and I would love to get back to a fun place of enjoying the books versus it being very perfunctory, kind of.

**29:48**

Charlie

Okay, there you go. As you look back on your career so far, is there anything you wish you had known earlier, really, to believe in?

**29:56**

Levar

Myself, I have instincts for a reason, and I always have. When I've always ignored

them, it has always blown up in my face. If I'm like, this deal feels strange, my stomach, and it's always blowing up in my face. Believe it myself, if you feel weird about something, there's a reason for it. And sometimes that feeling weird is because you're doing something new. Investigate why you feel that way. So if you're talking to someone and they give you this deal and all this positive and there's like no negatives or there's no risk, it's not real, it's a lie.

### **30:25**

Levar

Like sniff out the so when you start a company, like particularly as a small company, you're going to get a lot of grifters because they know that you're weak, you're soft, you may not know this area and you're like, hey, I don't do this, I'm going to externalize it. They're going to take you, they're going to try to take you for a ride because you don't know better. I would say trust your instincts, Levar, in the past, trust your instincts.

### **30:47**

Charlie

I totally agree with that. Instincts, call it gut, just similar at times. I didn't listen to myself, it didn't work out. So last question, let's say someone's listening to this podcast. They're really excited to hear your story and just if they're just jumping into this green movement, this green building movement, any words of encouragement for.

### **31:08**

Levar

Someone just now jumping in, I say, hey, do it. It's possible. If you have an invention, go for it, try to patent it, keep semi quiet about it. Because there are legal things around patents. You can't publicly speak about them before they're done because you're invalidated. Do it. A lot of things happen because two things aren't connected. They could be two readily available products. If they're not connected, you can say I have the connection. And that is technically an invention. Absolutely, go for it. Advice is to hold the companies you do business with as



accountable as you hold yourself. If you go and you go to your own personal home, you make this beautiful Passive building, but then you go shop at the supermarket, burning up all the energy you saved, why would you save that energy? Why just give this corporation a free check to abuse the planet as much as you want, but you're holding yourself accountable. But your companies that you're doing with are not held accountable.

**31:59**

Charlie

Love it. Love that challenge. Come on in and help in this green building movement. Well, I've learned a lot about hospitality, about these algae systems. Can't wait to learn more there. And patents, you've given me a lot of confidence that it's important. Let's not look past it. As I understand it, you can do provisional patents for a lower price protection for twelve months and then you can of course go for your full patent, right? We might even put some links to that in the podcast show notes. So Lavar, what a joy. Hey, next time I'm up your way in Brooklyn, maybe grab coffee. And I hope everybody listening, please connect with Levar on LinkedIn. Let them know what you thought of the podcast. And thanks for being a guest today, man. I enjoyed it.

**32:39**

Levar

Thank you very much. It's been amazing.

**32:42**

Charlie

Thank you for listening to this episode of the Green building Matters podcast@gbes.com. Our mission is to advance the green building movement through best in class education and encouragement. Remember, you can go to [gbes.com/podcast](https://gbes.com/podcast) for any notes and links that we mentioned in today's episode, and you can actually see the other episodes that have already been recorded with our amazing guests. Please tell your friends about this podcast, tell your

colleagues, and if you really enjoyed it, leave a positive review on iTunes. Thank you so much, and we'll see you on next week's episode.