

Dear [Owner],

We believe in a sustainable future in which buildings have a significantly lower impact on our planet, people, and communities. Where we can all see expanding value in real estate assets while also reducing negative impacts on people and the environment. To realize this future we must address the wide-ranging impacts of the products buildings are built and furnished with. As a trusted and needed partner, we'd like to create this future with you.

To do this, we see a world where:

- Owners and AEC have aligned sustainable material requirements that are used across the industry, supporting easier decision making and comparability
- We can easily see what products meet these requirements in tools we're already using
- Regrettable substitutions and trade-offs across impact categories are easily identified
- We can start to benchmark and optimize project level impacts with better product decisions
- Our vendor and manufacturer partners are able to quantify ROI for sustainability investments, to effectively scale more impact reduction

We aren't alone in the desire to see this future vision become a reality. We are adding our voices to a growing call across the industry to develop consistency and clarity in how the life cycle impacts of building products are defined and measured, using a common language called the [Common Materials Framework](#). We invite you to join us in this effort.

Here are a few ways to get started:

- Familiarize your internal team with the Common Materials Framework and [First Factors](#)
- Join us in the [endorsement and communication](#) of this collective work with the manufacturing community.
- In the near future as [more resources](#) become available, align your materials criteria and definitions with the Common Materials Framework structure
- When available, utilize [shared workflow tools](#) to access this shared data as part of your materials selection process

That ideal world we described earlier? We can get there, but only together.

In partnership,  
[AEC]