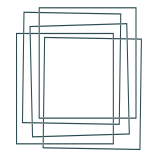




Endorsing the Aligned Ask

# Manufacturers 1.0



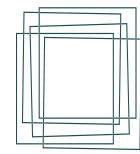
## **This Resource —**

**Is for those who lead sustainability efforts within organizations that manufacture materials and products for buildings.**

**Explains what the Aligned Ask is and what you can do right now to support this work.**

**Shares what you can expect next from mindful MATERIALS and the Forums between now and March 2025.**

**Summary of what this work means for you now and into the future.**



# Meet Our Collaborators

## The Catalyst Members of the Manufacturers' Forum

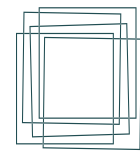
The Catalyst Manufacturers Forum members are early adopters; manufacturers that prioritize the pursuit and upkeep of holistic, third-party verified certifications as well as have embedded sustainability into their product development processes, underscoring their commitment to quality and sustainability.



**Meet the Other Collaborators**  
 This work would not be possible without cross sector collaborations between key organizations. See their actions here:

AEC → Owners →





# The Aligned Ask

## We All Have a Role to Play

### What is the Aligned Ask?

A cohesive ask for prioritized and focused quality product-level data, that is collectively expressed by owners, manufacturers, architects, contractors, designers, engineers, etc., that is realistic in scope and will incentivize every part of this data ecosystem to connect.

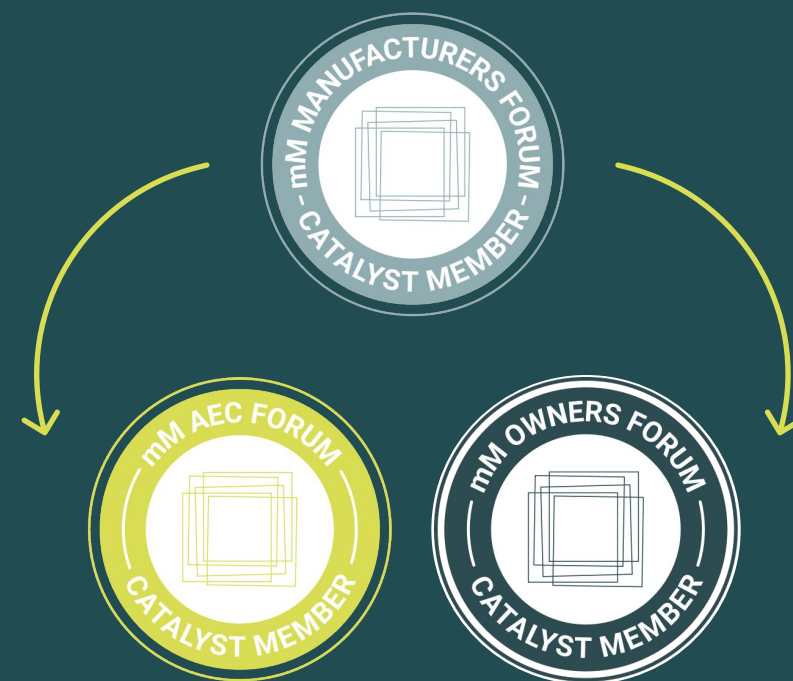
### Why do we need an Aligned Ask?

Without quality data we have no way to measure our holistic impact. If that data is not consistently structured or is categorized differently by each stakeholder, it is meaningless. And if that data is disconnected it is unusable.

## WE NEED YOU TO PARTICIPATE IN THIS EFFORT. HERE'S HOW:

### Communicate

- Share your progress to the Owner & AEC on your journey in supporting the Aligned Ask
- If they are asking for something different, communicate with them about their opportunity to join this movement. [Click here for communication resources.](#)

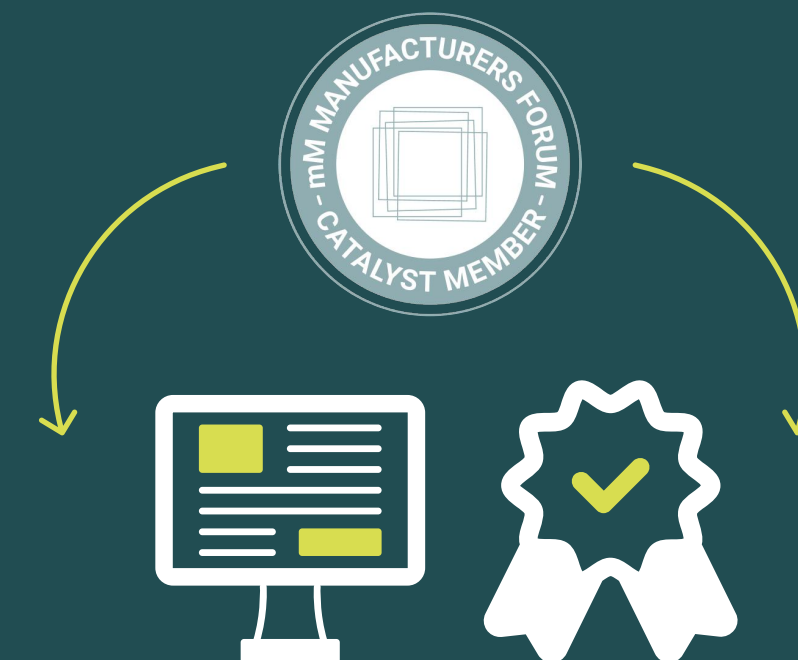


### Manufacturers to AEC + Owners:

- Align your materials criteria and definitions with the [CMF](#) structure and priority data points
- Utilize shared workflow tools to access this shared data as a part of your materials selection process.

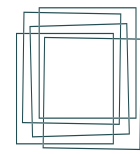
### Advocate

- Advocate for consistently digitized and connected data to your data management and ecolabel/standard partners.
- Advocating for this work will enable an opportunity to streamline your data management process and respond on sustainability requests into the future and is essential to ensure digitized data can flow to where decisions are being made. [Click here for communication resources.](#)



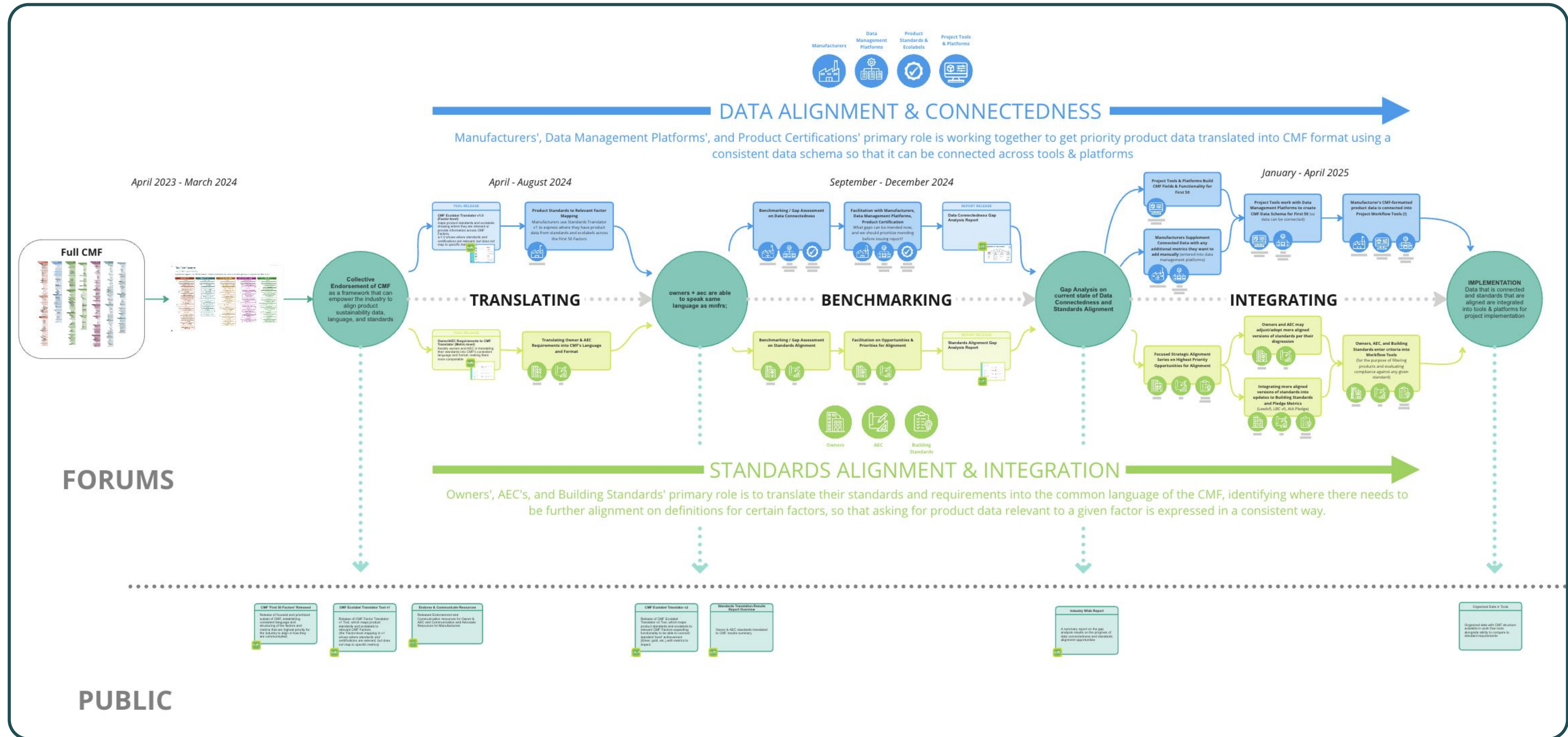
### Manufacturers to Certification Bodies + Data Management Platforms:

- We need our product sustainability data consistently digitized and connected in order to meet industry demand of the '[First Factors](#)' and appear in key tools and end-use platforms.

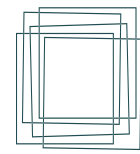


# What's Coming Next

## Milestones and Resources You Can Expect Over the Coming Year



EXPLORE THE TIMELINE



# What's in It for You

## How Manufacturers Will Benefit From This Work

To enable a world where materials sustainability is easy, we all need to play a role for this work to be successful. As the clear market signal grows, here's how you'll benefit.

- **Clear Compliance:** Having your product sustainability data aligned with the same format architects and owners are using is the clearest way to demonstrate compliance with their requirements (which increases likelihood of getting spec'ed).
- **Respond Once, to Everyone:** Rather than needing to interpret and respond to dozens of different asks from each unique organization, you could save inordinate amounts of time by having your CMF-aligned product data available for any of them to use.
- **Save Time Managing Data:** Connected data reduces the manual effort needed to manage it in different places. This also ensures data consistency, making it easier for you to make updates, and reduces any confusion and inconsistencies.
- **ROI Data:** Ultimately as this system is connected, you will receive data back to you, tracking what projects your were specified and used on, and what attributes of sustainability helped you obtain the sale position. Market analytics will also be available to help you shape decision making for investments in sustainability in the future.

AEC

**MANUFACTURERS**

OWNERS

