



mM Forums 2025

Strategic Plan



What's IN...

Industry-Wide Solutions

Clarity

Authenticity

Burning bright

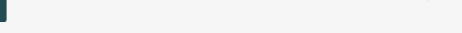
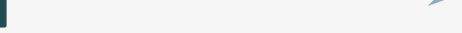
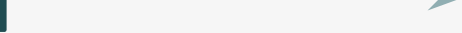
Connected Data

Focus and Flow State

Clear, Direct Language

Radical Collaboration

Community



What's OUT!

Bespoke Tools

Confusion

Ego

Burning Out

Disconnected Data

Distractions and Diversions

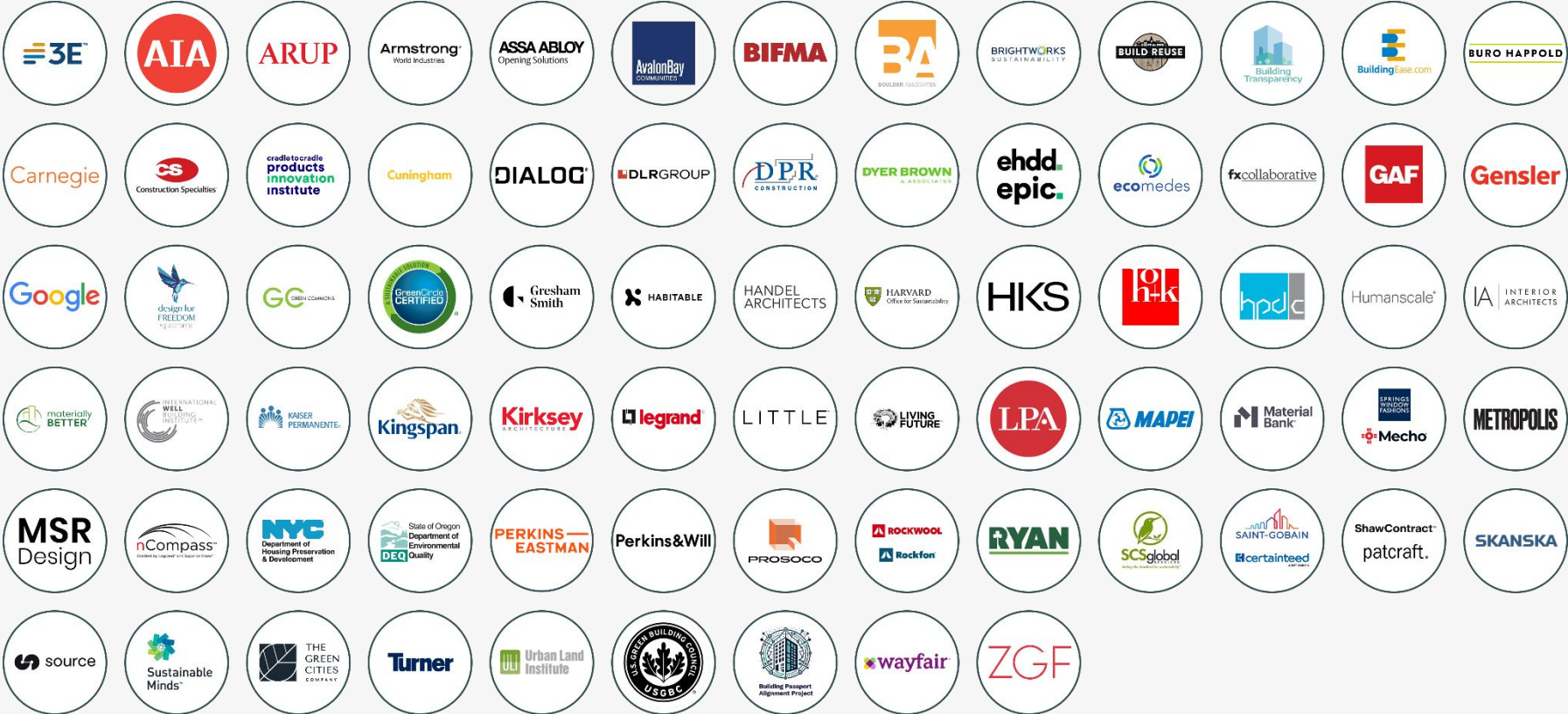
Stats and Jargon

Silos

Isolation



2025 Forum Members and Partners

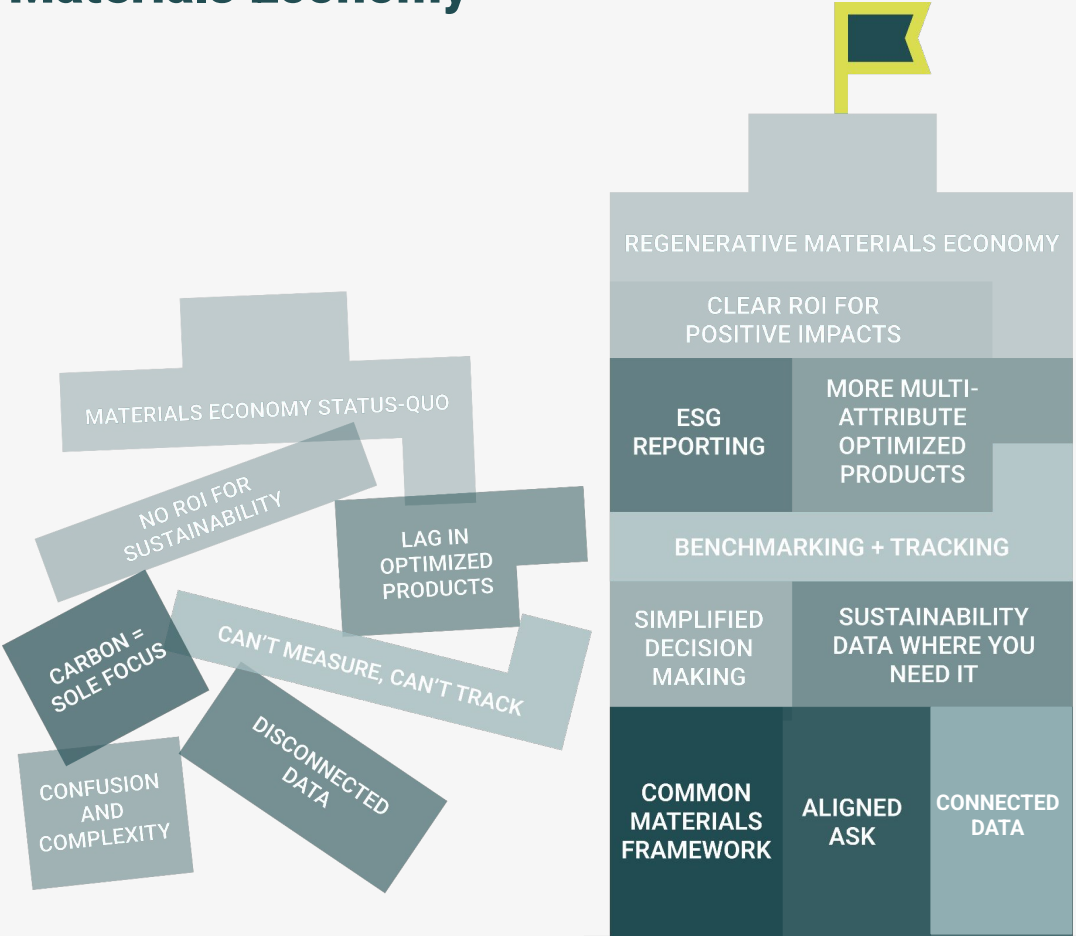




Our journey to the **Sustainable Materials Economy**

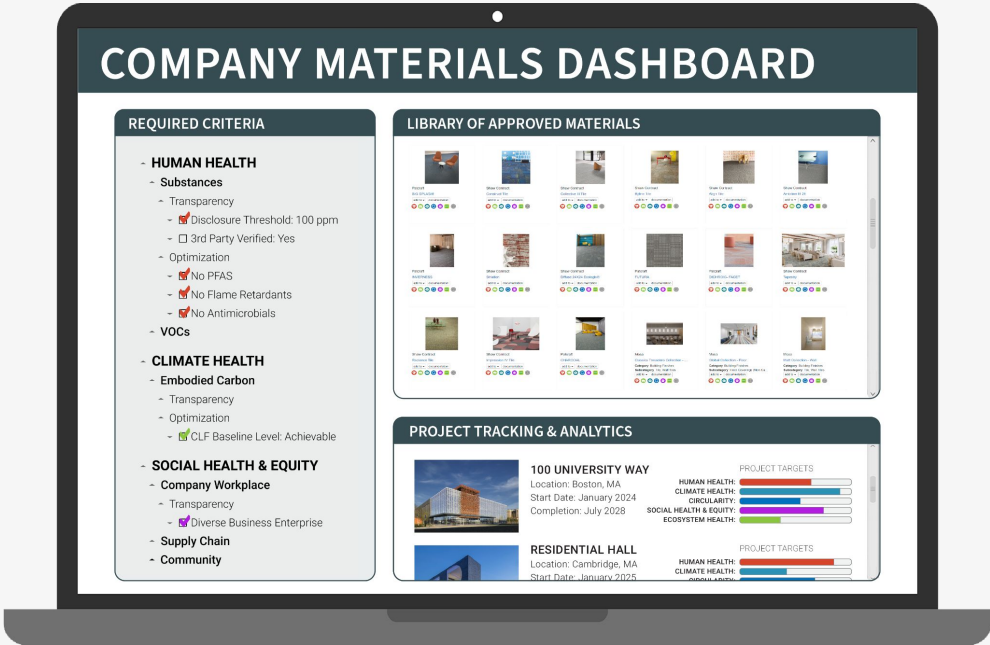
Collectively creating the business case and value for sustainable materials for all stakeholders

Where measuring and reducing holistic embodied impacts work hand in hand with economic, investment and risk models.





Next Milestone: Data & Decision Making in Workflow



+ Common Materials Framework integrated organizing certification and certified data by Impact

+ Decision Making Criteria built on top of organized & structured impact data

+Integrated into workflow tools

+Data Management solutions for manf.

+Streamlines time, energy & \$ up and down value chain

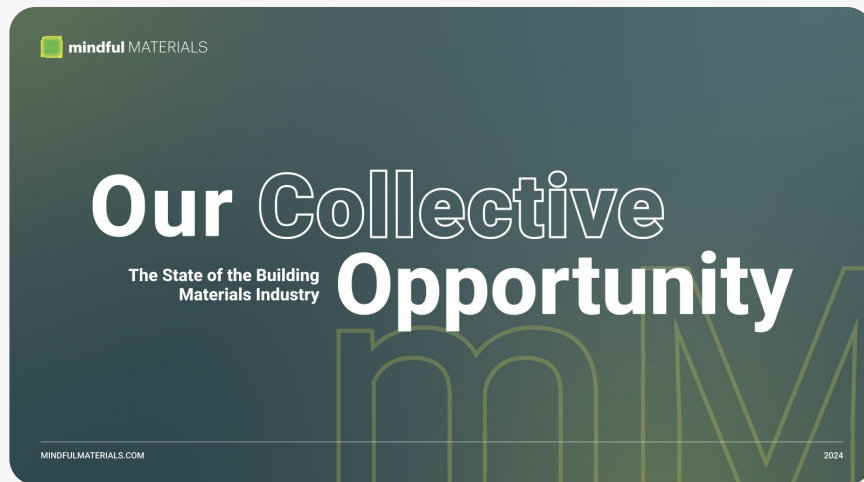


2024 Year in Review: Industry Wide Report

+ Industry Wide Communication & Awareness Resource

+ Detailed Overview of our shared Vision of Future, State of the State of the industry, Summary of Forum/Industry Efforts, Forthcoming Solutions, and Opportunity for Action

+ Mile-Marker to ensure Forums don't get too far ahead of industry



Updated Working Groups 2025



**CMF Adoption
& Integration**



**Tech &
Data**



**Advocacy &
Awareness**





2025 Working Groups & Task Forces



CMF Adoption & Integration

CMF Prioritization (Data Points & Certifications) Task Force

Rules for Decision Making Criteria Task Force

Data Reporting Task Force



Tech & Data

Tech Ecosystem Strategic Planning Task Force
(invite only)

Data Ecosystem Connectivity: Mapping, Data Schema Task Force

Data Management for Manufacturer Task Force



Advocacy & Awareness

Case Studies Task Force

Communication Resources Task Force

Education Resources Task Force

Recruiting & Governance Task Force



Defining Whole Collective v. Working Groups v. Task Forces

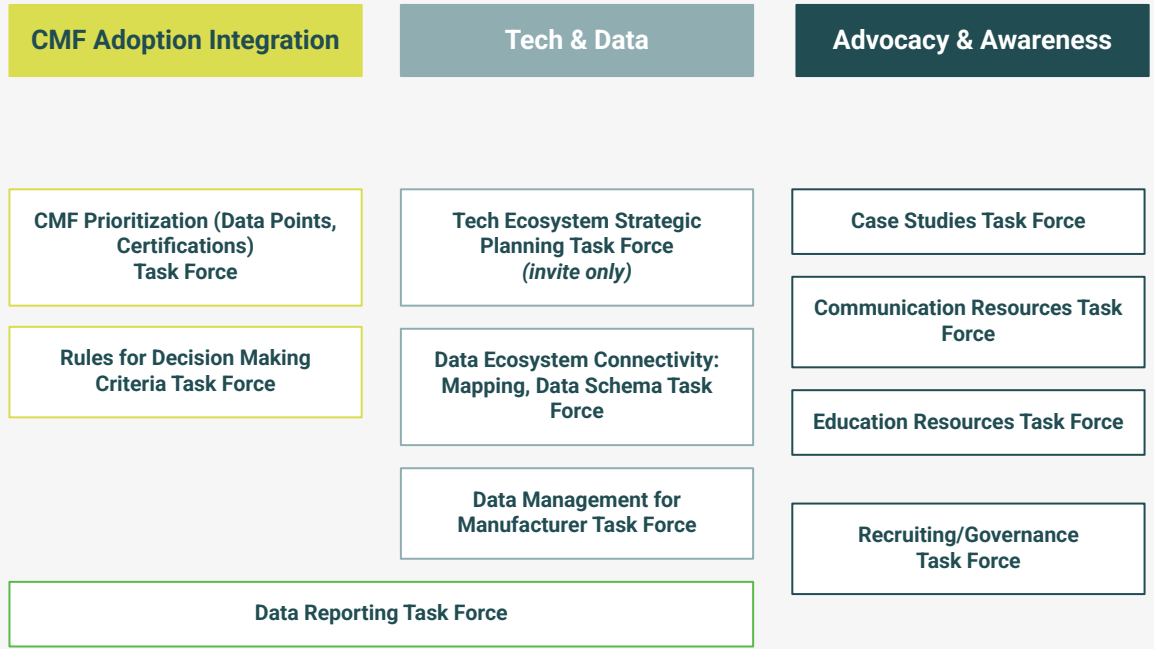


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Whole Collective:

All Forum Members, Partners & mM Staff, the whole collective will meet Quarterly, as well as 2-3x in person (where possible) to ensure connectivity, awareness, and eliminate possible redundancies.



Working Groups:

Oversee production and execution of specific prioritized resources and tools per focus area. WG members meet on a monthly basis and provide feedback to task force groups on their progress & outcomes. Working groups report to the whole collective quarterly to shape informed progress across working groups.

Task Forces:

Tiger teams of assembled experts to create specific tools and resources as assigned and prioritized by each Working Group and mM Staff within a specific period of time. Will meet weekly or bi weekly as needed to meet specific deadlines established.



2025 CMF Working Group & Task Forces

The CMF Working Group is focused on co-creating technical resources to enable us to focus on priorities as well as integrate the CMF throughout our workflows

CMF
Prioritization
Task Force

Agreement on First Factors (Priority Data Points and 3PV Standards)

Rules for
Decision
Making
Criteria
Task Force

Identify alignment points across materials requirements and decision making criteria

Identify where things can vary or need to remain the same with a goal to create a decision tree/SOP/resource for all aka "rules"

Create rules for best practice to integrate both research and science tools (DFF, Informed, CLF Baselines) as well as CMF Prioritization at the project level

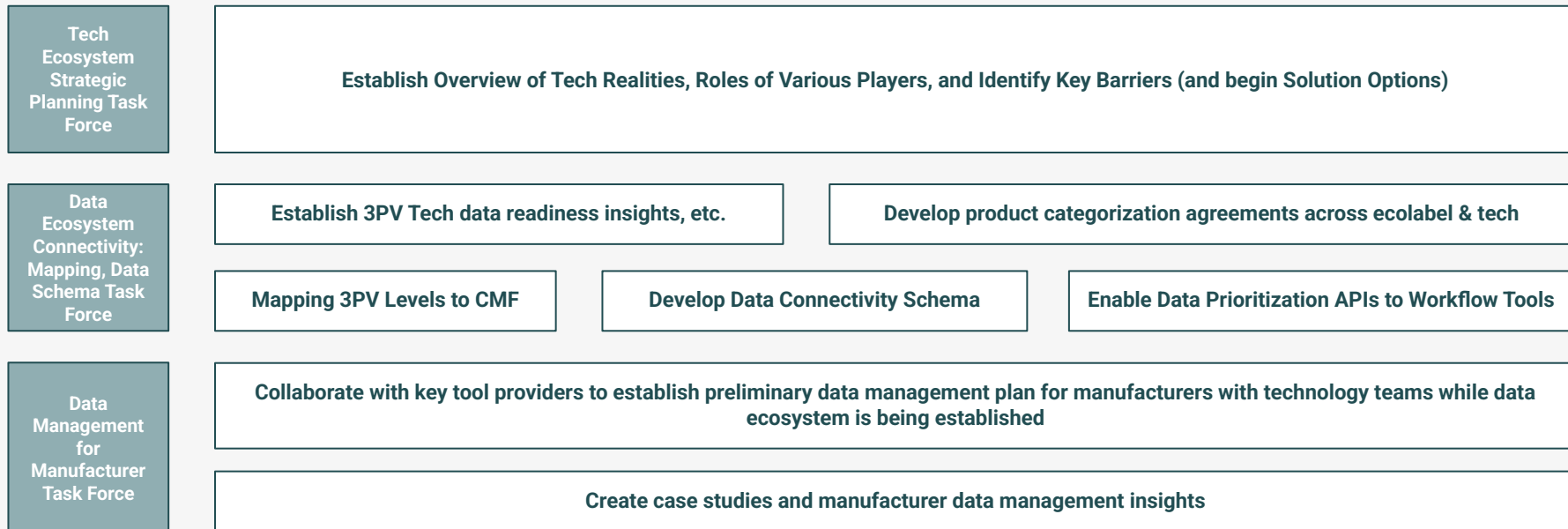
Establish MVP of Product Categories and Data Points per MVP Product Category (could become optimization thresholds in future state)

Create rules for alignment across rating systems and pledges globally as well as all Organization Level Material Requirements



2025 Tech & Data Working Group & Task Forces

The Tech & Data Working Group is focused on data availability and connectivity, with the ultimate goal of achieving an interconnected sustainability data ecosystem





2025 CMF/ T&D Combined Task Force Efforts: Reporting

Ultimately the CMF & Tech & Data Working Groups will combine forces as their work merges in which priority data & decision making criteria are integrated into workflow tech

Data Reporting
Task Force

Establish high-level insights on the aggregation of results product level decisions at the project level

Establish how a consistent reporting format could streamline reporting to LEED, WELL, LBC, other rating systems globally as well as various Pledge reporting requirements (like the AIA Materials Pledge)



2025 Advocacy & Awareness Working Group & Task Forces

The Advocacy & Awareness Working Group is focused on creating key education & communication resources to scale an ability to integrate our collective work into daily practice and provide a clear understanding (and value) of our work to the overall industry

Communication Resources Task Force

Focus: Development of resources to streamline demand & supply of sustainability info via CMF Priorities (analog) (Q2)
Focus: Tech & Data Realities and Progress for Users & Manf. (Q3)
Focus: How to utilize the CMF in decision making criteria (Q4)

Education Resources Task Force

Finalize Industry CEU and Certificate Program RE: CMF; identify other education resources needed as well as education partnership viability

Case Study Task Force

Develop template for quick identification and production of continued case studies of best practice re: sustainable materials action across built environment value chain. Enable ongoing recognition and awareness of best in class action to accelerate progress.

Recruiting & Governance Task Force

Identify missing partners/members that should be included in the Forum efforts and support recruiting efforts

Support mM staff in the development of Forum governance structure and in the development of policies as needed

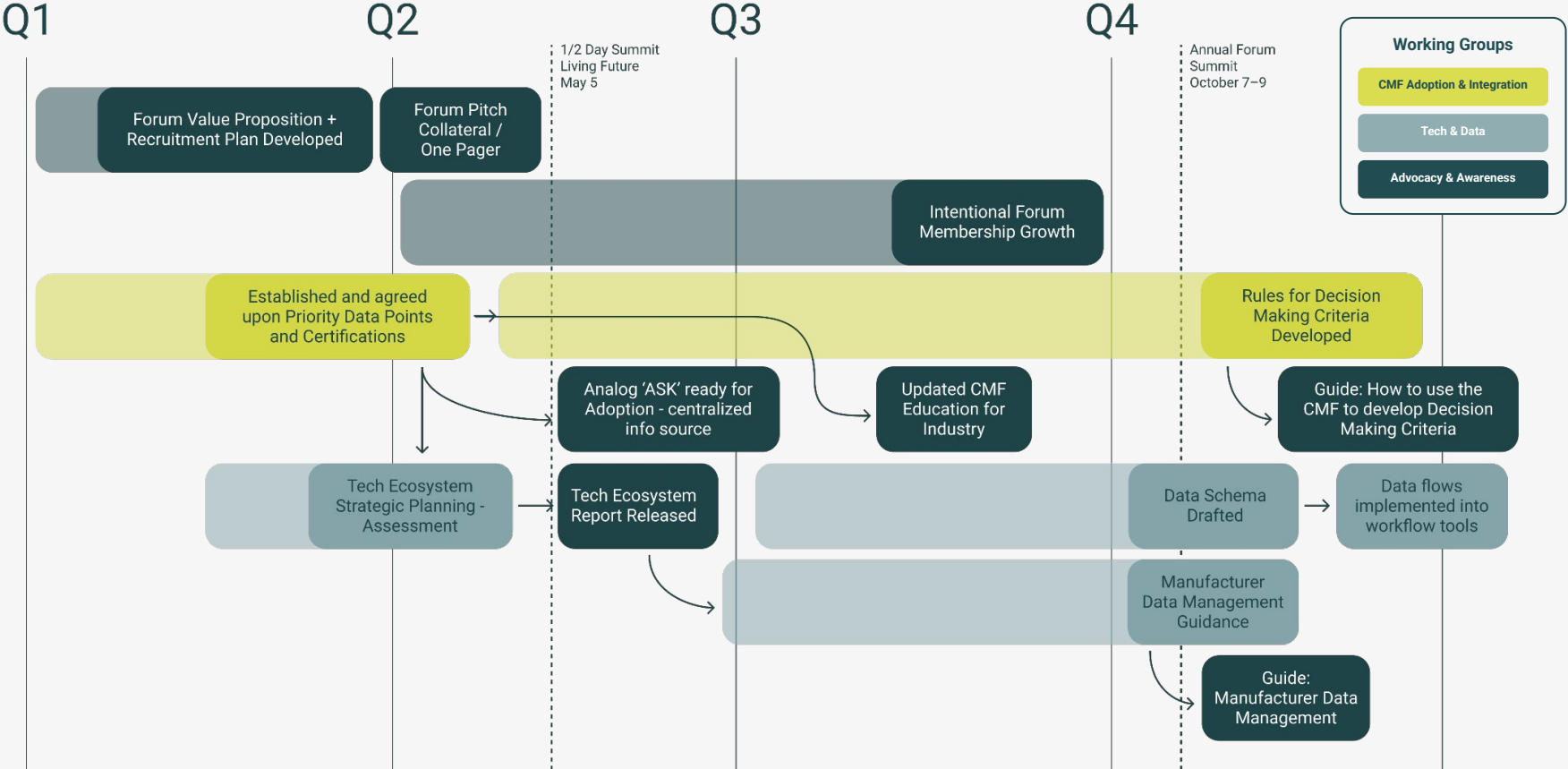
Quarterly Task Force Plan



Q1 2025	Q2 2025	Q3 2025	Q4 2025
CMF: Prioritization Task Force			
	CMF: Rules for decision making criteria Task Force		
T&D: Strategic Planning Task Force			CMF/T&D: Data Reporting Task Force
	T&D: Data Ecosystem Connectivity Task Force		
	T&D: Manf. Data Management Task Force		
A&A: Governance Task Force Focus: value proposition of forums and recruitment (Q1)	A&A: Governance Task Force Focus: development of various governance, KPIs & policies as needed		
	A&A: Case Studies Task Force		
A&A: Communications Resources Task Force (mM Staff) Focus: Advanced storytelling/comms of vision and outcomes of forums (Q1)	A&A: Communication Resource Task Force Focus: development of resources to streamline demand & supply of sustainability info (analog) (Q2) Focus: Tech & Data Realities and Progress for Users & Manf. (Q3) Focus: How to utilize the CMF in decision making criteria (Q4)		
		A&A: Education Resource Task Force	



Anticipated 2025 Forum Outcomes by Quarter





Q1 Priorities & Simultaneous Work

CMF: Finalize Priority Data Points (First Factors) Agreement, Priority Certs

Focuses us on what data (as well as certifications) is/are most important to measure (now and 3 years from now) across the impact categories.

Needed to:

- Streamline priorities of Tech & Data Connectivity Task Force
- Create communication resources (analog adoption of CMF)
- Basis of CMF Rules for Decision Making Criteria Task Force

T&D: Establish Overview of Tech Realities, Roles of Various Players, and Identify Key Barriers (and begin Solution Options)

Enables us to get a full understanding of the progress and pitfalls of our current realities of a data ecosystem and technology capabilities.

Needed to:

- Shape roles, responsibilities, and solutions for current barriers that will be further solutioned by Data Connectivity Task Force.
- Understand current data digitization and connectivity realities



Q1 Priorities & Simultaneous Work

A&A: Governance task force, value proposition of forums and recruitment; streamline communication of Forum vision & outcomes

Streamline and clarify the value of our work so it is easier to understand and therefore support/adopt.

Needed to:

- A&A Communication Resource task force development of a 'one pager' for all current Forum members to use internally.
- To use externally, to thoughtfully scale our Forum Members & Partners.
- Identify Key potential Forum Members & Partners currently missing from the conversation and streamline outreach/recruitment.



Sustaining the Momentum

Words → Action → Outcomes → Value