

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, and we as a manufacturer are committed to continuously verifying and optimizing our impacts holistically. As a needed partner, we'd like to create this future with you.

To do this, we see a world where:

- Owner, AEC, and Building Standards have aligned sustainable material requirements that are used across the industry, supporting easier decision making and comparability for you, and streamlining our sustainability investments to get you what you need, where you need it
- We are able to provide answers to all sustainability requests within the same system
- We have our sustainability information in tools you're already using to make it easy to see how our products meet your sustainability program requirements
- We can more easily communicate how our sustainability investments support your project level goals
- We can quantify ROI for our sustainability investments, to effectively scale more impact reduction and further investment

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 wide-ranging impacts of building products are defined, 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 to the built environment 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,
[Manufacturer]