

Membership Value Proposition:

Manufacturers

The Problem: You're expected to meet a growing volume of sustainability requests—each with different requirements, documentation formats, and unclear priorities. Or you're just starting on this journey, hearing more demand, but do not know where to start when it comes to sustainability. Without a standardized approach, it's nearly impossible to scale your data responses or clearly communicate the ROI of your sustainability investments.

Do any of these experiences sound familiar?

- You're starting to feel like you need to invest in some certifications to stay relevant and meet the demands of specifiers who are, more and more, treating sustainability as table stakes.
- You've invested in some certifications, but it feels like the playing field keeps changing—you're playing whack-a-mole, trying to keep up with all the different certifications you're being asked for.
- You've done some great work in providing transparency for your products and are continuously improving your materials and processes. However, keeping all your product data up to date in all the various places it lives takes an inordinate amount of time that you would rather invest in continuous improvement and innovation.
- You have no idea how to track ROI.

If so, you are not alone.

The Opportunity: mindful MATERIALS membership helps manufacturers move from reactive to strategic. By connecting you to aligned market signals, shared frameworks like the Common Materials Framework (CMF), and a network of sustainability-driven partners, mindful MATERIALS empowers you to streamline documentation efforts, strengthen relationships with A+D professionals, and get more recognition for your work.

What You Get as a Member:

- **Peer Learning & Collaboration:** Participate in monthly virtual Engagement Groups that support knowledge sharing across disciplines and grow your network of peers passionate about healthy materials. Plus, connect anytime through our members-only Collaboration Hub—a dedicated space to exchange ideas, ask questions, and stay up to date with the latest in sustainable design.
- **Tools & Resources:** Access curated tools and insights to deepen your knowledge of materials' impacts and simplify the process of selecting better products for your projects, as well as to support advocacy for more 'mindful materials' in the market.
- **Visibility & Leadership:** Showcase your commitment to healthier materials by displaying the mindful MATERIALS' member logo and receive discounts on our regional Pop-Up events.
- **Support for Daily Practice:** Cut through the noise of inconsistent product information and use the CMF to help evaluate the impacts of products. Have questions or need clarity? Join our monthly members-only Office Hours to check in with the mM team and get the guidance you need—whether you're refining internal processes, navigating certifications, or exploring new strategies.

The Impact: Through the tools, frameworks, and connections we provide, we help you move from reacting to requests to leading with a strategic sustainability story. Through your mindful MATERIALS membership, you support and shape a stronger, more aligned industry—helping streamline sustainability communication, scale your impact, and accelerate systems-level change across the built environment.