

Dear [Ecolabels/Standards],

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. As a needed partner, we'd like to create this future with you.

We have appreciated the opportunity to collaborate with you in terms of certifying our sustainability claims based on your standard requirements. It is important as the regulations surrounding green claims advance, that we continue to invest in accredited third party certification and certifiers to validate our claims.

That said, it is one thing to verify our claims, it is another to digitize and connect the data you have verified. We've been investing in sustainability certifications, but still that data is disconnected, and therefore unusable by our customers. This means the industry can't quantify and optimize product sustainability data at the project level, and in turn cannot quantify the ROI for our sustainability investments.

We need your help:

- Ensure your standards use the same language as the [Common Materials Framework](#). Or, identify the "cross-walking" of how your standard can be expressed through the CMF and [First Factors](#) into the future.
- Make the specific factors and metrics manufacturers are achieving or disclosing through your standard available in the form of digitized and shared data points (*manufacturers could still have the option to opt out of sharing details*).
- Make as much detail as possible related to your standards (factors, metrics, credits, imperatives, fields, benchmarks, standards, etc.) available and digitized in an API so it can be incorporated into other data management and/or project level platforms.
- Allow the data management platforms manufacturers are using to consolidate product information from multiple certifications to share that cleaned-up information with other platforms and workflow tools.

Thank you for your consideration. We can see this future a reality, but only together.

In partnership,
[MFR]