

Dear [Manufacturer],

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

In our ideal world –

- Owners and AEC have aligned material requirements that are used across the industry, supporting easier decision making and comparability
- We can easily see what products meet these requirements in tools we're already using
- Regrettable substitutions and trade-offs across impact categories are easily identified
- We can start to benchmark and optimize project level impacts with better product decisions
- We can more easily connect ecolables to impacts, advancing education and employee learning
- Our vendor and manufacturer partners are able to quantify ROI for sustainability investments
- Your sales teams and our team members can more efficiently communicate about how your products meet our sustainable materials requirements

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 the life cycle impacts of building products are defined and measured, 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:

- Learn more about the Common Materials Framework and educate your internal and sales teams.
- Explore the [First Factors](#), and communicate [your current sustainability investments](#) into the CMF structure and share this.
  - To be clear, this is not an ask to have all factors addressed at this time, rather an opportunity to start to communicate in the same way, leveraging the CMF framework
- When available, manage your product data in platforms that will share Common Materials Framework-[aligned data](#) with affordable project workflow tools.
- Learn more about manufacturers' roles in the Aligned Ask and join us in this [endorsement and advocacy](#).

That ideal world we described earlier? We can get there, but only together.

In partnership,  
[AEC]