Making Sustainability Work at Scale

Want to dive into more details of how? Our 2025 Forum Strategic Plan can be found <u>here</u>.

The Problem:

The built environment and its supply chain represent the most impactful industry in the world—essential not only to the global economy but to meeting one of our most fundamental human needs: shelter. While we've made progress in recognizing these impacts—through project-level certifications and code advancements pushing buildings beyond minimum standards—we've only begun to address the full picture.

As an industry, we've successfully developed ways to quantify and improve the operational impacts of buildings. However, buildings are made up of products, and every single product carries its own environmental, human, and social footprint. Despite best efforts, we've lacked a comprehensive framework to connect these impacts to financial valuation and risk—leaving investors, owners, and developers without the information needed to make informed, responsible decisions in real estate.

Historically, the absence of a unified approach to sustainable products has made it nearly impossible to quantify their role in projects. The complexity of certifications, fragmented data, and lack of standardization have slowed progress, making it difficult to translate sustainability efforts into meaningful outcomes. Despite significant investments, manufacturers have struggled to measure ROI while navigating an unpredictable and inefficient system.

These gaps have limited our individual and collective ability to drive accurate financial decision-making and accelerate industry-wide change. It's time to bridge this divide, unlocking the data and frameworks necessary to scale sustainability in a transparent, actionable, and financially viable way.

The Opportunity:

mindful MATERIALS, our Forum Partners, and our strategic initiatives are designed to integrate organized impact data directly into workflows—transforming fragmented information into actionable intelligence. Our approach enables organizations to understand precisely which products align with key requirements, making sustainable integration scalable at an enterprise level. We're able to do this by accelerating the adoption and use of the Common Materials Framework (CMF), the industry's first common language for sustainable building products, connecting sustainability certifications and the data verified within them to impact.

By embedding climate and human-related risk data into investment decisions, we're not only safeguarding financial outcomes and increasing valuations but also accelerating the reduction of environmental and social impacts in one of the world's most influential industries.

Key outcomes of this collective work are:
- Unlocking climate and human-related risk data at scale to streamline valuation and risk analysis for investors in commercial real estate
- Providing an ability to quantify the holistic impacts of products in projects
- Quickly understand what products meet organizational-level material requirements
- Enabling and scaling organized impact data in workflow
- Scaling the adoption of the CMF into every level of the built environment value chain

The Forums provide a unique opportunity to lead the next evolution of sustainable building—connecting financial investment and risk to real-world impact. By co-creating the tools and resources that will shape the industry's future, we will redefine how buildings are valued—by their financial returns and by their positive contributions to people and the planet.

The Forums provide a unique opportunity to lead the next evolution of sustainable building—connecting financial investment and risk to real-world impact. By co-creating the tools and resources that will shape the industry's future, we will redefine how buildings are valued—by their financial returns and by their positive contributions to people and the planet.

Together, we will build a future where sustainability is seamlessly integrated and responsible, high-impact decision-making becomes the new standard.

Making Sustainability Work at Scale

Want to dive into more details of how? Our 2025 Forum Strategic Plan can be found <u>here</u>.

Industry-wide change requires collaboration—no single organization can drive transformation alone. Streamlining time, energy, and investments is essential to maximize impact and efficiency across the value chain. The Forums bring together leaders and organizations to co-develop frameworks, strengthen resources, and scale the tools that make sustainability both practical and achievable. By aligning efforts, we accelerate progress, reduce risk, cut costs, and drive measurable impact across the built environment.

By joining the Forums, you:

- Send a strong market signal that sustainability and transparency matter
- Support greater data accessibility to drive informed decision-making
- Unlock the industry's collective potential to scale impact
- Save time and money by aligning with a strategic, industry-wide approach

Only together can we accelerate the transformation of the built environment— creating a future where sustainability is not just an aspiration but the industry standard, supported by economic models at scale.

And, by joining the Forums you gain:

- Valuable industry connections to foster peer collaboration and scale collective impact.
- Early access to groundbreaking solutions before they reach the market.
- Confidence to set public sustainability goals, backed by the tools to measure and quantify success.
- Greater efficiency, eliminating wasted time, energy, and costs from navigating this process alone.
- Market recognition as a leader in one of the most significant global green building initiatives since the creation of LEED.
- A smarter, faster path forward, leveraging industry-created resources instead of reinventing the wheel.

For Architects, Designers, and Engineers:

Architects, designers, and engineers are critical in translating sustainability goals at the project level—guiding owners toward their objectives while collaborating with manufacturers to drive meaningful change. Architects, designers, and engineers are tasked with designing buildings and systems that meet financial and resilience demands while also reducing impact.

Historically, firms have developed their own individual frameworks and requirements to fulfill this role. However, these siloed efforts have led to market confusion, inefficiencies, and significant time, energy, and financial costs across the industry. The Forums are streamlining this process by creating shared tools and resources—eliminating duplicative solution development, and establishing a common language for digitized sustainability data in workflows.

By integrating these solutions into daily practice, firms can:
- Easily align design and product specifications with green building standards and streamline compliance.
- Easily identify products that meet firm-specific materials and/or green-building certification requirements.
- Simplify reporting to initiatives like the AIA Materials Pledge.
- Communicate value of sustainability to whole project team (owners, contractors, etc.)
- Enhance collaboration with manufacturers to improve ROI transparency.
- Reduce hard costs while improving efficiency and impact at scale.

Collaboration among architects, designers, and engineers is essential to advancing sustainability. By aligning strategies and leveraging data-driven insights, they empower clients to reduce project impacts while enabling manufacturers to make informed, strategic sustainability investments that drive measurable progress.

<u>mindfulmaterials.com</u>