

Membership Value Proposition:

Architects & Designers

The Problem: You're tasked with designing buildings that meet financial, environmental, and, heck, all kinds of goals—all while navigating an overwhelming maze of certifications, client demands, and product choices. With no standard approach, firms have had to create their own materials frameworks from scratch, leading to market confusion, inefficiencies, and duplicated efforts across the industry.

Do any of these experiences sound familiar?

- You know that the materials you select and specify have massive impacts beyond the walls of your project, but it's overwhelming to navigate the maze of certifications and disclosures available for different product types.
- You've committed to the AIA Materials Pledge and have the best intentions in following through, but navigating rampant greenwashing and conflicting messaging when searching for products can leave your head spinning.
- You want to make better material choices on your projects, but you have limited time to do deep materials research, so you stick with the products you are already familiar with.
- You have established requirements for product sustainability attributes, but you spend an inordinate amount of time searching through manufacturers' websites and certification databases to find the specific information you need about a product.
- You spend significant time vetting materials to meet strict criteria for green building rating systems, only to have them substituted during construction for an alternate without sufficient documentation.

If so, you are not alone.

The Opportunity: By becoming a mindful MATERIALS member, you can instantly connect with a growing community of A+D professionals making better material selection a key part of their practice. You'll gain access to shared tools and resources, such as the Common Materials Framework (CMF), which helps you align product decisions with your goals and simplify reporting for the AIA Materials Pledge, LEED, and WELL.

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 and resources we provide, we help you translate your materials sustainability goals into action. Through your mindful MATERIALS membership, you support our work to facilitate industry-wide change, aligning stakeholders across the built environment to enact systems-level shifts that move us all toward a more regenerative materials future.