



A&D Materials Pledge

Actions for better building materials

AIA Board of Directors
21 October 2020

Presenters



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Agenda

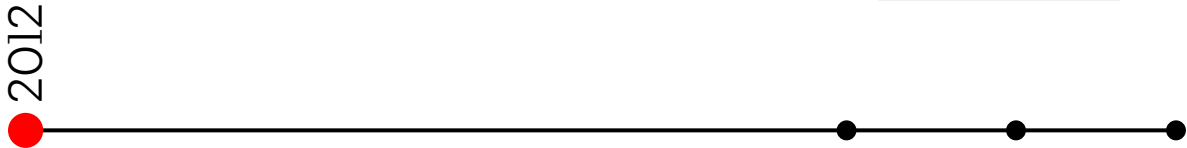
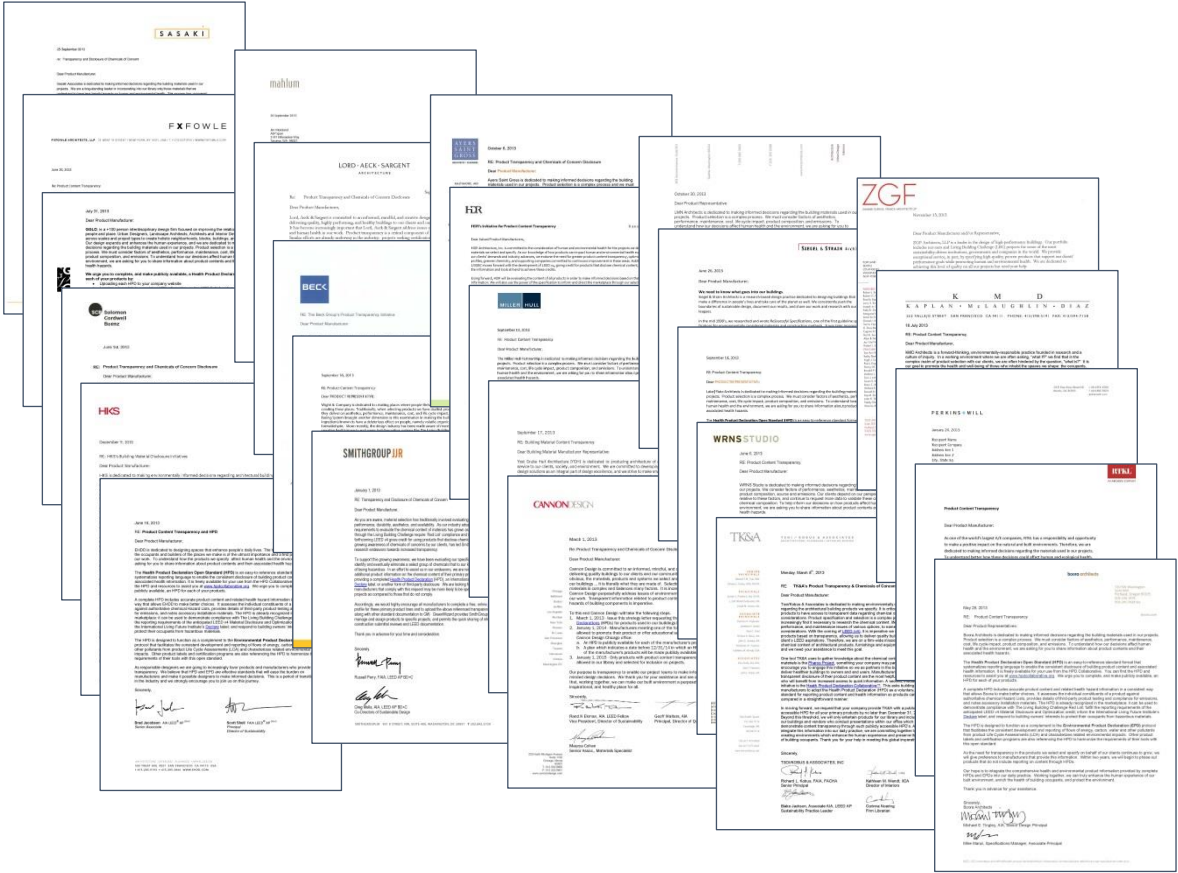
- Introductions
- Collaborating for success
- A&D Materials Pledge
- Motion



2020 AIA sustainability trends – People

- **80%** of architects want to specify more sustainable materials
- Only **1 in 3** architects feel they are meeting their responsibility today
- **77%** already plan to implement the A&D Materials Pledge.
- **83%** believe the A&D Materials Pledge is headed in the right direction or needs course correction with another **10%** indicating the Pledge aligns with current direction of the market

Industry dialog & collaboration

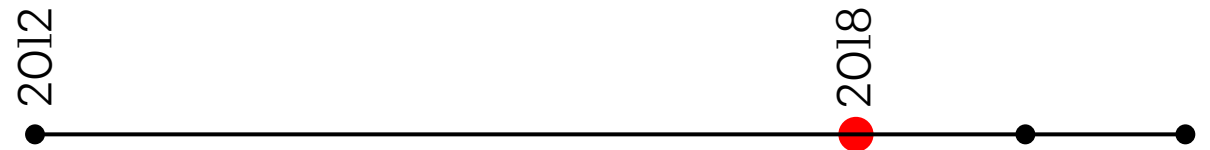




Closing the Loop

In 2018, the Living Product 50 Manufacturers committed now has **63** signatories.

It's time to go beyond responding to requests, and proactively help define the conversation, build demand and create feedback mechanisms.





Hightower

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Mohawk Group

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Tarkett

Milliken®

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KNAUF INSULATION

CertainTeed
SAINT-GOBAIN

J+J FLOORING GROUP
A Division of Engineered
FLOORS

USG
Mannington
COMMERCIAL

A young boy with dark hair is running through a field of golden flowers, smiling and laughing. He is wearing a white t-shirt with a colorful graphic that reads "THIS WORLD IS FULL OF HOPE. Life's BEGINNING TO PROCEED WITH POSITIVE VIBES." and blue jeans. The background is a bright, golden field with a large sun in the upper right corner, creating a warm, bokeh effect.

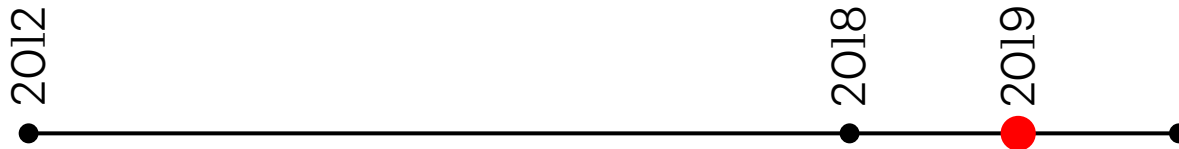
**It's time to
demand products
that make the
world a better
place.**

We responded with a pledge to support holistically responsible materials that enhance

Human Health,
Climate Health,
Ecosystem Health, and
Social Health and Equity
in a **Circular Economy**

A&D Materials Pledge

90 firms & have signed onto the **A&D Materials Pledge** responding to the LP50 LETTER.







**Words can inspire,
but it's ACTION
that creates
change.**

GOAL

what are we trying to accomplish and why?

ACTION

where are we starting and what will it take to achieve our goals?

METRIC

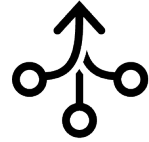
how do we know if we are getting there, and how do we tell and engage others?

AIA & CLIMATE ACTION



The Framework for Design Excellence

Design for Integration



Design for Energy



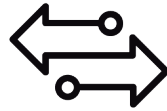
Design for Equitable Communities



Design for Water



Design for Change



Design for Economy



Design for Discovery



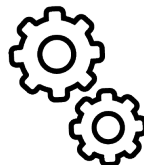
Design for Wellbeing



Design for Ecosystems



Design for Resources



Framework to address systemic racial injustice



A close-up photograph of several hands of different skin tones stacked together in a supportive gesture. The hands are positioned in the lower half of the frame, with fingers interlaced or resting on top of each other. The background is a blurred forest scene with green foliage and a tree trunk, suggesting an outdoor, natural environment. The lighting is soft and natural, highlighting the textures of the skin and the organic setting.

Each of us Pledge to...



A&D Materials Pledge Human Health

Support **Human Health** by preferring products which support and foster life throughout their lifecycles and seek to eliminate the use of substances that are hazardous.



A&D Materials Pledge Social Health & Equity

Support **Social Health and Equity** by preferring products from manufacturers who secure human rights in their own operations and in their supply chains, and which provide positive impacts for their workers and the communities where they operate.



A&D Materials Pledge Ecosystem Health

Support **Ecosystem Health** by preferring products which support and regenerate the natural air, water, and biological cycles of life through thoughtful supply chain management and restorative company practices.



A&D Materials Pledge Climate Health

Support **Climate Health** by preferring products which reduce carbon emissions and ultimately sequester more carbon than emitted.

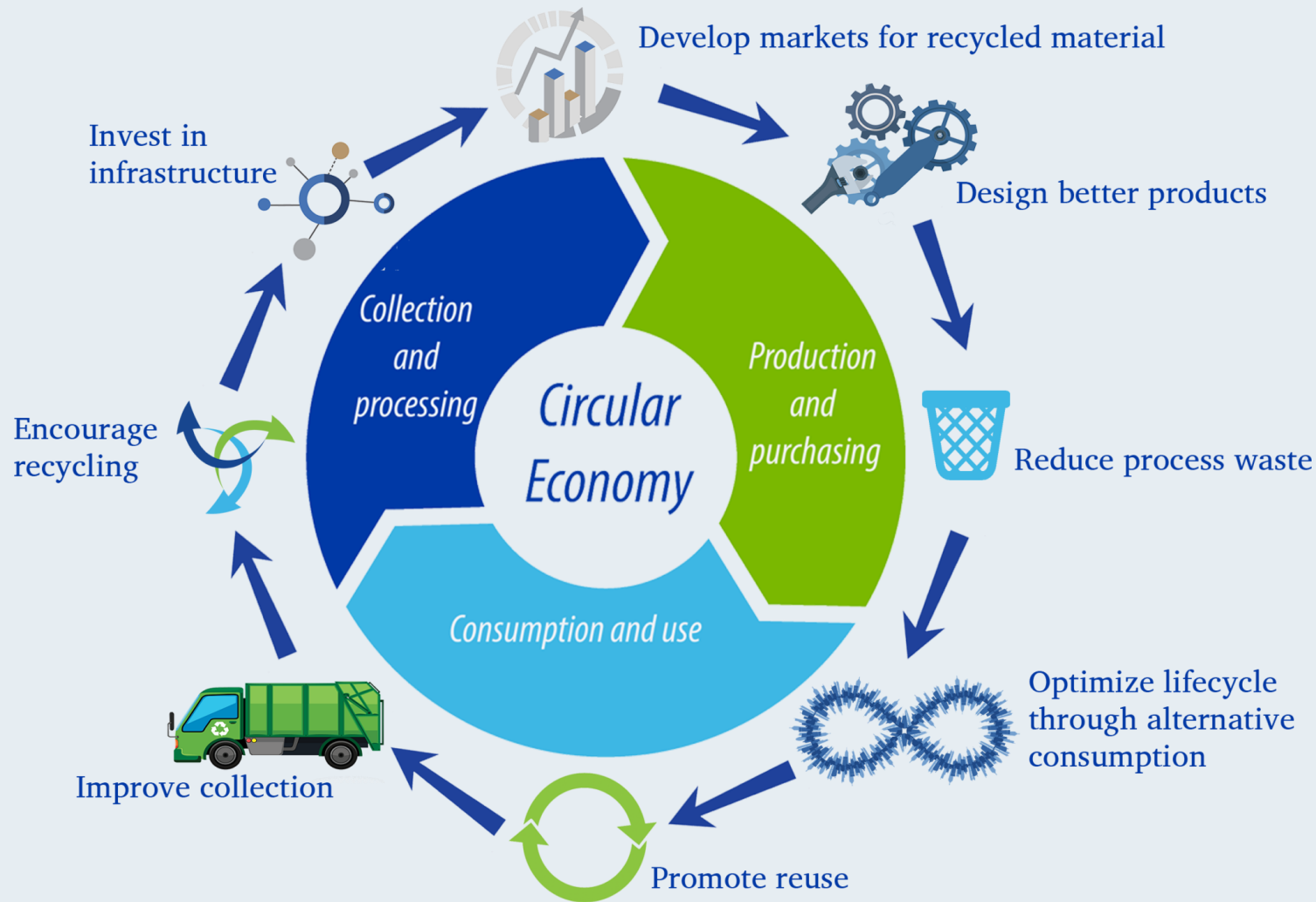


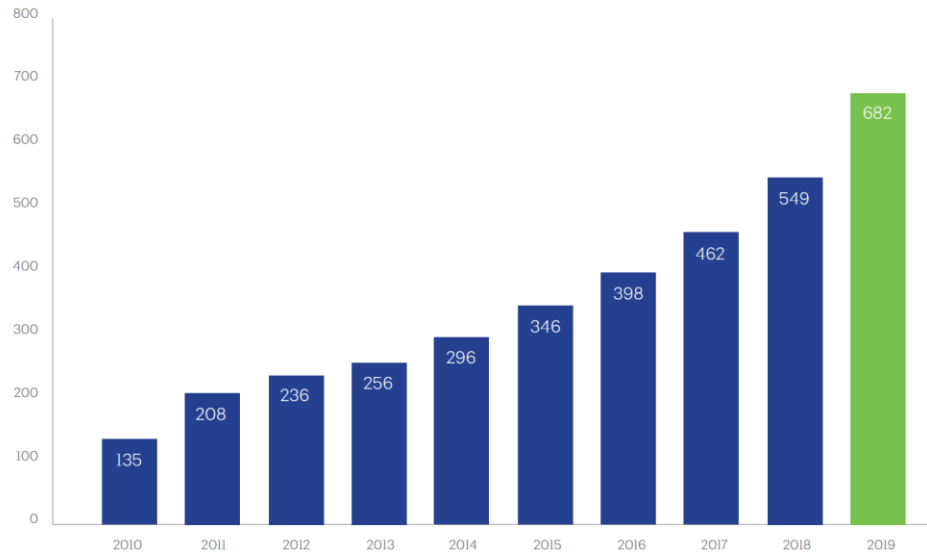
Image: Sustainable Global Resources Ltd.
Recycling Council of Ontario

A&D Materials Pledge Climate Health

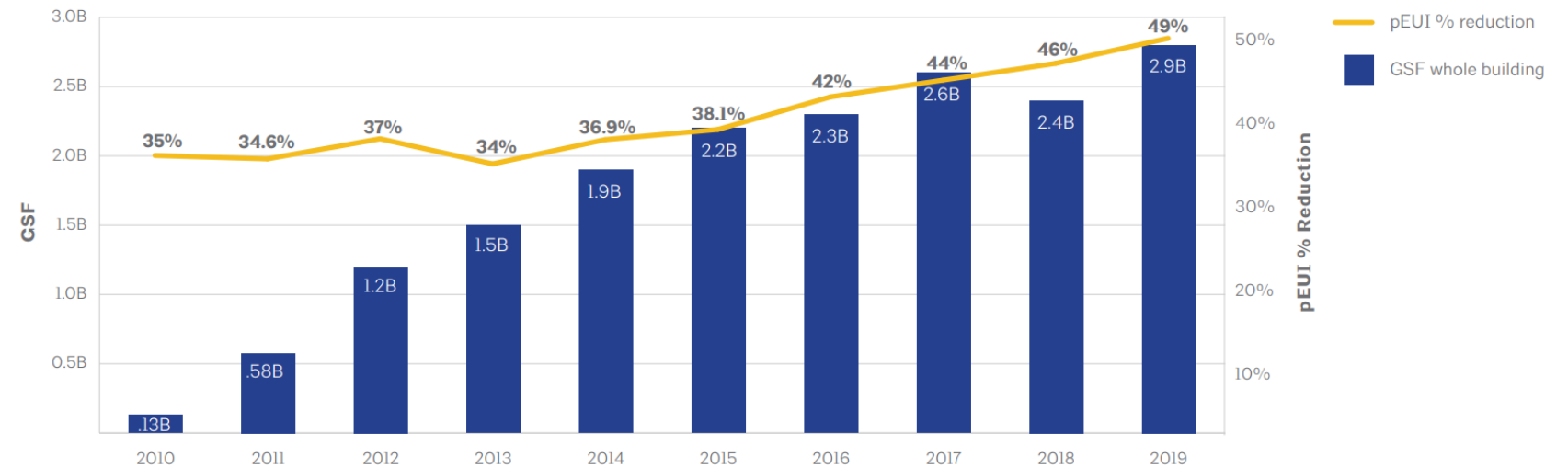
Support a **Circular Economy** by reusing buildings and materials; and by designing for material efficiency, long life and reuse.

Inspired by the 2030 Commitment

2030 SIGNATORIES YEAR OVER YEAR



WHOLE BUILDING GSF/pEUI % REDUCTION YEAR OVER YEAR





Impact

- Develop resources building on 2030 Commitment program
- Establish benchmarking metrics for DDx
- Enhance partnership with manufacturers to align goals for holistically sustainable materials
- Long-term potential for revenue generation through business insights

Motion

The AIA Board of Directors adopts the Architecture and Design Materials Pledge as presented at this meeting.

Human Health,
Climate Health,
Ecosystem Health, and
Social Health and Equity
in a **Circular Economy**

