BUILDINGENERGY BOSTON

Scaling Low Carbon: Market Transformation for Building Products

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Curated by Clay Tilton

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Introductions





Annie Bevan CEO, mindful MATERIALS CEO, SMS Collaborative, LLC



Barbra BatShalom CEO, BuildingEase, Inc. Sustainable Performance Institute



WHAT DO YOU HOPE TO GET OUT OF THIS SESSION ?

Agenda:

- Introductions & Level Setting
- How do you define a Sustainable Material? (Exercise)
- An overview of mM & The Common Materials Framework
- Making Low Impact Materials a Reality (Exercise)
- Scaling Operational Alignment into your Workflow
- Q&A





shelter : an essential human need



the **disconnect** of mindless

materials in the built environment









from mindless decisions



from mindless decisions



to mindful materials

Standards & Certifications....



Compliance with....



What type of info is used for decision making?

Reporting through 3^d Party Standards & Certifications



600⁺ sustainability certifications are used in the market today for product and building evaluation

3xN-GxN Guide to Sustainable Building Certifications



GREENGUARD

EPD[®]

Red List

Free



th SEAL





Just.



How does someone make better decisions?

Challenges in Comparing Diversity of Metrics from Dissimilar Rating Systems



DISSIMILAR Standards Among owners

VARIABILITY IN CHEMICAL CLASS TARGETS

Chemical Class	Owner A	Owner B	Owner C
PFAS	X	х	X
Flame Retardants	Х	Х	Х
Antimicrobials	Х		X
PVC		Х	X
Ortho-Phthalates	Х	Х	X
Bisphenols		Х	X
Fly Ash	Х		
Formaldehyde		Х	X
Polyurethane	Х	Х	
Styrene Butadiene	Х		
Alkylphenols		X	X

THE CURRENT Model

- Different Criteria & Standards = Different Asks
- Responding to each RFI individually and manually



More Action without Alignment Yields More Confusion Cthefuees + ref

• •

Need for a Common Language



Aligned Action = Momentum





In small groups (3 people) quickly brainstorm how YOU would categorize and define what makes a product "sustainable"

You will have 10 minutes, so don't focus on or debate one aspect – rather challenge yourselves to quickly list what matters!

(if a product manufacturer asked you what would make their product sustainable – what would you tell them?)



mM & the common materials **framework**



A Unifying Force

Think of mindful MATERIALS as the UN of Sustainable Materials, bringing people, certifications, standards pledges, organizations, and workflows together to build common ground and alignment.

All so that we can scale the manufacture and use of sustainable materials further, faster, together.

- Resources
- Events + Education
- Forums + Volunteers
- Partnerships



Material sustainability is often considered the most complicated and time-consuming part of many green building certifications — and those projects are often the only time that materials strategy is taken seriously. Material embodied impacts remain too easy to ignore, and too complicated to confidently make decisions.

Working in siloes has produced different definitions, data sets and demand signals, widening gap between the leaders and the rest of the industry. The result? More confusion, and less adoption and impact.

That's why the industry needs a neutral space to convene, learn, and build a common language and aligned foundation.



Demand, data, certifications and systems are all built on a different definition of materials sustainability – widening the gap between those who have the resources and knowledge to navigate the complexity, and those who don't.

Closing the Gap

Our opportunity is to make this work accessible, by bringing together strategic partners and community members, simplifying the ask, aligning systems and leveraging education and advocacy.

We're working to close the gap, so this work can scale.



INDUSTRY MAJORITY

Strategy Overview

mindful MATERIALS harnesses collective demand to build scalable solutions to our shared material sustainability challenges.

Focus —

The embodied impacts of building materials are multi-faceted, interconnected and global. We elevate the importance of holistic materials sustainability for every product and every project.

Convene —

Market shift doesn't happen in a vacuum. **We provide a neutral space** (certificationagnostic) that assembles crossfunctional expertise to understand and solve problems, together.

Unify -

Energy in a lot of different directions yields no momentum. We build + translate common ground into a clear market signal so that our work drives aligned action and meaningful change.

Scale

There are very practical limitations to growth. We're working to activate, translate, and connect data flows using a common framework to help you make more informed decisions about materials everywhere you work.

What We are Doing



Aligned Roadmap

Aligning industry purchasing powers via a unified language to drive clear demand for sustainable products



Clearer, Better Data

Bringing new clarity and value to third party standards, rapidly scaling the availability of quality sustainability data via third party standards adoption.

MARKET SHIFT



Engaged Community

Fostering a community of diverse stakeholders with the knowledge to demand and enable materials action.

A Foundation for Action

Eventually, you'll use the mM Common Materials Framework (CMF) every day to make decisions — but you might never know it's there. It's designed to live behind the scenes in your favorite workflow tool(s), organizing, aligning and connecting data.

Scoring projects for their material impacts is the future – but it doesn't work without a solid foundation.

The mM CMF enables the advanced functionality employed by procurement tools, ESG systems, product databases.

We don't set the metrics. We make them possible.



CMF: A Common Materials Language

The Common Materials Framework (CMF) is the outcome of the most detailed cross-stakeholder industry effort to-date to analyze and contextualize over 100 of the most common building product and material certifications and disclosures.

The framework gives structure to over 650 data 'factors' identified within these programs relevant to material sustainability, organizing them within 5 'buckets' of health and sustainability, thus defining the broad categories first identified in the <u>AIA A&D</u> <u>Materials Pledge</u>. This framework gives us a 'common language' that can be adopted by anyone or any platform, to understand and demonstrate the embodied impacts of products.



Together Mapping the Materials Landscape

CONTENT ADVISORY BOARD (CAB)

BRIGHTWORKS IN Highlower Perkins&Will EWING IN ZGF

CONTENT WORKING GROUP (CWG)

ARUP	ateliersen	BIALOSKY	Building	Cushing Terrell	Deltek	the second	U Herman Miller
Humanscale	Deltek	NARAW THE REAL	DIALOG	ASSA ABLOY	@ Tarkett		PERSONAL BADTMAN
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	SMS	SBO	Steelcase	Perkins&Will	O SFIL		

ECOSYSTEM PARTNERS





Developing the Common Materials Framework (CMF)

Buckets and Sub-buckets



Common Materials Framework (CMF) Structure

Buckets

The 5 major buckets, as aligned by industry pledges

HUMAN HEALTH
CLIMATE HEALTH
CIRCULARITY
SOCIAL HEALTH & EQUITY
ECOSYSTEM HEALTH

Sub-Buckets

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S

E

Each bucket includes sub buckets to further differentiate impact areas

U	MAN HEALTH
	Substances
	VOCs
	Company Human Health
	Impacts
L	MATE HEALTH
	Embodied Carbon
	Company Carbon
IF	CULARITY
1	Sourcing
	End-of-Life
	Packaging
	Waste
	Company Circularity
0	CIAL HEALTH & EQUITY
	Company Workplace
	Supply Chain
	Community
C	OSYSTEM HEALTH
	Pollution
	Water Footprint - Product
	Water Footprint - Company
	Biodiversity & Conservation
	Life Cycle Environmental Impacts

TACO Structure

Each sub-bucket then has 4 sections, **Transparency** , **Assessment** , **Commitments** , and **Optimization** (TACO)

HUM	AN HEALTH
Su	Ibstances
	Transparency
	Assessment
	Commitments
1.1	Optimization
V	DCs
2.5	Transparency
	Assessment
	Commitments
-	Optimization
Co	ompany Human Health
In	npacts
	Transparency
	Assessment
	Commitments
	Optimization
CLIM	ATE HEALTH
	nbodied Carbon
	Transparency
	Assessment
	Commitments
	Optimization
Co	ompany Carbon
	Transparency
	Assessment
	Commitments

Optimization

Factors & Sub -Factors

Within each section are the specific factors and sub -factors that are relevant to the type of evaluation

HUN

AN H	EALTH
bstand	es
Transp	parency
	Inventory Reporting Format
	Threshold Disclosed oer
	% Disclosed
	Reporting Threshold Level
	Public Disclosure of CAS-RN & Name
	Third-Party Verification of product details
Assess	ment
	Screening - Third Party Verification
	Screening Level - Product vs Material
	Screening - Red List or GSLT (Declare/HPD)
	Threshold
	% Screened
	Assessment Level - Product vs Material
	Assessment - Internal vs Third Party
	% Assessed
	Threshold
	% of Process Chemicals Assessed (1000ppm)
Comm	itments

Identifying the Major Standards Relevant to each **Impact Area**



upport SOCIAL HEALTH &
QUITY by preferring products from anufacturers that secure human
ghts in their operations and in their upply chains, positively impacting
orkers and communities where they perate



support a CIRCULAR ECONOMY by reusing and improving buildings and by designing for resiliency, adaptability, disassembly, and reuse, aspiring to a

A&D Materials Pledge Bucket Description	CMF Sub-Buckets	Some Contributing Programs + Standards		
support HUMAN HEALTH by preferring	substances	HPD, Declare, C2C, BIFMA, LPC, GreenCircle CEF		
products that support and foster life throughout their life cycles and seek to	VOCs	CDPH, SCS Indoor Advantage, GreenGuard, BIFMA, SCAQMD		
eliminate the use of hazardous substances.	Company human health impacts	Chemical Footprint Project, Living Product Challenge, BIFMA, C2C		
support CLIMATE HEALTH by preferring products that reduce carbon	embodied carbon	LCA, EPD, EC3, LPC, GreenCircle CEF		
emissions and sequester more carbon than emitted.	company carbon	SBTI, CDP, GRI, GreenCircle Carbon Footprint Reduction, GreenCircle CEF		
	pollution	BIFMA, C2C		
support ECOSYSTEM HEALTH by	Water footprint (product)	LPC, C2C, BIFMA, GreenCircle CEF, WaterSense		
preferring products that support and regenerate the natural air, water, and biological cycles of life through thoughtful supply chain management and restorative company practices	Water footprint (company)	Global Water Footprint Assessment Standard, Alliance for Water Stewardship, CDP, GRI, B-Corp		
	Biodiversity & conservation	LPC, C2C, SCS Environmentally Preferable Product Certified, FSC, SFI, BIFMA		
	Life cycle environm. impacts	LCA, EPD, TRACI (US EPA)		
support SOCIAL HEALTH & EQUITY by preferring products from manufacturers that secure human rights in their operations and in their supply chains, positively impacting workers and communities where they operate	Supply chain	ILO, FSC, C2C, LPC, Copper Mark, PEFC, Design for Freedom		
	Company workplace	JUST, B-Corp, UN Global Compact, C2C, LPC, BIFMA		
	Community	BIFMA, JUST, FSC Certified, Certified B-Corp, LPC		
support a CIRCULAR ECONOMY by reusing and improving buildings and by designing for resiliency, adaptability, disassembly, and reuse, aspiring to a zero-waste goal for global construction	sourcing	FSC, SFI, USDA Biobased, ANSI 373 Sustainable Stone, C2C, LPC, BIFMA, Ecologo, GreenCircle, SCS Verifications		
	End of life	C2C, LPC, GreenCircle Closed Loop Product Certification, UL claims, SCS claims		
	packaging	FSC, SFI, LPC, C2G, USDA Biobased		
activities.	Company circularity	C2C, TRUE certification		
	waste	TRUE Certified, LPC, BIFMA, SCS Zero Waste, NSF Landfill- free, Greencircle Zero Waste		

Across 5 Buckets 600+ Factors from 150+ Standards

This is the **common language**



Mapping Certifications & Reporting Data to Factors



Certifications & Data are Framed in Common Context



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M Harrison	
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	ype Chairs & Stools
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BIFMALEVEL® Certificate Number and Link to Document	LEVEL D (SCS-SCP-05108)
The sector sector data was instant and rate to possible.	Certified by BCS Discal Services valid 2022 05-01 to 2024-10-31
CDPH Standard Method V1 2-2017	Yes.
Hearth Product Declaration (HPD)	27 Mills (version 2.2) 3rd Party Vertilad valid 2022-03-17 to 2024-12-27
Living Building Challenge Declared	URC Final Line Provp (HC)C-0144, semana (2) Centered by WMP Sustainability Consulting Sind Party Ventilities valid unit 3023-07-01
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Living Product Challenge	Living Model Characteria Certified by Informational Living Future
	sand und 2024-05-15
3 SOCIAL HEALTH & EQUITY	
BuFMALEVELIB Centificate Number and Link to Document	(LEVEL 3 (JOD SCF.05100) Center by SC5 Global Services yelld 2022-05-01 to 2024-10-31
Living Product Challenge	Living Product Crissiands Centiled by Instructional Living Publics Healthire
	valid until 2024-06-15

Beta Portal is now live!



Future Flow State


"The Coolest Sandbox for Everyone to Collaborate on holistically sustainable building materials"





THE CURRENT ARCHAIC MODEL



CENTRALIZED DATA REPORTING

- Data is reported to a common source for all
- Reduces coordination. + management for all



ALIGNMENT ON STANDARDS

 Common ask, common give



Value Proposition of Alignment



Clear Targets

Consistent goals and language

Streamlined Reporting

Connected data eliminates redundancies, and inefficiencies

Broader Industry Adoption

A market that rewards healthy & sustainable products



Let's make mindful the norm, not the option.

Find out how you can help us achieve our strategic goals, and how they help you to meet yours at mindfulmaterials.com

SCALING ADOPTION



A common language is a critical 1st step, enabling unified action.

AND....

It takes more than that...think about your firms and what it takes to do (anything) consistently..think about the process from design into construction...

There are a lot of parts to this puzzle to truly SCALE



WHAT DOES IT TAKE TO "SCALE" ADOPTION? EXERCISE

WHAT DOES IT TAKE TO "SCALE" ADOPTION?

What does it take to make low carbon, healthy, just products the norm?

In groups of 3, identify the specific things that need to happen (or be put in place) to ensure that the best products are *identified*, *selected* and *installed* in projects *consistently* so that we transform the marketplace

Consider all scales:

What needs to change within your practice? What needs to happen within your project teams What needs to happen across the supply chain



BuildingEase.com

CONNECTING THE DOTS FROM DESIGN THRU PROCUREMENT FOR MATERIALS

We make it easy to do the right thing!

FREE tool to operationalize good decisions into workflow

The BuildingEase Solution = A completely free tool to use!



WITHIN YOUR COMPANY:

"GETTING YOUR HOUSE IN ORDER"

WHAT DOES IT LOOK LIKE?

Consistent compliance across all projects Internally-driven standards Knowledge mngmt / lessons shared Data tracking + analysis = cont improve.

The Current Situation: it's a hot mess...



In most large orgs, teams repeat the same research and don't have time to share information....

HOW MANY HOURS HAS YOUR FIRM LOST BY NOT SHARING RESEARCH, KNOWLEDGE, LESSONS LEARNED?



(answer: you don't know because you don't track those invisible losses...)

MATERIAL TRACKING TOOL MAKES COPY / SHARE FAST & EASY !

E BuildingEase



BuildingEase's Material Tracking tool

• 2 clicks to copy and share a material list from one project to the next.

• Organize complete lists of materials in 3 ways: alphabetically, by project type and by client.

• Sustainability standards **automatically embedded** and complied with whether known or not!

• Lessons learned automatically shared.

• No need to repeat research from team to team for the same project type or same product type. Time spent on better things!

• Save time, improve quality.

BY CLIENT

BY PROJECT TYPE

BY RATING SYSTEM

MATERIAL LIST LIBRARY: centralized, curated...

Material List = Outline Spec

- Cloud based, centralized for your organization, especially for large orgs.
- One admin or multiple
- Structure any way you like + view by:
 - Alphabetical
 - By Client
 - By Project Type 📕
- Standards embedded across all teams
- Compliance automatic
- **Global updating**
- Track and analyze your data



MATERIAL LIST LIBRARY: centralized, curated...







Every product has fields for lessons learned & discussion threads

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not get copied - they are specific to a project!

All coordination information is centralized and shared easily!

CREATE INTERNAL STANDARDS

AUTOMATIC COMPLIANCE

Create organization-wide standards more easily, based on CMF

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Once you create a standard in your organization, EVERY team that uses it automatically complies (without even knowing it). Owner's – you can onboard teams to your standards easily and ensure consistent on every project.

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Centralized Material Tracking Makes consistency easy...

(especially if you can't educate everyone all at once...)



Everyone complies to your internal standards, whether they are educated or not, whether they care or not! Automatically!

ixtures

CREATE INTERNAL STANDARDS ...and get automatic compliance!

Standard-setting is quick and flexible.

Standards can be **company-wide**, **project type specific**, or however you want to configure them!

Global updates (over time) are easy.



Step 1: Determine the scope of your standard (you can have more than 1)

Step 2: With applicable CSI sections *in mind* (and/or generic name, like Carpet Tile) you select your criteria that define this standard.

Step 3: Final step is to match the criteria to the CSI Division you set.

CONTINUE COMPLIANCE in coordination with EXTERNAL PROJECT TEAMS

1st 2nd + Blocklist function: no substitutions...



BLOCKLIST

You can designate any product in 3 ways: as 1st choice or 2nd (acceptable alternative) or Blocklist (Do Not Substitute!).

We encourage you to choose acceptable alternatives for as many products as possible so that the GC / Subs can see that info from the start. GCs can invite subs to bid from here, and subs see 1st 2nd and BL info IN their invite from day 1 – unwanted substitutions are blocked!

MATERIAL TRACKING TOOL EXPEDITES COORDINATION

We've built "*Procore-lite*" into the platform, so coordinating within the Material Tracker includes coordinating with consultants and GC through project closeout.

- Product information
- Acceptable alternatives & Blocklisted items
- Warranty information
- Lead times
- Logistics
- Coordination

(submittals, change orders, unit cost, ratings, and more)

• Sustainability data & certifications

All eyes on the same cloud-based information All changes immediately seen Any issues are immediately shared & resolved

	_					
You are working on:		0	8 1	¥ 10 ¥		
Project JB23 Test			CSI No		Product Type	Product Name
Use the CSI Division below to add itents		0	06 20 00	CSI Division Finish Carpentry	FINISHED CARPENTRY	Product Harter
Apply C8I Division Filters		0	08 25 00	Finish Carpentry	FINISHED CARPENTRY	, v
					THURLD LING LINKT	
02 - Existing Conditions 03 - Concrete		1 - 20 1	of 05	-		
03.01 Mantanance of Concrete			03 CONGRE	TE		
03 03 - Conservation Treatment for Period	-	-	CSINO	CSI Division	Product Type	Product Name
Concrate Concrate		0	03 35 00	Concrete Finishing	deconative concrete stain -	CONSOLIDECK
03.05 - Common Work Results for Concrete					colors, silved colors,	COLORHARD
03.06 - Schedules for Conceter		0	03 35 00	Concrete Finishing	decorative concrete starn -	CONSOLIDECK
03.08 - Commissioning of Concille			(THEN COMMAND	nt through eliternate - SCS	colors, standard colors	COLORHARD
 03.10 - Concrete Forming and Accessories 			03 35 00	Concide Finishing	polished concrete	CONSOLIDECK
 03 20 - Consrete Reinforcing 	1.2	14		contract and and	polinikas conciento	POLISHGUARD
 03.30 Cast in Place Concrete 			CDPH Compile	nt through alternate - SCS	ndoor Adventage Gold	
03 31 00 - Structural Concrete		E.)	03 35 00	Concrete Finishing	willed concrete	CONSOLIDECKLS
03 33 00 - Architectural Concrete			COEN Countin	et through attornain . SCS	network Antonetherm Cardit	
03 34 00 - Low Density Concrete		1	93 35 00	Concrete Finating	sealed concrete (BOH CAFE)	CONCRETE PROTECTOR
203 35 00 - Concrete Finishing	1.5			et through alternate . SCS		Contract Contract Contract
03 37 00 - Specially Placed Concrete	1.0		08 OPENING		need rankings boot	
03 38 00 - Post Tensioned Concrete			CSI No	CSI Division		
103 39 00 - Concrite Curing			087100	Cor Division Door Hardware	Product Type door closers (hardware	Product Name 7500 (NORTH) / 4400 (VALE)
 03.40 - Precast Concrete 		~			standards 06 25 20)	
 03.50. Cast Decks and Underlayment 			Declare - Red i			
 03.60. Grouting 			08 71 60	Door Hardware	door closers (hardware standards 96 25 20)	CVLINDERS
► 03.70 Mass Conclete			Declare - Rod I	ent Erissi	ependends on 25 20)	
 3 80 - Concrete Cutting and Boring 		n.	08 71 00	Door Hardware	door exit devices (90 Senas / 98 Series
DA - Masonry		-			hardware standards 06 25 26)	
DS - Metals			Declare - Flad I			
- 06 - Wood, Plastics, and Composites			08 71 00	Door Hardware	door hardware	
5 07 - Thermal and Moisture Protection	+	11	0871.00	Door Hardware	door hardware (hrige)	HINGES
08 - Openings	1.	0	087100	Door Hardware	door hardware cover plate	COTOPA-EV-6
P 2 09 - Finishes		-	VA HPD			
► 10 - Specialties		0	00 71 00	Door Hardware	door hardware: floor stops	FS LINE
11 - Equipment			08 /1 00	Door Herdware	door hardware gaskeling	SDKLINE
12 - Furnishings	15					
13 - Special Construction	1		08 71 00	Door Hardwater	mortise locks (hardwar standards 06 25 20)	 L9002PEU MORTISE LOCKS
14 - Conveying Equipment			Dekiere Red	List Free		
21 - Fire Suppression		111	08 71 00	Door Hardware	starebart door pwots (RIXSON 147
22 - Plumbing			Rent Po		Nardware standards 06 25,20)	
23 - Heating, Ventilating, and Air Conditioning (HVAC)	+		08 71 00	Door Handwater	storehort door pivots (hardware standards 05 25 20)	R0XSON 195
25 - Integrated Automation	-	-		-		
►		•	09 FINISHES			
Communications			CSI No	CSI Division	Product Type	Product Name
► 🗇 28 - Electronic Safety and Security			09 51 00	Acoustical Collings	acoustic panel cellings	CIRRUS SECOND LODK
> 31 - Earthwork		é	Declare Red I	Acoustical Cellings	accustic panel cellings	LITIMA HIGH NRC

	1000		1 - 8	of 8		
Jaybird2				D		
			Ŧ		Interior Finishe	s-Tile
Apply Group Filters	n de la la				CSI No	CSI Division
		+	1		09 30 00	Tiling
My Groups	_	+	1		09 30 00	Tiling
bb@sustainable-performance.org Interior Finishes-Tile		+	1	ò	09 30 00	Tiling
New Group				-	New Group	
random stuff				-	CSI No	CSI Division
		+	1		03 33 00	Architectural Concret
Groups created by other users		+	1	0	03 33 00	Architectural Concret
			-		random stuff	
					CSI No	CSI Division
		+	1	0	03 33 00	Architectural Concret

			OWNERS	DESIGNERS	BUILDERS	SUPPLIE	RS PARTNI	ERS IVI	y Dashboard
JCATION	RESOURCES	PROGRAMS CONSULTING	BE-XCHAN	GE CATAL	OG F	ORUM	BUILDINGG	EEN	help
the MA Protect # 1	55452 		-						
(a) Settings	Trade	Material	Date Subarithat	Need Released by	Approved Date	Est Lead Time	Need Onsite	BPM Ship Date	NOTES:
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	lanc.	W-L Democratality Wall System by Hawn-W	8/36/3621	84,981	\$/3/2/2023	7 Wants	11/4/3021	TRD	Triant Rand Michigan
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iterial Lists	Concession in the local division in the loca	OT 1 by Flat	3/20/20/1	8/3/2023	4/11/3011	1.000	11/4/2011	16	
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	CHINARD	RB-1 by zynnonite	5/5/801	W1/10001	THE	2 Marrie	11/4/3521	780	California Creat
ved Projects	- CHEMICALE	WiC-1 by Mahariam	1980	Udy/4/20021	780	8-4 Washi	31/4/2021	180	Waiting on ALT Spec
	CALLER	Dithings.	THE COMPANY	20/20/2021	190	I Berne	12/4/2003	State of the local division of the local div	
	bit and	EVAC 1 Map by Sprands	4/6/3823	M/M/B/BMAY	180-	8-7 Mandal	2/4/4mm	78.0	
we Projects	Service of the local division of the local d	Midd Washining in Spinsoria.	8,00/2023	10/16/2001	180	D-7 Weeks	2/2/2002	1946	
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	107-001	ALL ES Waylanding by Dynamics.	8,46,9628	MA/3/24123	7800	e Xmeets	2/1/9803	100	
	and the second s	SECON INVESTIGATING BY SIGNATION	8/8/2003	May/A/20023	THE	8-7 Waters .	a/1/883	TRO	
oject Docs	CHECKIE	FLUID THE PM	6,8/3022	pay where a	180	E'T WYYRL	2/3/3003	180	
	18000	COLUNCE TIME	A/24/2818		YAU MILL	A II Address	No/IN/2407	APPENDIX.	
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urement Log	Taxable I.	ACCs +	disaryes x	AR	3/4/1023	A DOMESTIC	HICEA/DALL	9/5/2018	
	Contrast .	400+1	ACHIVARIA			a growing	Martan Street	8/1/200E	
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	261XKE DAVES	Switzgen Product Ora	APROXED NO.	R/SOCIES	R/Horitiza Note	Al Manufacture	BIEMOREE IN A CONTRACT OF A CO	Al Wassisson	

"GROUP" function saves time... export schedules or translate a product list from a 300-section architectural spec into... The GC's 30 trade packages, with RFI's, submittal tracking & more. *Now, just a few clicks*

USE 'GROUP' FUNCTION TO CREATE SCHEDULES, COORDINATE WITH OTHERS ABOUT COMPATIBILITY...

"Frocore-lite": RFIs, submittals, change orders



Procore-lite": RFI, submittal, change order





CROWDSOURCING

Group Genius helps us all!

"Spotify-like Playlists" SAVE US ALL TIME !

Public Crowdsourced Lists on any theme YOU choose. All benefit, like:

- Lowest Carbon Products across all CSI divisions
- **Design for Freedom** (DFF) Slavery/forced labor in supply chain
- Passive House products
- Public School 3-equal products
- Bio-Based natural, renewable
- Innovation: new products coming to market for pilot (w ratings) (partner with startups, accelerators and global tech supporters)

CROWDSOURCED

You	are working on:		11	= +	* 10 10		
Pie	njeut IB23 Yest			PINNED TTEME			
	Use the CSI Division below to add items		-	CSI No 06 20 00	CSI Division Finish Carpentry	Product Type	Product Name
			0		Constraint a second	FINISHED CARPENTRY	
	Apply G31 Division Pitters			06 20 00	Finish Carpentry	FINISHED CARPENTRY	
•0			1 - 20	105			
•			- 20	03 CONCRET	-		
	03.01. Aliantenance of Concaste						
	03.03 - Conservation Treatment for Period	-		CSINO	CSI Division	Product Type	Product Name
	01 D5 - Common Work Results for Concrete		9	03 35 00	Concrute Fruilling	decorative concrete stain - colors, select colors-	CONSCLIDECK
	03 (B - Schedules for Concrete			03 35 00	Concrete Fineshing	decorative concrete stars -	CONSOLIDECK
	103.08 . Commissioning of Concerte					colors: standard colors-	COLORHARD
1.	03 10 - Concrale Forming and Accuraceus				ra through alternate SKCS		
	03 20 - Contrate Renferong		0	03 35 00	Concrete Freisbing	passhed concrete	CONSOLIDECK
	01.30 - Cast-In-Place Concrete			COPH Complian	nt through alternate - SCS	Indoor Advertage Gold	1 OLOGINOPHIC
	100 31 00 - Structural Concrete-		10	03 35 00	Concrete Freshing	seeled concrete	CONSOLIDECKLS
	03 33 00 - Architectural Concrete			Sector Company		Contraction of the	
	00 34 00 - Low Density Concrete		H	CDPH Complian 03 35 00	nt through alternate - SCS Concrete Freislung		Children on Exchange
	300 35 00 - Concrete Finishing		-		nt through elternate - SCS	sealed concrete (BOH CAFE)	CONCRETE PROTECTOR
	103 37 00 - Speciality Placed Concrete	-				Induct Numeriage Gold	
	03 38 00 - Post-Tensioned Concrete			08 OPEN NO			
	03 39 00 - Concrete Cating			CSLNo 08/101	CSI Division	Product Type door closers (hardwar	Product Name 55(D (NORTH) / 4400 (VALE)
	 I 03.40 - Precast Concreto 		-			standards 06 25 20)	- total handling and formed
	03 50 - Cast Decks and Undertayment			Declare - Red L	C.U.C. U.S.		
	03.60 Grouting			087100	Door Herdware	door closers (herdwei standards 96 25 20)	P CYUNDERS
	03.70 - Mass Concrete			Deckse - Rod L	al Erner	standards (x0.20 AV)	
	03.80 - Concrete Cutting and Burring			06 71 02	Door Hardware	door exit devices (99 Store / 98 Servis
-	04 - Masonry					hardware standards 18 25 20	in the second second
	05 - Metals			Declare - Red L			
-0	08 - Wood, Plastics, and Composites			067101	Door Hardware	door bardware	
	07 - Thermal and Molature Protection	+	12	08 71 00	Door Hardware	dicer hardware (hings)	HINGES
	08 - Openings			08 71 00	Door Hardware	door hardware cover plate	601CPA-BV-6
• 0	09 - Finishes			+ HPD			
.0	10 - Specialities			08 71 OU	Door Hardware	door hardware; flooi stops	FS LINE
•11	11 - Equipment		0	08 71 00	Door Handware	dow hardware: gaskeling	SBK LINE
• ()	12 - Furnishings	1.2		087100	Door Hardawe	mortise locks (E L9092PEU MORTISE LOCKS
•11	13 - Special Construction					standards (00.25 20)	
•0	14 - Conveying Equipment			Dektere - Find L			
• 0	21 - Fire Suppression		9	08 71 00	Door Hardware	silorafronti door pivolti (hardware standards 06.25.20	RIXSON 147
•17	22 - Plumbing			BT100.		real private potential do 25 20	
•0	23 - Heating, Ventilating, and Air Conditioning		0	087100	Door Hardware	storefront door prvots (ROCSON 195
	(HVAC) 25 - Integrated Automation		-			hardware standards 08-25-20	
섉	25 - Electrical			OR FINISHES			the second s
1	27 - Communications			CSI No	CSI Division	Product Type	Product Name
	28 - Electronic Safety and Security		0	09.51.00	Acoustical Ceilings.	acoustic panel collings	CIRRUS SECOND LOOK
	31 - Earthwork			Declare - Red L	ist Free		
	32 - Exterior Improvements	+	10	09 51 00	Acoustical Collings	accustic panel onlings	ULTIMA HIGH NRC
	97 (HIDDa-	-	_	Declara Red L	int Frank		
E Crowdsourced info saves us all time...

						NERS B					ly <mark>Dashboa</mark>	
UCATION	RESOURCES	PROGRAMS	CONSUL	TING	BE-XCHANGE	CATALOG	i (FORUM	BUIL	DINGGREEN		help
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CSI NUMBER 05 00 10	PRODUCT	+ N	ANUFACTERER	¢	PRODUCT DETAILS	\$ PRO	орист р	ETAILS \$	PR	DDUCT DETAILS ©	ADD TO MY LIST	DATE
051413	Fabric structure		Morse industries		Detail		Detail		P	Specific detail		10/2019
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CROWDSOURCING ALSO HELPS TO DE-RISK NEW TECHNOLOGIES

BY SHARING FEEDBACK FROM OWNERS, CONTRACTORS AND FACILITY MANAGERS WHO ARE THE FRONT-LINE!

#Tide "Mines" Ocean Plastics!

We transform the plastics threatening our oceans into new sustainable products because we believe in the necessity of a circular economy. We train local fisherman and pay them to gather and sort plastic waste. The material is registered, washed and shredded in a social enterprise. With Swiss precision and solar energy, we upcycle (PET). (PP) and (PE) into a versatile granular material which can be used for plastic injection for watches, furniture, electronic devices, automotive parts and any type of hard plastic product. Our #tide yarn can be used for apparel, bags, shoes, home & office interiors and any other project using high quality polyester textiles.

Company Website



Give Your Existing Bldg A Coat!

Hydronic shell prefabricated facade panels include all the elements necessary for heating. cooling and ventilation to each unit in a multi-unit residential building. or for perimeter loads in offices, schools or warehouses. The piping and ductwork in each panel connects to vertical risers to form a complete HVAC system enclosed within the new facade.

Company website





Free Energy Is Everywhere!

Radio frequency (RF) electromagnetic energy is all around us - from cell towers, wifi routers, radio and TV broadcasts. In typical suburban environments, there is enough ambient RF energy to power a majority of sensors, processors and more in our buildings. We harvest these wasted energies and can wirelessly power billions of deployed devices.

Company website



Capturing Carbon From Air to Make Ink !

We upcycle air pollution into inks, paints, coatings, plastics and construction materials. Black, the most commonly used color, is produced with a large carbon footprint that contributes to 4.2 million deaths from air pollution worldwide. The more ink we make, the better our air. Graviky labs' AIR-INK®, made from captured carbon emissions, began as an MIT Media Lab experiment hacking a tool to capture soot from a burning candle using vodka and vegetable oil as solvents to make our first ink. Then, we invented a device that captures air pollution and turned the particulate matter into a safe, water-based ink, 700 tonnes of carbon = 20.000 liters of AIR-INKI

Company Website

GRAVIKY LABS

Peer Powered Clean Energy Marketplace

P2PConnect is a mobile app that's opening up entirely new opportunities in the renewable energy sector. Through P2PConnect's secure trading platform, producers of solar, wind, and other forms of clean energy will be connected to consumers who wish to purchase from them. No longer will excess solar power be wasted during peak sunlight hours; with P2PConnect, every kilowatt will find an outlet.

Company Website



AeroMINE[™] is a new category in an existing market, AeroMINE[™] can harvest wind energy on buildings without any motion. It is safe, reliable, quiet and has limited visual impact. This technology is easily deployable and can operate in extreme

Motionless Building-Mounted Wind Turbines

climates. The AeroMINE 5000 ™ installs along the edge of the roof. 10 Units have a nameplate capacity of 50 kW. The units stand 3m tall and are spaced 5m apart. AeroMINE™ is more powerful and cheaper than solar energy but can be installed adjacent.

AeroMINE™



Company Website

ACCELERATING MARKET TRANSFORMATION

Leveraging the power of procurement to move the supply chain faster!

Product Listings

We are building a complete product catalog that will include the new re-launched mindfulMaterials portal AND every other product you can buy ... for two strategic reasons:

We include the **Not-Yet-Green (NYG)** products because...

1. We want every architect using the tool to feel that it's valuable to them and an entire building can be built from here. *But more importantly....*



 We can't influence the N-Y-G stuff unless they are included!! How do we have influence??
Because this is not just a database. It's a *MARKETPLACE*. We are leveraging the POWER of PROCUREMENT to accelerate change.





Does this scenario sound familiar?

Taylor is designing a dormitory (or campus center or...)

DORMITORY



The GC is having the subs buy out the project- individually...

Now imagine if you could capture volume discounts from ALL dormitory projects in a city, state or across the US at once...



GLOBAL AGGREGATION 1st GPO Procurement Across All Market Segments



Now combine your projects with ALL bldg. types!!

- No cost
- No minimum
- No membership
- All upside
- Up to 30% cost savings
- V.E. cuts for cost? Ha!



- Owners can require it
- Arch.'s can direct GCs to use it
- GCs are starting to use on their own!
- You will drive change in the industry while saving costs!

WE USE MARKET FORCES TO ACCELERATE MARKET TRANSFORMATION

Using the power of money to drive change....

"You lost \$27m in sales this week because you don't have the [EPD, HPD, Declare, etc] required by project teams"

"WHAT??!!! Where do I start?!! How fast can I get those?"

E Actual sales analytics not just specs...



Product manufacturers and Reps get actual sales data & competitive intel.

Find out what certifications are most in demand.

Spend less time on repeat 'selling' within each firm!

BUT IT'S NOT ALL SERIOUS WORK.... WE ALSO LIKE TO HAVE FUN!!

BuildingEase Community Programs

Hackathons * Integrated Exhibits * Innovation Exchange



TOGETHER, WE CAN MAKE IT HAPPEN!





BE Smarter

BE Greener

BE More Profitable

https://bit.ly/BEuserguides



THANK YOU!



Annie Bevan



Barbra BatShalom

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annie@mindfulmaterials.org