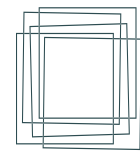




Endorsing the Aligned Ask

Owners 1.0





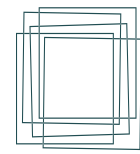
This Resource —

Is for those who lead sustainability efforts within an organization that owns, manages or develops properties.

Explains what the Aligned Ask is and what you can do right now to support this work.

Shares what you can expect next from mindful MATERIALS and the Forums between now and March 2025.

Summary of what this work means for you now and into the future.



Meet Our Collaborators

The Catalyst Members of the Owners' Forum

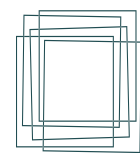
The Catalyst Owner Forum members are early adopters, actively investing in areas that foster sustainability and accountability. They recognize the significance of minimizing their organizations' impacts and see a need to align their voices to scale holistic, industry-wide change.



Meet the Other Collaborators
 This work would not be possible without cross sector collaborations between key organizations. See their actions here:

AEC → Manufacturers →





The Aligned Ask

We All Have a Role to Play

What is the Aligned Ask?

A cohesive ask for prioritized and focused quality product-level data, that is collectively expressed by owners, manufacturers, architects, contractors, designers, engineers, etc., that is realistic in scope and will incentivize every part of this data ecosystem to connect.

Why do we need an Aligned Ask?

Without quality data we have no way to measure our holistic impact. If that data is not consistently structured or is categorized differently by each stakeholder, it is meaningless. And if that data is disconnected it is unusable.

WE NEED YOU TO PARTICIPATE IN THIS EFFORT. HERE'S HOW:

Endorse

- Publicly endorse the vision and priorities of this work. [Click here for endorsement resources.](#)
- Public endorsement of this work will focus the building industry on a common path to market transformation. This endorsement is necessary to ensure cross-industry stakeholders recognize their roles in this work. Your endorsement does not mean implementation—yet. However, to get to the future state, we first need endorsement.

Communicate

- Communicate with your value chain (MFR and AEC) leveraging the Aligned Ask over the coming year+. [Click here for endorsement communication resources.](#)



Owners to Manufacturers:

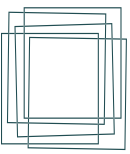
- Please manage product data in platforms that will share CMF-aligned data with affordable project workflow tools.
- The **First Factors** are the priority data points we are collectively looking for information on and we would like that data to be structured in alignment with the CMF.



Owners to AEC:

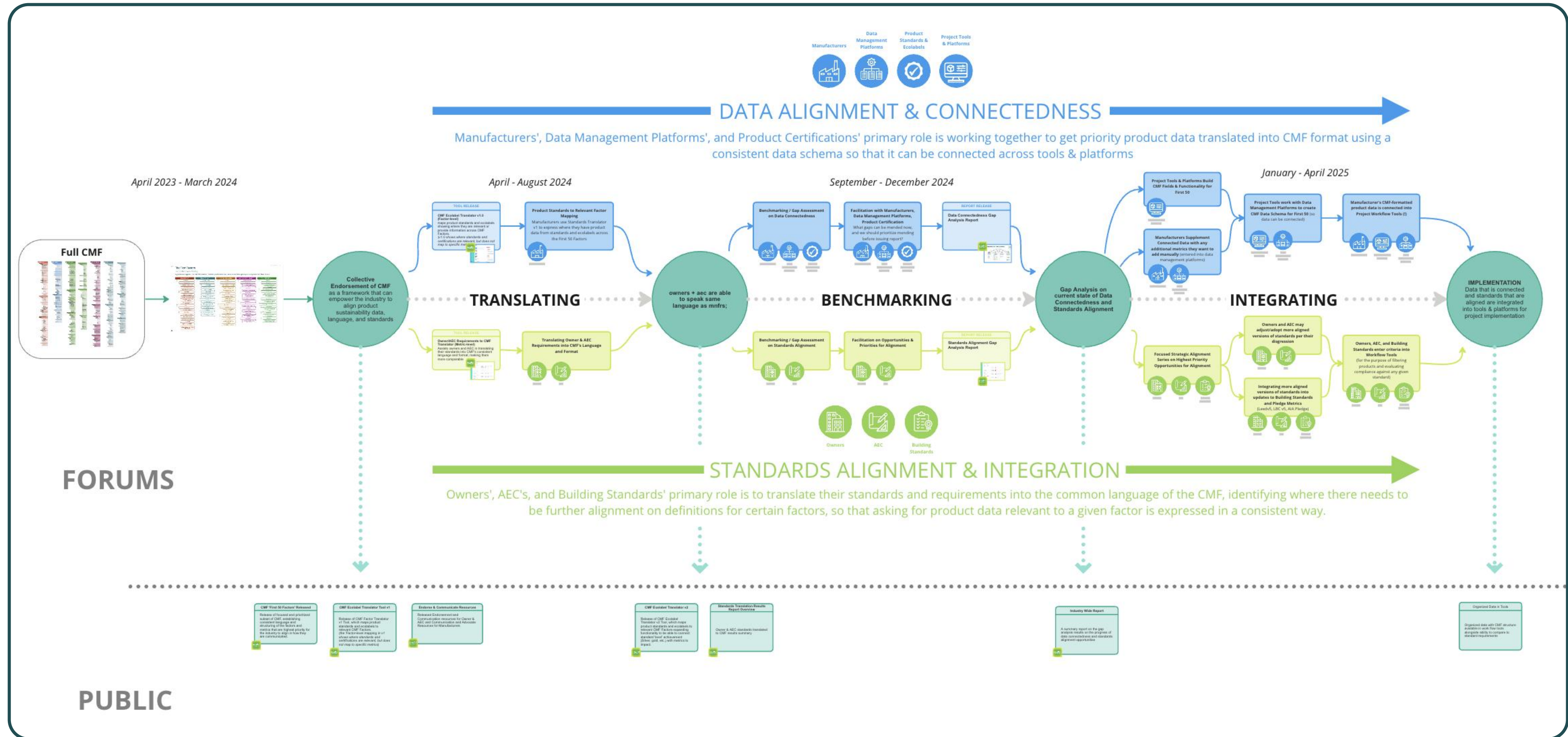
- Reference the **CMF**, familiarize yourself with materials vetting using this framework, utilize tools to access this shared data as a part of your materials selection process.
- Join us in endorsing the Aligned Ask of the Manufacturing community as partners in this work.



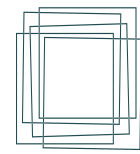


What's Coming Next

Milestones and Resources You Can Expect Over the Coming Year



EXPLORE THE TIMELINE



What's in It for You

How Owners Will Benefit From This Work

To enable a world where materials sustainability is easy, we all need to play a role for this work to be successful. As the clear market signal grows, here's how you'll benefit.

- **Alignment on Standards:** Using a common language to express our criteria is a huge first step in aligning on standards. This will allow us to clearly understand how closely aligned we already are, and identify differences that need to be resolved.
- **Expediting Adoption:** The clearer it can be that we are all asking for the same things, the easier it will be for others to adopt standards and ask for the same things. If we aren't using the same language, we won't know if we're asking for the same thing.
- **Amplified Voice:** Using the CMF's common language to express your criteria makes it clearer when you and other owners are asking for the same thing, which amplifies your voice and sends a stronger market signal.
- **A Clear Target for Optimization:** Sharing your criteria allows manufacturers to optimize products towards it. If they don't know what you're asking for, they won't know what to work toward.
- **Reduced Data Management Burden:** Advocating that manufacturers make CMF-aligned product data openly available in connected platforms alleviates you from having to collect and manage all this information independently.
- **Knowledgeable Project Teams:** When architects and project teams have to follow different standards for each client, it is difficult to build knowledge and develop best practices. The more we align and are consistent in standards, the more transferable and replicable architects' knowledge becomes, making it easier to find architects with specific expertise.
- **Saving Time & Money:** Instead of paying consultants individually, you'll benefit by working collectively.
- **Data where you need it:** If we do not have data in tools and systems, all grand plans of measuring impact cannot be achieved. We need data, organized, where decisions are being made.

AEC

MANUFACTURERS

OWNERS

