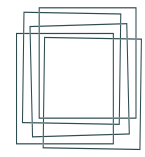




Endorsing the Aligned Ask

AEC 1.0





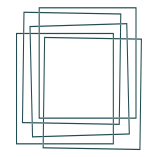
This Resource —

Is for the architects, contractors, designers, engineers, specifiers, materials librarians, etc. who are responsible for sustainability efforts within their organizations.

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

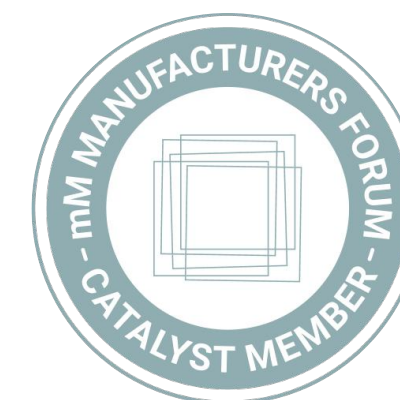
The Catalyst Members of the AEC Forum

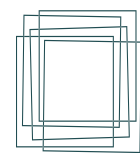
The Catalyst AEC Forum members are at the forefront of innovation, actively investing in several crucial areas. They are diligently assessing their progress towards fulfilling their AIA Materials Pledge commitments while developing, solidifying, and rolling out materials programs within their organizations—in some cases, even publicly.



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

Owners → 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 resources.](#)



AEC to Manufacturers:

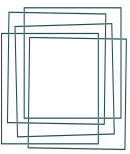
- The **First Factors** are the priority data points we are collectively looking for information on and we would like that data to be structured in alignment with the CMF.
- Please manage product data in platforms that will share CMF-aligned data with affordable project workflow tools.



AEC to Owners:

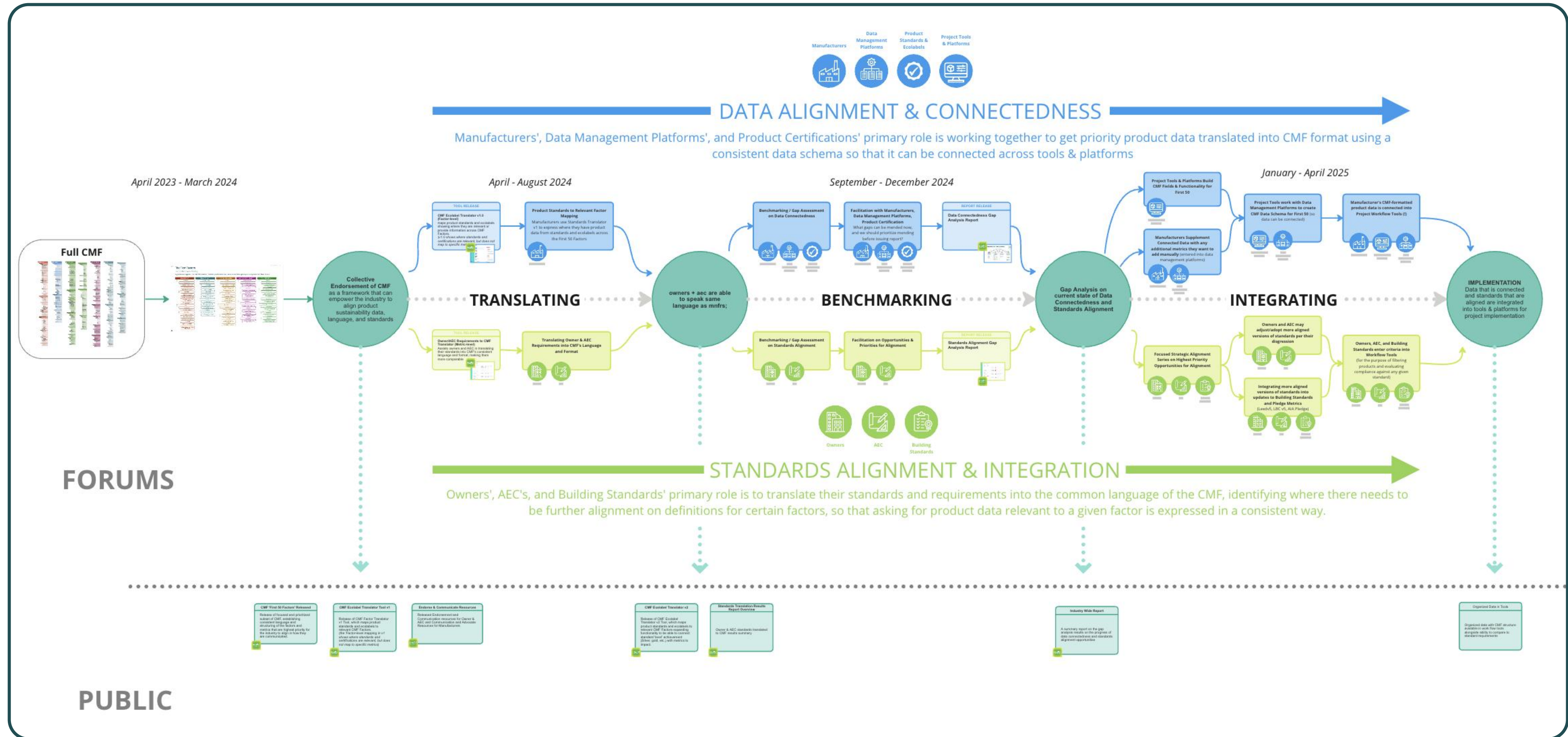
- Join us on the aligned ask of the Manufacturing community as partners in this work.
- Align your materials criteria and definitions with the **Common Materials Framework (CMF)** structure.
- Utilize shared workflow tools to access this shared data as a part of your materials selection process.



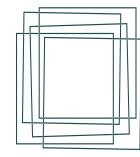


What's Coming Next

Milestones and Resources You Can Expect Over the Coming Year



[EXPLORE THE TIMELINE](#)



What's in It for You

How AEC 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.

- **Amplified Voice:** Using the common language of the CMF to express your materials criteria makes it clearer when you are asking for the same thing as hundreds of other A+D firms, which amplifies your voice and sends a stronger market signal.
- **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.
- **Streamlined Workflows:** The more your own firm standards are aligned with the language and structure of the AIA Materials Pledge/CMF, the more it streamlines your project research, tracking, and reporting workflows. Efficient and streamlined tracking processes give your firm a significant competitive advantage.
- **Replicable Research:** If you are consistently using the CMF for tracking materials research, that research can be more replicable project by project, and you don't need to redo research when starting new projects.
- **Firmwide Education:** The CMF can be an approachable framework for educating your firm about different topics, starting with the high-level buckets and gradually unpacking the details. It is much easier to learn concepts of a framework than it is to memorize the nuances of hundreds of different certifications. Having a shared understanding across different roles and disciplines throughout your firm engrain the information into company culture and values.

AEC

MANUFACTURERS

OWNERS

