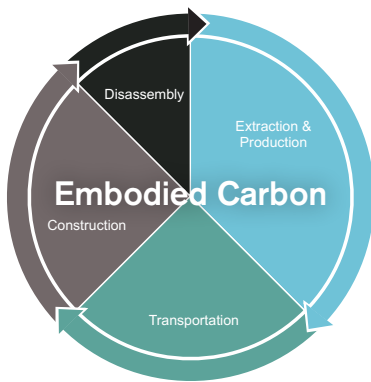


We are members of the **global building industry** that are ready to ACT on the **smart prioritization of embodied carbon** in building materials; we will:

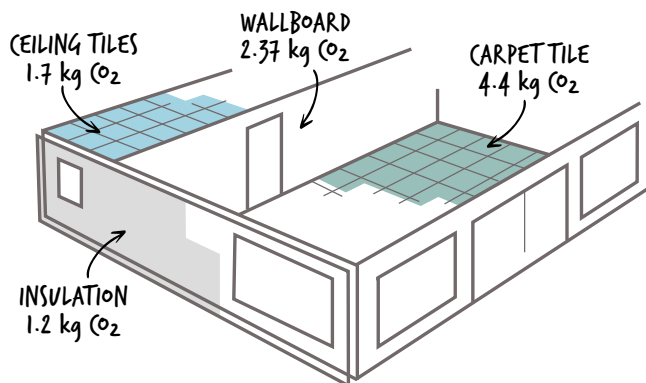
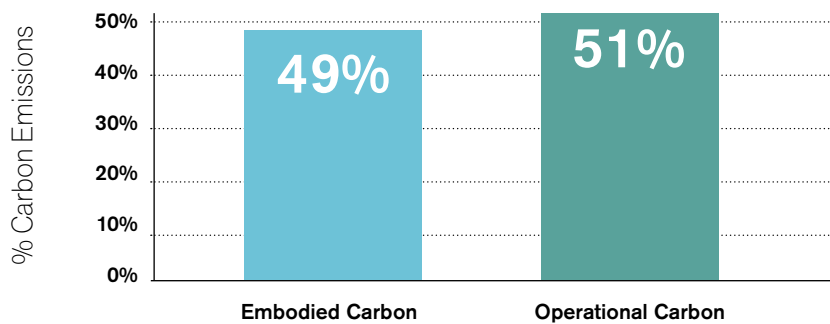
- Drive embodied carbon awareness via client, industry, and external partnerships
- Create a methodology for how to prioritize embodied carbon in specifications and share externally
- Highlight case studies on low carbon, carbon neutral, and carbon sequestering interiors
- Broaden our reach of members and partners



There are two types of carbon emissions with respect to a building, operational carbon and embodied carbon. Operational carbon refers to carbon dioxide emitted during the life of a building, emissions from heating, cooling, lighting, etc. Embodied carbon refers to carbon dioxide emitted during the extraction, manufacture, and transport of building materials.

Business as Usual Projection

## Total Carbon Emissions of Global New Construction from 2020-2050



REMEMBER TO EVALUATE  
AND CHOOSE BUILDING MATERIALS  
WITH A LOW CARBON  
FOOTPRINT.