

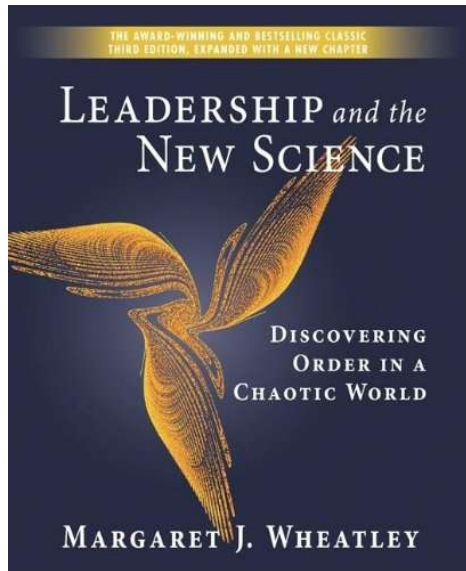
BUILDINGENERGY BOSTON

- KEYNOTE PRESENTATION -

CARBON (R)EVOLUTION: COLLECTIVE IMPACT & DECARBONIZATION IN THE BUILDING INDUSTRY



Andrew Himes
Carbon Leadership Forum



Biology, chaos theory, and quantum physics are changing our understanding of how the world works:

- Relationships are what matters—even at the subatomic level
- Life is a vast web of interconnections where cooperation and participation are required
- Chaos and change are the only route to transformation

Caught on the balance beam of
meaningful work and terrifying times,
I want to walk steady in the world,
learning what balance feels like,
blessed by the active presence of
companions in a sacred world.

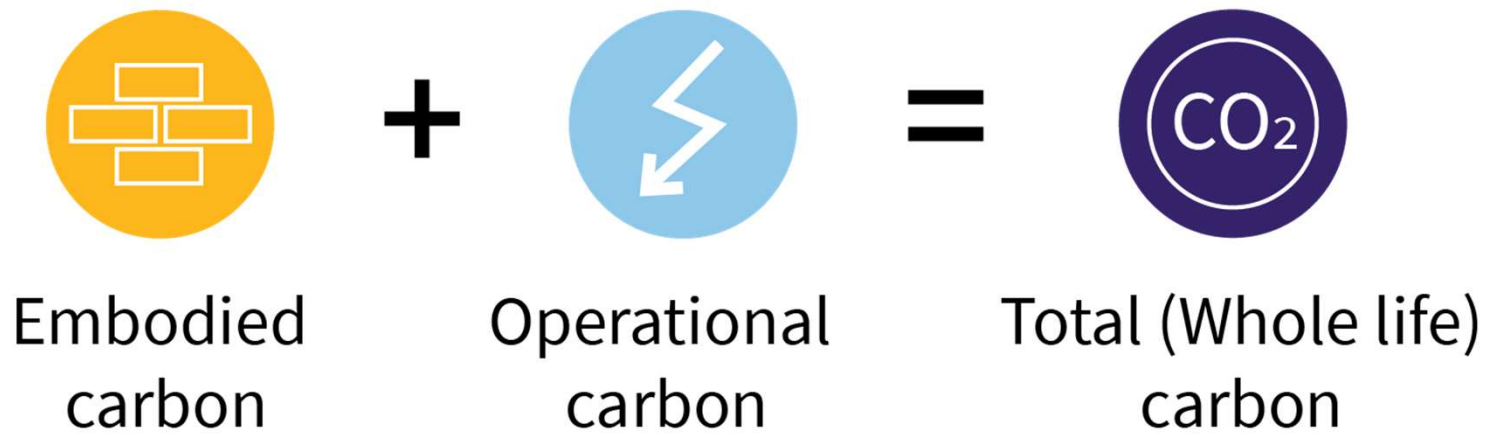
~ Meg Wheatley



Building for a Better Planet

Our mission is to eliminate embodied carbon in buildings, materials and infrastructure to create a just and thriving future.

Key question for CLF: What is **Total (Whole Life) Carbon**?



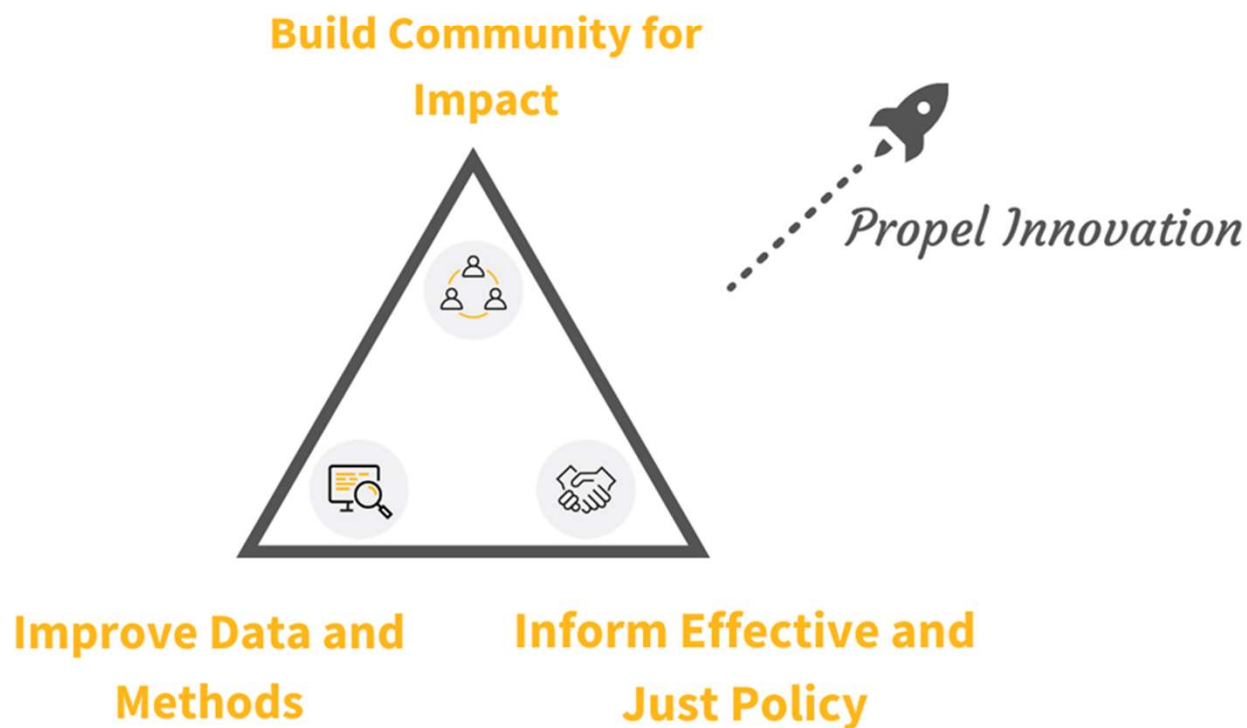
A story of collective impact

Kate Simonen:

“We can move farther faster together.”

It begins with relationships:
a basic attitude of collaboration.

The CLF Theory of Change



Collective impact is movement-building!

- Civil rights movement
- Anti-Apartheid movement
- Women's liberation movement
- LGBTQ movement
- Green Building movement

(Stanford Social Innovation Review — early 2000s:
A framework and guide, not a checklist or formula.)

Collective impact **brings people together in a structured way to achieve social change.**

Collective impact is a network of community members, organizations, and institutions who advance equity by learning together, aligning, and integrating their actions to achieve population and systems level change.



It starts with a common agenda

This means coming together to collectively define the problem and create a shared vision to solve it.



It establishes shared measurement

That means tracking progress in the same way, allowing for continuous learning and accountability.



It fosters mutually reinforcing activities

That means integrating the participants' many different activities to maximize the end result.

Five Conditions of Collective Impact



It encourages continuous communications

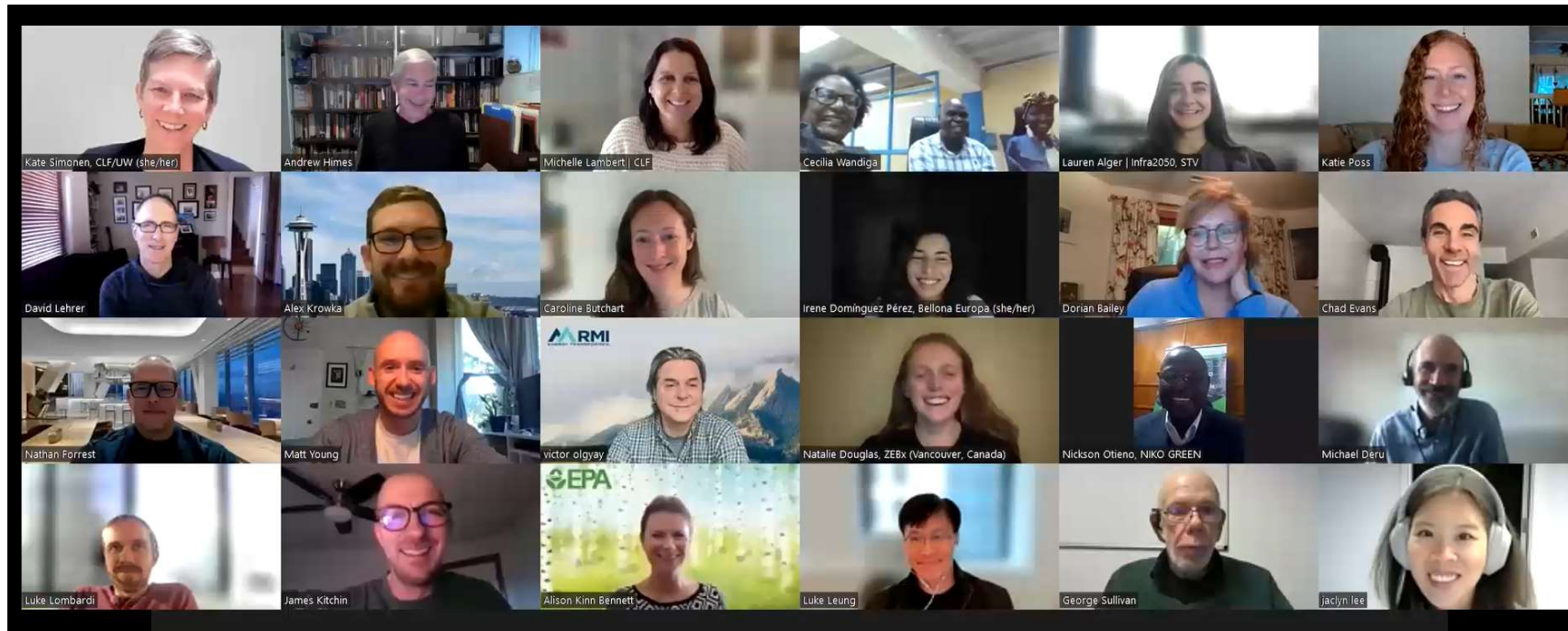
That means building trust and strengthening relationships.



And it has a strong backbone

That means having a team dedicated to aligning and coordinating the work of the group.

NGO/Government Roundtable on Embodied Carbon



ECHO

Project

All embodied carbon reporting at the whole building and whole project scale (including landscapes and infrastructure) in the US should follow the same clear definitions and scopes of included impacts.





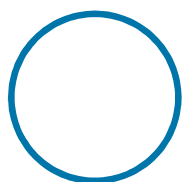
Leaders across rating systems, industry membership organizations, embodied carbon subject matter expert organizations, and industry commitment leaders

ECHO:
Unprecedented collaboration

Collective impact is movement-building!

- CLF Regional Hubs
- Green Commons Peer Networks
- Climate Heritage Network
- BuildingEnergy Bottom Lines
- AIA 2030
- SE 2050
- MEP 2040
- HomebuildersCAN
- Bio-based Materials Collective
- Whole Building LCA Benchmark Study

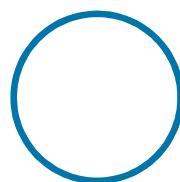
2025 — Leaving siloed, voluntary action in the past



Past

Voluntary, bottom-up efforts from individuals and organizations and minimal green building rating system requirements

Leaders established best practices and paved the way for current action

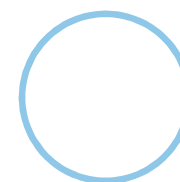


Present

Shifting from voluntary to required:

- a growing number of policies, codes, and industry commitments
- Market evolution

Leaders can help maintain speed of adoption through identifying gaps, coordinating action, and supporting policy adoption and implementation



Future

Aligned initiatives and stronger, more transparent standards, data, and tools
enable widespread action

Stephen Jay Gould: Punctuated Equilibrium

Most evolution is characterized by long periods of evolutionary stability, infrequently punctuated by swift periods of branching speciation.

How does lasting change take place?

Spiritual warrior

- Motivated by compassion.
- Manifests kindness, courage, and self-awareness beyond aggression.
- Seeks to serve others.

Optimism vs. Pessimism?



WHY do we work to decarbonize buildings?

- Public policy?
- Profitability?
- Innovation?
- Career path?
- Solve the climate challenge?
- Fear or hope?

WHY do we work to decarbonize buildings?

Maybe more and less...

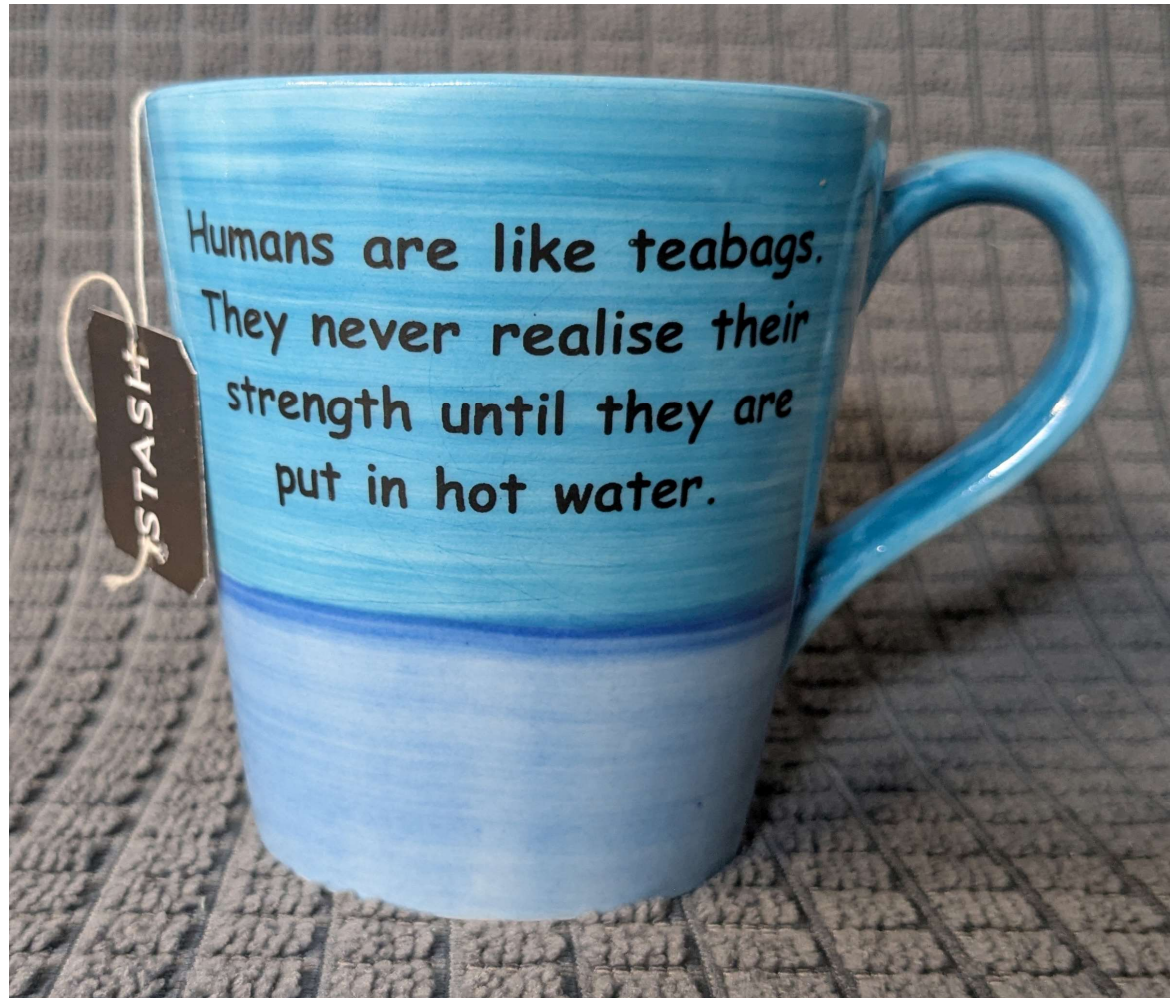
Feedback loop...

Love leads to...

Action provides the basis
for...

Hope in turn spurs...

Action.



Breakouts

