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### **Edward Mazria, Founder of Architecture 2030, Honored for Conservation Leadership**

KEYSTONE, CO – Internationally recognized architect, author and visionary Edward Mazria was honored today by the National Wildlife Federation (NWF) with its most prestigious award, the National Conservation Achievement Award. During NWF's annual awards banquet, held in Keystone, CO, Mazria, founder of Architecture 2030, received the award in the Special Achievement category for his seminal work on the Building Sector's role in global warming.

Locally, nationally and globally, Mazria has reshaped the debate surrounding climate change and greenhouse gas (GHG) emissions. His research has revealed that buildings are responsible for almost half (48%) of all energy consumption and GHG emissions annually, significantly more than the transportation sector, which is responsible for 27%. In addition, the Building Sector uses 76% of the energy produced by coal plants.

To bring the energy use of the Building Sector under control, Mazria issued the 2030 Challenge in January 2006. The 2030 Challenge calls for all new buildings and major renovations to reduce their fossil-fuel GHG-emitting energy consumption by 50% by 2010, and incrementally increasing the reductions every five years so that all new buildings are 'carbon neutral' by 2030. The Challenge has had a significant national impact, having been widely adopted throughout the Building Sector and incorporated into city and state legislation. On December 19th, 2007, Congress passed, and the President signed, the Energy Independence and Security Act of 2007, requiring that all new and renovated federal buildings meet the 2030 Challenge targets. Architecture 2030 has correlated its initial 50% reduction target to the most commonly used building codes and standards, so that states, cities and counties can begin implementing the 2030 Challenge immediately.

Mazria's subsequent research has shown that the US is much more vulnerable to climate change than commonly thought. The Nation Under Siege study published by his organization provides dramatic and compelling sea level rise data and images, showing that hundreds of US coastal cities will be lost beginning with just one meter of sea level rise, not the six meters usually discussed.

Mazria's latest research is focused on responsible, achievable, concrete solutions to global warming. Just this month, Mazria's organization published 'The 2030 Blueprint', a comparative analysis of three approaches to addressing climate change: building energy efficiency, 'clean' coal (coal with carbon capture and sequestration) and nuclear power. The study is "an investigation not only of the most effective actions that can be taken in addressing climate change, but also of the implications of these actions on the US economy."

The 2030 Blueprint study reveals that a surprisingly small investment of only \$21.6 billion in the Building Sector would produce 216,000 permanent jobs and save 86.7 Million Metric Tons (MMT) of CO<sub>2</sub> in a single year. This same amount invested each year for five years would net over one million permanent jobs and save 433.5 MMT. Neither 'clean' coal plants nor nuclear plants can compete with the clean energy, cheap price, widespread economic benefits and job creation of building energy efficiency. Investing the same money in either 'clean' coal plants or nuclear plants is much less cost effective, replaces far fewer conventional coal plants, reduces CO<sub>2</sub> by far less and would create no new jobs, since the jobs at these new plants would be replacing existing conventional coal plant jobs.

Having exposed two of the major culprits in global warming, the Building Sector and conventional coal, and having formulated a workable solution to this crisis, Mazria and his organization are now working to make the solution a reality. According to Mazria, “We faced similar challenges back in the 70’s and were able to meet those challenges with 70’s off-the-shelf know-how, information and technology. We have what we need to meet this challenge as well. We just need to make the right choices and get to work.”

#### **About the National Wildlife Federation**

The National Wildlife Federation (NWF) is America’s conservation organization inspiring people to protect wildlife for our children’s future. NWF’s conservation achievement awards have been presented annually since 1965. Nominations are received from conservationists and the general public nationwide, with winners selected by NWF’s board of directors.

#### **About Architecture 2030**

By galvanizing and collaborating with the key players in the Building Sector, including the US Conference of Mayors (USCM), Department of Energy (DOE), Environmental Protection Agency (EPA), US Green Building Council (USGBC), Leadership in Energy and Environmental Design (LEED), American Institute of Architects (AIA), American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE), International Council for Local Environmental Initiatives (ICLEI), states, cities and counties, and many others, Architecture 2030 is working to achieve a dramatic reduction in the global-warming-causing greenhouse gas (GHG) emissions of buildings by changing the way they are designed and constructed.

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