

# ARCHITECTURE 2030 PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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## **ARCHITECTURE 2030 AND GREENWIZARD PARTNER FOR 2030 CHALLENGE FOR PRODUCTS, BRINGING THOUGHT LEADERSHIP AND TECHNOLOGY LEADERSHIP TOGETHER**

*GreenWizard Will Gather and Post Product Carbon Data, While Enabling Direct Specification of Products That Can Help Meet Architecture 2030 Goals*

**Charleston, SC** (May 2, 2012) – [GreenWizard®](#), a cloud-based product management and project collaboration solution that simplifies building efficient, healthy, and sustainable buildings – today announced that it has entered into a partnership with [Architecture 2030](#) to provide enabling technology for the *2030 Challenge for Products*.

The 2030 Challenge for Products calls on the global architecture, planning, design and building community to specify, design and manufacture products that will meet a carbon footprint of 30% below the product average through 2014 – then incrementally improving this reduction to 50% by 2030.

To achieve these goals, Architecture 2030 encourages selection of building products based on reduction of embodied carbon (or the metric of *kilogram carbon dioxide equivalent per functional unit*). To further this goal, building product manufacturers are encouraged to develop an ISO-compliant *Environmental Product Declaration* (EPD) or a third party-verified *Life Cycle Assessment* (LCA) for their product(s).

Initially focusing on concrete – which is the leading contributor of greenhouse gases among building products – the criteria and results of these declarations will be integrated into GreenWizard's free product data capture, search, and LEED credit assessment solutions. Architecture 2030 has developed a *Request for Information* letter that can be sent to product manufacturers, asking for the embodied carbon content of their products, along with other assessment information. This information will be directly accessible through GreenWizard.

"GreenWizard is a technology leader and market influencer in the green building sector. We are excited that they have offered their market clout with product specifiers and technological expertise to further the very important cause of the 2030 Challenge," added Edward Mazria, founder of Architecture 2030.

"The goal of our partnership with Architecture 2030 is to achieve relevant carbon reduction through two key drivers: Architecture 2030's well-regarded thought leadership and GreenWizard's advanced technology solutions for the design and construction community, further leveraging our \$9 billion in project purchasing power," said GreenWizard's founder and CEO Adam Bernholz. "GreenWizard will simplify the identification of products that are making strides towards the goals of 2030 Challenge for Products. Additionally, we will provide all required assessment documents and easy specification of those products, dramatically advancing the cause of Architecture 2030."

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### **About Architecture 2030**

Architecture 2030, a nonprofit, non-partisan and independent organization, was established in response to the climate change crisis by architect Edward Mazria in 2002. 2030's goal is straightforward: to achieve a dramatic reduction in the climate-change-causing greenhouse gas (GHG) emissions of the building sector by changing the way buildings and developments are planned, designed and constructed. In 2006, Architecture 2030 developed and issued the widely adopted 2030 Challenge. Subsequent 2030 Challenges for

Planning and Products have been issued and are now being implemented. Visit <http://www.architecture2030.org>, or follow Architecture 2030 [Twitter](#) and [Facebook](#).

#### **About GreenWizard**

Now a LEED® Automation (a.k.a App Lab™) partner, GreenWizard is the comprehensive product management software and project collaboration provider enabling the design and construction community to better manage products and project data, collaborate on projects, assess LEED design and construction credits, integrate with LEED Online, and archive projects. These tools simplify the process of building healthy, sustainable and efficient construction projects. Building owners, architects, engineers and contractors can use GreenWizard's WORKflow® Pro solution at any phase of a building project. Firms are able to utilize GreenWizard's interactive and dynamic tools to collaborate on product data and documentation, which is supplied and updated directly from manufacturers. The Charleston, SC-based company was founded in 2008.

More info: [www.GreenWizard.com](http://www.GreenWizard.com).

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