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## **THE 2030 CHALLENGE FOR PRODUCTS MARKS ITS 3RD ANNIVERSARY WITH A SIGNIFICANT NEW PROJECT**

### **Architecture 2030 Seeks Input on the Development of an Open Standard EPD Template**

SANTA FE, NM (February 18) – Valentine’s Day 2014 marked the third anniversary of the 2030 Challenge for Products. In honor of the occasion, Architecture 2030 is pleased to announce an important new project: the development of an open standard EPD/EPD summary template. In collaboration with CannonDesign and various architecture/engineering stakeholders, Architecture 2030 will develop a template that goes beyond a list of EPD requirements to the creation of a full graphic layout.

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. An EPD – or Environmental Product Declaration – is an environmental label declaring the environmental impacts of a product over its expected life. EPDs can be thought of as the environmental equivalent to nutrition labels, stating a product’s carbon-equivalent footprint and other environmental impacts such as resource depletion, acidification, and eutrophication.

If adopted by all U.S. EPD Program Operators and/or product manufacturers, a well-designed template will greatly simplify the process of reading, comprehending, and using the hundreds of EPDs anticipated to be developed for building products. It will help with quality control and harmonization between various EPD programs, increase transparency in the building products industry, and play a significant role in the development of product baselines, which is a key first step in achieving 2030 Challenge for Products goals.

Designers and engineers will increasingly be the primary consumers of EPDs, and Architecture 2030 believes that the success of the project is dependent on input from this community. In order to offer feedback and expertise, Architecture 2030 would like to welcome input from designers, engineers, and other stakeholders via the completion of an EPD content/layout survey, available online at: <http://www.surveygizmo.com/s3/1523531/EPD-Template>. Please join us in ensuring the success of this significant project.

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Architecture 2030 is a 501(c)(3) nonprofit research organization with the mission of rapidly transforming the built environment from the major contributor of greenhouse gas (GHG) emissions to a central part of the solution to the climate and energy crises. Architecture 2030 pursues two primary objectives:

- / The dramatic reduction in global fossil fuel consumption and GHG emissions of the built environment by changing the way cities, communities, infrastructure, and buildings, are planned, designed, and constructed and;
- / The regional development of an adaptive, resilient built environment that can manage the impacts of climate change, preserve natural resources, and access low-cost, renewable energy resources.

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