

Architecture 2030 Media Advisory

FOR IMMEDIATE RELEASE

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Sefaira and Architecture 2030 Partner to Drive Deep Energy Reductions in the Building Sector

Sefaira integrates 2030 Challenge benchmarks into its real time energy analysis platform

New York, NY and Santa Fe, NM – 15th November, 2013 – **Sefaira**, the leader in [software for high performance building design](#), and **Architecture 2030**, creator of the [2030 Challenge](#) which charts a path toward carbon neutral buildings by 2030, today announced that they have entered a partnership to raise awareness of the 2030 Challenge and help architects achieve its targets. By integrating 2030 Challenge benchmarks directly into its real time energy analysis software, Sefaira aims to expand the reach of these targets and make it easier for architects to achieve them.

Architecture 2030 and Sefaira share the common goal of promoting a rigorous and industry-wide carbon neutral standard for all new buildings and major renovations by 2030. This goal can be reached by setting ambitious and unambiguous targets and equipping architects with the best tools to analyse their designs and track progress against these targets.

As of this month 2030 Challenge benchmarks are integrated directly into Sefaira's newest product, [Sefaira for SketchUp](#), making it easy for architects to put their designs on track and achieve these goals. Sefaira automatically calculates 2030 Challenge benchmarks from only two inputs (building use and location), then tracks a design's projected energy consumption against this benchmark in real time. This intuitive analysis and tracking makes it easy for 2030 Challenge adopters to measure their progress toward 2030 Challenge goals on every project.

Architecture 2030 CEO and Founder **Ed Mazria** said, "One of the requirements we identified as key to meeting the 2030 Challenge were design tools to help architects and engineers make informed decisions on energy use during the critical early phases of design. Sefaira is a product that promises to give professionals the energy analysis information they need, and it is an exciting example of the progress we've made towards the transformation of the built environment."

Sefaira CEO **Mads Jensen** said, "Because operating buildings are responsible for more than 40% of total U.S. energy consumption, architects have a great opportunity to improve overall sustainability of society through their design of energy efficient buildings. To be most successful, they need the right tools and the right feedback during their design process. Architecture 2030 is a visionary organisation, and their thought leadership is already inspiring architects across the industry to aim higher and design better. Together we can help the architectural community go further, faster, and for that reason, we are excited about the partnership we are announcing today".

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About Architecture 2030

[Architecture 2030](#), a non-profit, non-partisan and independent organization, was established in response to the climate change crisis by architect Edward Mazria in 2002. Architecture 2030's mission is to rapidly transform 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.

More info: visit architecture2030.org, or follow Architecture 2030 on [Twitter](#) and [Facebook](#).

About Sefaira

Founded in 2009, [Sefaira](#) produces cloud-based energy efficiency software to help architects design high performing buildings. Using Sefaira, architects and other building designers can analyze and compare multiple building strategies within a fraction of the time and cost previously required. This includes defining, quantifying, and optimizing the energy, water, carbon and financial benefits of relevant design strategies.

Sefaira has been named to the 2013 Global Cleantech 100, the 2013 Red Herring Top 100 Europe, the 2013 European Business Award's "They Could Be Giants," and the 2012 Going Green Global Top 200 private companies. The company also won Gold at the 2013 Ecosummit award in Berlin as well as the "Green Building Innovation of the Year" award at London's Ecobuild in 2011. It is also a 2013 Red Herring 100 Global Award finalist. Sefaira has offices in London and New York.

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