

**SUSTAINABILITY
LEADERSHIP
OPPORTUNITY SCAN**

Progress Report &
Recommendations

Executive Summary

SUSTAINABILITY LEADERSHIP OPPORTUNITY SCAN

Progress Report & Recommendations

In September 2013, the AIA Board of Directors endorsed an early Repositioning initiative called the Sustainability Leadership Opportunity Scan. Its purpose was to identify how the AIA could strengthen its role in driving leadership opportunities and recognition for architects through sustainability.

This progress report examines how well the AIA has moved from ideas to action in the first year of implementation and outlines recommendations to the Board for improving the organization's impact and influence.

To ensure that the AIA's sustainable leadership efforts are based on current trends, and not missing any critical new opportunities, we undertook a refreshed look across the Scan's four priority topics. This research reinforces that the CORE priorities of Energy and Materials continue to grow in importance across the U.S. while the EMERGING priorities of Design & Health and Resilience are rapidly moving toward mainstream significance regionally and internationally. WATER is also emerging as a critical issue to be addressed in the built environment, especially at the site and infrastructure scale.

Scan Priority Issues

CORE Issues:	EMERGING Issues:
Energy	Design & Health
Materials	Resilience

How are we doing?

The analysis looks at two aspects of the Scan's work completed to date to determine progress:

Process Measures: how is the AIA progressing against the targeted priorities for Year One (2014)?

- Plan vs. Action: Progress on all Priorities, Especially Design & Health, at the National Level
- Limited Connections to the Full AIA Member Network
- Some Web Outreach, with Strongest Uptake in Design & Health
- Strong National-Level Organizational Response

Outcome Measures: how well are the AIA's efforts achieving the long-term goals of the organization?

- Moderate Media Outreach, with Strongest Uptake in Design & Health and AIA COTE Awards
- 2050 Imperative Demonstrates Power of the AIA's Leadership Role
- Expanding Sustainable Education Offerings with Continued Interest
- Nascent, but Growing Use of Energy Modeling
- AIA 2030 Commitment Has Increasing Impact with Limited Participants
- Growing Recognition of Importance of Design & Health and Resilience across Design and Construction Industry

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Recommended Actions for 2015 and Beyond

Looking at recent sustainability market trends, an analysis of the current state of Scan implementation, and a preliminary assessment of the impact in the design and construction industry all lead to the same conclusion: Now is the time for the AIA to rapidly advance all of the initiatives to take full advantage of growing momentum and to realize the full leadership potential for architects. We recommend AIA's priority opportunities should be:

Member Opportunities

1. Think Local: Fully Engage the AIA Network

ACTION: The AIA needs to work with those individuals, groups, and components that have the most resonance with the Scan's priorities; directly engage them in a dialogue about what these issues mean to them; and create a strong, networked effort. A substantial communications and web strategy must support this effort. This should be the highest priority for next year. The launch of the new 2030 Commitment Design Data Exchange provides an immediate opportunity to begin initiating this action if promoted at all levels of the AIA.

2. Strengthen Continuing Education Requirements

ACTION: Build an educational delivery approach in close collaboration with components to deliver quality sustainable education to all members where they live and work, starting with an energy education program based on the AIA+2030 Professional series. The AIA should also develop an updated approach to incentivizing sustainability continuing education for all members. This should encompass both "carrots and sticks" strategies to reach the full membership.

3. Focus on Contracts and Guidance Documents

ACTION: Incorporate Scan issues of importance to architects in future contracts and guidance documents. Address the definition of risk for architects related to materials transparency as a prime opportunity for the AIA to demonstrate leadership and meet the needs of architects.

External Opportunities

1. Expand the AIA's Local Advocacy Role

ACTION: Promote local and regional advocacy on key sustainable legislation and code adoption across the AIA network with shared best practices, toolkits, and resources. Pursue opportunities with energy benchmarking legislation and high-performance codes, especially IgCC adoption.

2. Expand Leadership and Partnerships

ACTION: Maintain and strengthen key partnerships on all Scan topics focusing on the unique capabilities of architects and the AIA. Collaboration is especially important with client organizations, such as ULI and GSA, that are also focused on these topics. Expand the AIA's leadership role internationally around all topics.

3. Fully Engage Communications and Digital Outreach

ACTION: Aggressively address the Scan topics in the new communications and digital transformation initiative, encouraging two-way communication across all groups interested in furthering the role of design in the Scan topics.

The Sustainability Scan identified four critical areas for architectural leadership one year ago. This analysis reinforces that the AIA has both an opportunity and responsibility to follow through on its commitment to build a position of sustainability leadership in 2015 and beyond.

Respectfully Submitted,

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