



# "Walk the Walk" campaign blurbs

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## Online resources for the "green" evolution

Being environmentally responsible is not just about personal conscience and choices. The American Institute of Architects reminds us that the buildings and structures where we live and work are part of our ecosystems, too. In fact, buildings in familiar downtowns, our retail centers and our office parks are major contributors to energy depletion and the addition of carbon gases to our environment.

AIA challenges us all to "Walk the Walk" by influencing, as we can, the use of materials and the daily operations of the buildings we occupy. For some, that includes influencing the possible renovation, or even the overall design and construction, of buildings.

AIA offers information and resources online for the "sustainable evolution" at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk), and there's plenty for "non-architects," too. Take a video tour of a "green" home, school or office. Find an architect or home products that prioritize a healthy environment. Stay informed with pertinent news. And start your discovery by viewing "The Journey" video, a heart-pounding dramatization of human impact on "building pollution."

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## Green cities report "Local leaders in sustainability"

The American Institute of Architects has grassroots knowledge of municipal adaptation of "green" building codes in your region of the nation. By interviewing development chiefs, planners and mayors of 661 U.S. cities with populations over 50,000, AIA knows that cities move toward sustainability policies one of two ways.

Sometimes cities sporadically rewrite their zoning codes to include new provisions for green design spurred by particular projects. But the most common and expedient path is for some elected official to champion the changes who typically creates a "Green Team" to assure progress.

For guidelines and real-world examples of cities adopting sustainability policies, see [link to "Local Leaders in Sustainability"] the study "Local Leaders in Sustainability."

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## 2010 Imperative

The 2010 Imperative is specially marked "urgent" for a reason. Your firm will likely produce at least preliminary design work in coming weeks and months for buildings scheduled for occupancy in 2010 or later.

Will those structures meet the minimum 50-percent reduction in energy consumption? And did you know that's important because buildings are the single largest contributor to energy use and pollution in the nation? The American Institute of Architects wants to "Walk the Walk" with you so you and your firm are ahead of the curve.

The 2010 Imperative is the first step toward the more ambitious 2030 Challenge, backed by AIA, other key entities in the built environment and top government agencies such as the EPA and the U.S. Green Building Council. The 2030 goal calls for "carbon neutral" buildings and to get there, AIA promotes an additional 10-percent reduction of fossil fuel consumption in buildings every five years starting a 60-percent goal for 2015.

To lessen procrastination, AIA offers numerous helpful resources to architects. AIA has also prioritized work for major changes in building standards and regulations to accommodate the goals, lobbied for important legislation in all levels of government, supported industry research focused on greater building sustainability, and stepped up to ensure that future generations of architects also "Walk the Walk" protect the environment.

"Buildings account for 48 percent of U.S. energy consumption and generate far more greenhouse gas emissions than any other sector," says R.K. Stewart, FAIA, facilitator of the AIA Sustainability Summit Task Force. "As architects, we must accept responsibility for our role in creating the built environment."

Help meet the 2010 Imperative. Find out more at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk).

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## 50 to 50

Do goals often leave you half insulted, half energized? A "50/50" proposition? Then what about the profession-wide goal to reduce buildings' negative effect on the environment by 50 percent by the year 2010?

The American Institute of Architects says it's time for architects and builders to "Walk the Walk." Buildings designed and produced by the nation's firms are the leading cause of greenhouse gases contributing to global warming and climate change. Reducing fossil fuel consumption by 50 percent is the first step in AIA's larger challenge of producing only carbon-neutral buildings by 2030.

Making no half-hearted commitment, AIA provides a full set of resources for reaching the goals. Its "50to50" tool especially identifies 50 sure-fire choices for design and construction professionals. These are adaptable to almost any building project, guiding planners to



choose materials, designs, techniques and processes so that all future or refurbished buildings approach the goal of being half the "energy hog" they would otherwise be.

The list of 50 considerations range from the obvious ("Water Conservation" and "Alternative Energy") to the advanced ("Photovoltaics" and "Smart Controls"), from micro elements ("Windows and Openings") to the macro ("Building Orientation" and "Walkable Communities").

Visit AIA's "50to50" project online at [link].

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### **Something to add to the "added cost" debate**

Once a trend but now a full-fledged movement in this nation, sustainability practices have always been viewed as too costly compared to traditional approaches. But times, they are a-changin'.

Thanks to the general public's and the building market's widespread acceptance that "going green" is environmentally responsible and even necessary, criticisms of cost are giving way to praise for cost-effectiveness. Especially by taking a whole-building approach to integrating sustainability, designers can argue for the long-term benefits of initial added costs.

The American Institute of Architects' 2003 report "The Costs and Financial Benefits of Green Buildings" analyzed both first and 20 year costs and savings of 30 completed LEED projects. On average, the additional first cost was \$3 to \$5 more per square foot. A 20-year extrapolation consistently showed that the improvements resulted in a savings of nearly \$12 per square foot, however.

Find out more at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk).

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### **Calculator to help you achieve zero carbon**

When is a zero a good grade? When it represents a zero-carbon emissions potential for materials used in a building.

The American Institute of Architects and its members want carbon-free buildings to be the norm by 2030. AIA offers resources and tools -- like a free Carbon Calculator -- online at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk). Architects simply type in the quantities of materials used and the associated CO<sub>2</sub> is scientifically provided.

The tool compares building elements such as foundations, external walls, roofs, cladding, floors, insulation, internal walls and doors. AIM for zero-carbon buildings and, with AIA, we will arrive there in due time.

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## Gauge presidential candidates on "green" issues

Where do the presidential candidates stand on sustainability and other issues pertaining to the built environment? The American Institute of Architects' DesignVote08 initiative provides a list of 15 questions with which to gauge a candidate's views.

Do presidential candidates Clinton, Obama and McCain support tax incentives for energy-efficient buildings? Is increased research funding for sustainable building materials and technologies a part of their platforms?

While practicing a nonpartisan policy, AIA does provide issue information like this -- as well as links to media websites offering candidate and campaign information -- on its DesignVote08 website. Find out more at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk).

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## Interesting events extend "green" thinking to the public

The more people thinking "green" and actually making sustainable practices a lifestyle, the better. Volunteer in your community to create greater awareness. Need some creative ideas?

- Create and host a "green building" tour for professionals, public officials, students and the media.
- Plan community-wide Earth Day or Arbor Day festivities.
- Conduct a trade show with fun and informative booths hosted by government and nonprofit agencies, and businesses with "green" products and services.
- Host a panel discussion or a series of brown-bag lunches for professionals and students.
- Create an award for the state legislators who champion environmental protection and restoration.

Together, you and AIA can "Walk the Walk" to lead in the sustainable evolution.

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## Housing market: Survey says most would pay for energy efficient homes

Buying and selling a home: It's a gamble today. But did you know the average American would be willing to put an additional \$4,000 to \$5,000 down on the price of a home for energy-saving and environment-friendly features?

An American Institute of Architects survey found that 91 percent of Americans saw it as a wise trade up. Also, the odds are that those few who showed an unwillingness to do the same would probably change their minds if they could get the upfront costs back through lower electric and gas bills in succeeding years, according to the survey.



This is information you will want to share with your clients for home remodeling or building projects. See [link] for a summary of the survey or visit AIA's "Walk the Walk" website at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk) for what makes a home "green."

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### **General public supports building green, survey says**

Americans see a strong connection between the built environment and a healthy environment. In THE AMERICAN INSTITUTE OF ARCHITECTS survey:

- 90 percent say designers and builders should convince property owners to make choices that protect the environment and save energy;
- 85 percent of respondents support tax breaks for "sustainable" building;
- 91 percent would be willing to pay up to \$5,000 more for a home with energy-saving and environment-friendly features.

Don't lag behind! AIA is committed to help you take the leadership position in your community's emerging desire for earth-friendly sustainability. It's called the "Walk the Walk" initiative. For resources and more information, visit the AIA sustainability resource center [link to COTE].

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### **Energy Star for workers in buildings**

Workplaces don't get "sick days," but maybe they should.

Nationally, an estimated 50 percent of our emissions of greenhouse gases that contribute to global climate change comes from commercial and industrial addresses. Operations and maintenance of the same buildings contributes to 76 percent of U.S. electrical use as well.

The good news is that employees like you can make a big difference. Be an "Energy Star" by championing changes in your workplace by implementing Energy Star changes. The program is backed by the Environmental Protection Agency, the Department of Energy and partner association the American Institute of Architects.

By visiting the Energy Star website [link], individuals and teams can access helpful tools and resources to determine your company's energy performance, rank it nationally, design energy management processes, and communicate the message with other employees.

Inviting Energy Star into your workplace is part of AIA's nationwide sustainability emphasis called "Walk the Walk."

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## How AIA supports local communities with visiting experts (SDAT)

What do Morristown, Hagerstown and Englishtown have in common? Besides the obvious, they are three of the 30 cities and towns in some 20 states benefiting from special on-site architectural assistance meant to extend sustainability of America's local communities.

AIA invites communities desiring visionary and practical steps in their particular situations to request a visit by a Sustainable Design Assessment Teams (SDAT). AIA then forms interdisciplinary teams from the membership to spend three days in the locale anywhere in the nation as a pro bono service.

The result is local officials, architects, private businesses, schools, developers and citizens have a fresh perspective on how to frame future policies, plan solutions and follow through with implementation.

Whether you are an AIA member wanting to get involved or an interested community leader, check out how SDAT can help you "Walk the Walk" ([www.aia.org/walkthewalk](http://www.aia.org/walkthewalk)) for a more sustainable future in Anytown, U.S.A.

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## Can you spot a "green" building?

From the curb, "green" buildings may look no different than any other building, but there's a world of difference.

"Green" buildings are designed and constructed to significantly reduce or eliminate the negative impact of the building on occupants and the environment. According to the American Institute of Architects' "Sustainability 2030 Toolkit," designers and builders should use the materials and practices to turn a new or renovated building from having negative impact to having neutral or positive impact on the environment.

How? By minimizing the use of toxic materials. By conserving non-renewable energy and natural resources. By using renewable energy and recycled materials where possible. By steering away from placing an adverse effect on the air, water, soil, and flora and fauna. By encouraging alternative modes of travel to fossil-fuel vehicles.

Become familiar and start talking to clients and civic leaders about reaching the 2030 goals for sustainability. The toolkit is available online at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk).

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## Environmental impact study -- no artificial intelligence

Once, not long ago, environmental impact assessments were only done on projects with obvious infractions or to be built on recognized damaged property. But today we know every building contributes to energy consumption and emissions -- and their combined levels throughout the nation require more proactive responsibility.



AIA and its members believe environmental considerations must form the foundation of any planning and design process. Conducting an environmental impact study should, therefore, precede any and every planning and design effort.

The assessment should consider the impact on natural areas, fragile ecosystems, agricultural and public land, resource extraction and contamination, and the urban and global environments.

Find out more about AIA's commitment to you and resources for leading the sustainable evolution at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk).

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### **Find an architect to achieve your "green" vision**

OK, so you know you want to be part of the solution to structural impact on the environment but don't know where to start. Tap the knowledge, efficiency, environmental awareness, and brilliant design that AIA architects bring to any project.

Whether you're dreaming of a new home or planning a complex commercial development, the key to ensuring that your "green" vision becomes reality is the same: Involve an architect early. AIA and its architects are committed to "Walk the Walk" of a sustainable future.

Visit [www.aia.org](http://www.aia.org) and click on Architect Finder. Locate the architect that's right for you based on criteria of building type, state, and distance from your zip code. The specialty you seek can also prioritize sustainability thanks to 11 categories including "Sustainable Building Design," "Energy Analysis," "Environmental Monitoring," "Indoor Air Quality," "LEED Certification Services," "Life Cycle Cost Analysis" and "Utility Studies."

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### **Residential market finds a partner in AIA**

Whether you are building or renovating a home or are a home builder by trade, do your part to rectify the negative impact that the nation's homes can have on the environment. Ask a professional with the American Institute of Architects for advice.

AIA has extensive and yet user-friendly resources for the variety of residential types. AIA says "Walk the Walk," and backs it up with information like industry-leading "green" guidelines for living abodes, examples and photos of "green" residential projects around the nation, best practices, and assistance to find "green" products and fixtures.

Click on the "Find an architect" feature to get started. AIA helps architects lead the sustainable evolution. More information is available at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk).

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## What sustainability means in corporate America

Big business may be more protective of the "bottom line" at first, but the corporate world has embraced "Green" design. That's because principles of sustainability have made their way into regulations and field-tested to a degree that many more owners are comfortable with the risks involved.

Corporate architects need reliable information to help their Fortune 1000 clients justify green measures in terms of cost and risk. High on the list is determining what's the payback period. Even if a solar panel may produce savings, the owner may determine that 15 years is too long a time to wait for the savings to start. However, one green measure that owners embrace most readily is the concept of reducing development area and scope.

These and other insights to lead corporations in the sustainable evolution are available to architects through the American Institute of Architects. AIA wants to "Walk the Walk" with you. Find out more at [www.aia.org/walkthewalk](http://www.aia.org/walkthewalk).

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