

Update January 2014

AIA Sustainability Leadership Opportunity Scan

The following is a summary update of activities related to the implementation of the AIA Sustainability Leadership Opportunity Scan. There's some early progress to report with much more to do that could bring measurable value to the profession, our clients and communities with the right combination of resources and focus.

Communications

After the Board endorsement of the scan in September, there was a major effort to promote its key messages throughout the AIA network. One highlight was at Greenbuild where Mary Ann Lazarus gave a presentation on the scan, held a live video [interview](#), and the scan was the featured message at this year's AIA booth. The report is also featured in January, 2014 *Architect magazine*. Plans are now underway with AIA Communications to roll-out an integrated communications strategy around the four key topic areas throughout the year.

Energy

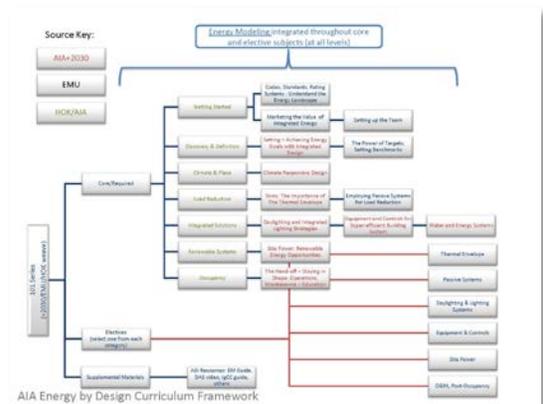
Two new groups have formed in response to the scan's energy-related recommendations and are already showing results. A new AIA2030 Working Group led by Rand Ekmann, AIA Chicago has charged forward in developing an improved 2030 Commitment tracking tool in collaboration with the Department of Energy. AIA is in talks with DOE about creating a database version of the commitment tool to roll out in late 2014. In addition, a new Energy Education Working Group is underway that will provide strategic oversight and support for the development of a robust curriculum framework for high quality, indepth energy integration and modeling education. The group is chaired by Kirk Teske, AIA Dallas and is closely coordinating with the AIA+2030 Professionals Series. A new Energy track is rolling out at this year's AIA Convention with high quality offerings.

Materials

The scan recognizes that the AIA has played a minor role in sustainable materials in recent years while there's a growing need to understand the many changes going on in this field. To address that need, a Materials Knowledge Working Group is meeting in late January to set priorities for the AIA in collaboration with other key partners. That group is co-chaired by Mary Ann Lazarus and Paula McEvoy, AIA Atlanta and is being facilitated by Nadav Malin from BuildingGreen. A well-rounded team is being assembled to help set the AIA agenda.



AIA's Greenbuild 2013 booth featured the scan message and graphics.



Draft framework for Energy Curriculum



Design & Health

AIA's Design & Health Initiative was well underway during the scan process and that group continues to provide important leadership. The release of a new Design & Health [portal](#) on AIA.org is an early outcome with links to resources including a new infographic for architect's use. The current high priority is an upcoming [Design and Health Summit](#) with presentations of juried papers and dialogue on significant research across a wide range of design and health topics and scales. Submissions are due February 12th. Pass it on. On the education front, a Design & Health track is planned for the AIA Convention much of which will be captured for reuse.



AIArchitect's interactive and downloadable infographic on design and health fundamentals.

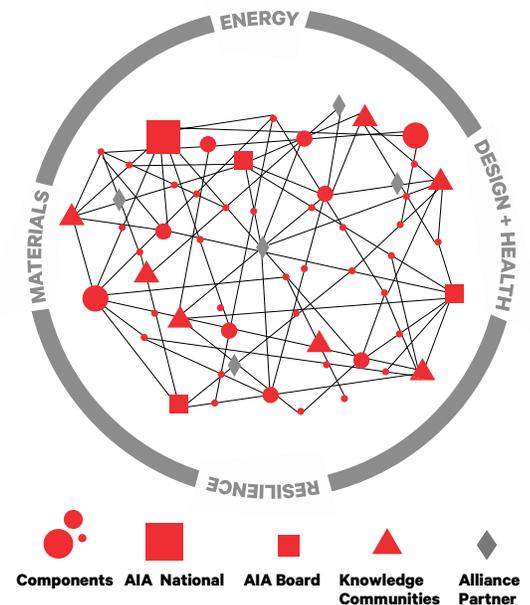
Resilience

The big Resilience news was the announcement in fall, 2013 of the AIA's association with the [Rockefeller Foundation's 100 Resilient Cities](#) initiative in collaboration with Architecture for Humanity. This effort is just getting underway. Otherwise, the AIA's ongoing commitment to Disaster Assistance continues with an addition of a full day training on resilient design for hurricane zones at the AIA convention.

AIA Network and Resourcing

AIA National's support for the scan's priorities is being integrated into 2014 planning. To help lead this effort, Melissa Wackerle has recently joined AIA as the Director of Sustainable Practice & Knowledge, a new position, and comes with many years of sustainable experience at the Beck Group in Dallas.

A key goal of the scan is to drive opportunities for strategic alignment on the four priorities across AIA Components and Knowledge Communities. This goal is so far more words than reality however. This is an important priority for Q1.



A focus on four priority issues offers an opportunity for strategic alignment and synergy across all AIA elements and in collaboration with new and existing alliance partners.

Scan Phase 2

The goal for 2014 is to develop a focused set of metrics that can help identify if the action plan and outcome goals are being addressed, continue the multi-year plan approach, and revisit and update the scan's relevance. A new 2014 Advisory will help guide this effort.