



## 2030 Challenge & SPI: The What & How of Organizational Change

The 2030 Challenge sets targets for the building industry to reach carbon neutrality by the year 2030. This establishes the “what,” the target for performance. 2030 does not illustrate “how” a company can make these transformations possible. That’s where SPI comes in. SPI provides companies with a roadmap to address the critical process, systems and partnering issues that improve the effectiveness of companies and the performance of projects. Below is a table that illustrates the synergies between the 2030 framework and the SPI Roadmap for Excellence.

“Architecture 2030 urges firms who wish to adopt to have a clear implementation plan that will assist designers and team members in reaching the goals outlined by The 2030 ‘Challenge.’

Buildings are the major source of demand for energy and materials that produce by-product greenhouse gases (GHG). Slowing the growth rate of GHG emissions and then reversing it over the next ten years is the key to keeping global warming under one degree centigrade (°C) above today’s level. It will require immediate action and a concerted global effort. To accomplish this, Architecture 2030 has issued The 2030 Challenge asking the global architecture and building community to adopt the following targets:”

- A Resource for Firms and Organizations Adopting The 2030 Challenge

What: 2030 Challenge	How: SPI Certification	
<i>Key Targets</i>	<i>Benchmarks (See SPI Criteria (LINK) for Detailed Descriptions)</i>	
	<ul style="list-style-type: none"> <li>1-Leadership, Strategy Policy</li> <li>2-Project Delivery</li> <li>3-Infrastructure &amp; Support Systems</li> <li>4-Partnering &amp; Collaboration</li> <li>5-Outcome and Metrics</li> </ul>	
<ul style="list-style-type: none"> <li>• Inform all partners, employees, consultants and clients that the firm has adopted The 2030 Challenge. Explain what The Challenge entails and why the firm has</li> </ul>	<ul style="list-style-type: none"> <li>1.1 Vision &amp; Goals</li> <li>3.4 Marketing</li> </ul>	<ul style="list-style-type: none"> <li>1.1.1 Organizational Goals</li> <li>3.4.1 Website</li> <li>3.4.2 Collateral</li> <li>3.4.3 Proposals</li> </ul>



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committed to its targets.

3.4 Marketing

3.4.4 Public Presence

• Establish energy-efficiency as a central tenet of your firm’s design philosophy. Require energy-wise practices in the firm’s day-to-day activities.

3.1 Tools and resources

3.1.9 Communication: processes, systems, mechanisms, protocols

1.4 Leadership & Accountability

1.4.1 Visible Commitment

1.1 Vision & Goals

1.1.1 Organizational Goals

1.3 Policy

1.3.1 Policies Exist

1.3.2 Policies Communicated Effectively

1.4 Leadership & Accountability

1.4.1 Visible Commitment

1.4.2 Accountability Structure

3.2 Human Resources

3.2.1 Performance Management

3.3.3 Employee Manual and Orientation

3.2.3 Tracking Metrics

5.2 Company Sustainability Footprint

5.2.1 Environmental Impact Baseline

5.2.2 Social Impact Baseline

5.2.3 Goals, Priorities & Implementation plan

5.2.4 Tracking Systems

5.2.5 Corporate Certification

3.1 Tools and resources

3.1.5 Design Standards

3.1.9 Communication: processes, systems, mechanisms, protocols



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• Require that all employees become

1.1 Vision & Goals

1.1.2 Project Goals

1.4 Leadership & Accountability

1.4.1 Visible Commitment

1.4.2 Accountability Structure

1.6 Leadership Support

1.6.1 Internal Capacity

2.2 Building an Integrated Team

2.2.1 Team Structure & Expectations:

2.2.2 Team Building:

3.2 Human Resources

3.2.2 Employee Manual & Orientation

4.1 Proactive Team Building

4.1.1 Ongoing team building Activities

3.3 Training, Education, Continuous Learning and Mentoring

3.3.1 Education Plan

3.3.2 Interpersonal Skills

3.3.3 Management

3.3.4 Technical Skills

• Engage clients in discussions relating to energy efficiency. Explain that reducing carbon emissions from the building sector is now a major focus for the firm and that the firm plans to incorporate cost-effective design strategies that should not increase the overall cost of the work. Provide a life-cycle cost analysis for each project and encourage clients to review those costs to

1.6 Leadership Support

1.6.1 Internal Capacity

2.1 Pre Project Assessment

2.1.1 Assessment

2.1.2 Pre-Construction Services

3.1 Tools and resources

3.1.7 Life Cycle Costing Templates

3.4 Marketing

3.4.1 Website

3.4.2 Collateral

3.4.3 Proposals

3.4.4 Public Presence

• Establish a portfolio of the firm's work that highlights

1.6 Leadership Support

1.6.1 Internal Capacity



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• Establish a portfolio of the firm's work that highlights

1.6 Leadership Support

1.6.1 Internal Capacity

1.4 Leadership & Accountability

1.4.1 Visible Commitment

1.4.2 Accountability Structure

3.1 Tools and resources

3.1.3 Reference & Sample Libraries

3.1.4 Analysis-Building & Environmental Performance

3.4 Marketing

3.4.1 Website

3.4.2 Collateral

3.4.3 Proposals

3.4.4 Public Presence

5.1 Project Portfolio

5.1.2 Performance Tracking Request

5.1.3 Performance Tracking

5.1.4 Performance Feedback Loop

• Hire consultants and engineers who have adopted The 2030 °Challenge and have a similar implementation plan within their firm. Approach every project with an energy focus and review the project for further energy reductions at every stage of development.

1.6 Leadership Support

1.6.1 External Support

4.2 Project Solicitation

4.2.1 RFP

4.2.2 Proposals

4.2.3 Design Team Selection Process

4.3 Contractual Agreements

4.3.1 Legal Contracts: *sustainability goals*

4.3.2 Additional Consultants': *sustainability goals*

4.4 Partner Performance & Team Communications

4.4.1 Formal Partnering

4.4.2 Partnering Methodology

4.4.3 Collaboration Effectiveness (feedback)



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• Create a database that contains energy-consumption statistics for your projects. Include outside projects as a reference if your firm does not have a portfolio of energy-efficient work yet. Use this information as a tool to analyze strategies that work and those that may need improvement. Share this information with clients and collaborators. Include each completed project's energy achievements in the database.

## 1.5 Feedback Loops

### 1.5.1 Indicators Defined

### 1.5.2 Feedback Tracked

## 3.1 Tools and resources

### 3.1.1 Project Management Tools & Templates

### 3.1.2 Product Evaluation

### 3.1.3 Reference & Sample Libraries

### 3.1.4 Analysis-Building & Environmental Performance

### 3.1.5 Design Standards

### 3.1.6 Specification Standards

### 3.1.7 Life Cycle Costing Templates

### 3.1.8 IT Processes

### 3.1.9 Communication: processes, systems, mechanisms, protocols

## 5.1 Project Portfolio

### 5.1.2 Performance Tracking Request

### 5.1.3 Performance Tracking

### 5.1.4 Performance Feedback Loop

## 5.2 Company Sustainability Footprint

### 5.2.1 Environmental Impact Baseline

### 5.2.2 Social Impact Baseline

### 5.2.3 Goals, Priorities & Implementation plan

### 5.2.4 Tracking Systems

### 5.2.5 Corporate Certification

• Verify that your project meets The 2030 Challenge

## 3.1 Tools and resources

### 3.1.3 Reference & Sample Libraries



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• Verify that your project meets The 2030 Challenge targets, either through a final energy-analysis or through post-occupancy measured consumption. Document this data for future reference and in the firm's portfolio to establish an energy priority.

3.1 Tools and resources

3.5 Quality Control Processes

2.5 Operations

3.1.3 Reference & Sample Libraries

3.1.7 Life Cycle Costing Templates

3.5.1 QC Systems

3.5.2 QC Effectiveness

2.5.1 Ongoing Performance

2.5.2 Ongoing commissioning

2.5.3 3<sup>rd</sup> Party Certifications

2.5.4 Ongoing Performance Data

Building owners know that an SPI certified company has achieved a level of excellence that distinguishes them from others who may be well intentioned, but not as committed. SPI companies realize improved performance, profitability and are well positioned to achieve the goals set forth in The 2030 Challenge.

*This document was produced by the Sustainable Performance Institute to demonstrate how the SPI Roadmap relates to The 2030 Challenge. It is not a product of 2030.org.*