

April 25, 2018

CLOSING THE LOOP ON PRODUCT TRANSPARENCY

Dear Design Community Member,

We, as members of the building product manufacturing community, truly appreciate and applaud the many letters and requests for product transparency that we have received from concerned members of the Architecture and Design Community these past five years. Around 35 signatories from some of the world's biggest and most influential firms encouraged us each to continue on our sustainability journey with product transparency, accelerating a transformation in the manufacturing industry. The industry would not be where it is today without such advocacy and encouragement.

As responsible members of a community, you asked us each to tell you what was in our products and what impacts our products have in terms of human and environmental health and sustainability.

WE RESPONDED, IN A BIG WAY

The manufacturers represented in this letter hold a total of:

500 Material Ingredient Reports (e.g. Declare labels, C2C, MHC, HPDs)

1200 Environmental Impact Reports (e.g. LCAs, EPDs)

6 Certified Living Products

Covering more than 25 product categories and 3400 product lines

We are united in a common goal to ensure that high performing, healthy, sustainable and affordable building materials **are the rule, not the exception.**

This is where your help is crucial.

A letter was important to open a dialogue and increase the sharing of information. Transparency has created a platform upon which to have productive conversations with the Architecture and Design community and consumers at large. Now that we have each responded, it is important to evolve and deepen the conversation. Information about where and why our products are being selected now needs to flow back to the manufacturing community.

Significant costs are incurred to develop new materials and implement new, more sustainable products. Manufacturers must invest in data management, employee, supplier and stakeholder engagement, R+D, and capital investment. Each manufacturer, like every business, must demonstrate return on these sustainability investments. The manufacturing industry has shown that transparency and innovation are possible: **now we need to hear that it matters to you, and that it has an impact on your choices and purchasing decisions.**

We need your feedback to justify continued reinvestment and expansions in sustainability efforts. **It is time to close this transparency loop, together.**

We are therefore each committed to the following:

EACH OF US COMMIT TO

- Continue **building sustainability practices** into manufacturing and material selection.
- Continue to **invest in product transparency** measures and programs.
- **Use common platforms** for product information to make it easier to specify products with preferable environmental attributes.
- **Prioritize suppliers** that support our transparency and environmental impact reduction efforts.
- **Educate** internally at our companies, and externally in our supply chains, about the importance of transparency and sustainable products.
- **Walk the talk** through encouraging the specification of transparent products in our **own buildings, factories, and purchasing programs.**

WE EACH ASK YOU TO

- **Specify products** that are transparently disclosed and have reduced human and environmental health impacts whenever possible.
- **Advocate to customers** for programs like Living Building Challenge, LEED and WELL, that value transparency, material health and reduced environmental impacts, and create market demand.
- **Tell us** which tools and databases you want to use to find our products, and reach out separately to let us know *when and why* you specified our products.
- Continue to **send us letters** as well (they go a long way).
- **Consider all product categories**, including those that go beyond what you can see, touch and feel in a building; they also have significant impact.
- Distribute this letter at your own firms and continue internal education to **ensure that this message reaches the individuals who specify products on a daily basis.**

This work and the conversation surrounding it will continue to evolve, and we are merely scratching the surface on this first step. We each thank you again for your bold pursuit of sustainability in the built environment, and look forward to being fierce advocates for creating healthy, sustainable buildings.

Sincerely,

The Living Product 50

A group of leading manufacturers collaborating to transform the materials economy through transparency, green chemistry, supply chain innovation, and industry awareness.

