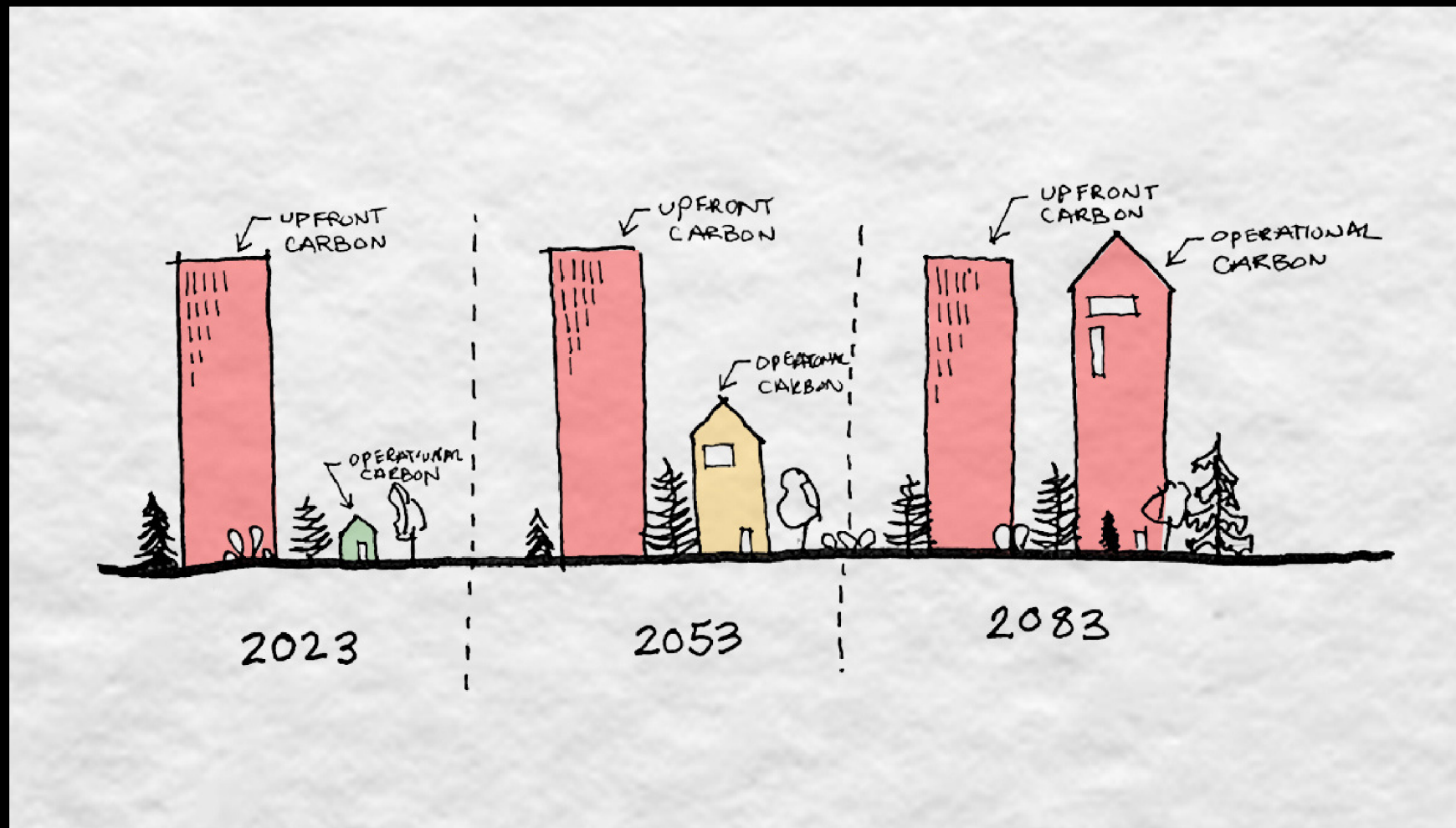


CA01

UPFRONT EMISSIONS

The elephant in the room



STEVEN BIERSTEKER

WHY IT MATTERS

UPFRONT EMISSIONS

Upfront Carbon matters for three primary reasons:

- 1 -> It is a massive contributor to building emissions
- 2 -> These emissions are happening now, not in the future
- 3 -> These emissions are mostly unregulated

ONE TIP

HOW TO REDUCE

Understand building benchmarks.

It's impossible to reduce your emissions if you don't have a benchmark to improve from. Start by setting some goals for your building so you can improve.

For example: if your building is 100m² and your benchmark is 400kgCO₂e/m² then your anticipated emissions would be around 40,000kg or 40 Tonnes.

ONE RESOURCE TO HELP YOU ACT

2017 Carbon Leadership Forum Benchmark Study

A great place to look for North American Benchmarks is the CLF 2017 benchmark study. Great news is that it's getting an update which will be even more refined.

Check it out on the CLF website.

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