

Our Collective Opportunity

The State of the Building
Materials Industry

Growing up, my hero was my grandfather. He was a man who, no matter the challenge, found ways to support his community—whether family, neighbors, or anyone in need. His strength, resilience, and unwavering belief in doing what’s right have always been my guiding light. From him, I learned that we each have the power to shape the world around us, but more importantly, that building community around a shared purpose is essential to creating lasting impact. He showed me that kindness, integrity, and a common vision—working together toward something bigger than ourselves—are the foundations not only for personal growth but for thriving communities. His legacy reminds me that when we unite with shared values, we multiply our strength and create change that extends far beyond us.

In today’s world of uncertainty and complex challenges, the materials industry also needs individuals and organizations willing to step forward, drive change, and support us all in building the foundational pieces necessary to see our shared vision become a reality. At mindful MATERIALS, we see these people every day. They are the changemakers, the visionaries, the doers — the community — striving to create a healthier, more sustainable future.

Over the past two years, mindful MATERIALS has convened a mighty group of heroes and key organizations through our Forum groups, with a goal of gaining agreement on a common vision: to see a world where buildings with reduced impacts have more value and lower risk. Where impact reduction is also met with an economic model to support it. To achieve this vision, we’ve set out on a path to convene, align, and support the industry in creating a major milestone toward this future, what we’re calling the "Materials’ Eas(ier) Button." Our mission is to simplify, connect, and empower all of us so each of us can be the hero we need in this moment.

The “Materials’ Eas(ier) Button” aims to bring clarity, accessibility, and efficiency to sustainable materials management at the product and project levels. By building a collective ecosystem approach to materials sustainability, we’re creating a path where sustainable choices are no longer the exception but the norm — making it easier for everyone to make impactful decisions.

It will take all of us and our shared strengths, diversity, and ideas, to meet this challenge. Consider this an open call to join this collaborative effort. We can show the world what happens when we come together with purpose and vision. As we know for sure, together is the only way.

Annie Bevan
CEO, mindful MATERIALS

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Acknowledgement of Forum Partners

In the spirit of wide-scale ecosystem change, since early 2023, mindful MATERIALS has taken on an endorsed role as a neutral convener and facilitator, guiding the building materials sector toward a unified and sustainable future. With a commitment to being “by the industry, for the industry,” mindful MATERIALS has consistently met the industry where it is, understanding its unique challenges and evolving needs. Transitioning from a library tool to an industry convener as a nonprofit, mindful MATERIALS now serves as a hub for collective action, helping to align diverse stakeholders in a shared vision.

mindful MATERIALS has brought together leaders across the building industry—including Owners, Developers, A&D professionals, Contractors, Engineers, Manufacturers, and, most recently, Ecolabel/Standard, Tech, and NGO/Government partners. This diverse coalition is committed to advancing the adoption of holistically sustainable materials through alignment and collaborative action. By participating in mindful MATERIALS’ Forums, these organizations contribute to co-developing resources, tools, and educational materials to make sustainability accessible at every level of the built environment.

We extend our gratitude to all our partners for their invaluable work over the past two years, building upon years of foundational progress. Their contributions have brought us to this pivotal moment of collaboration, and together, we can continue to move forward. This report captures the collaborative vision of mindful MATERIALS and our Forum partners and highlights the exciting developments and future milestones that will help scale this work globally.



SECTION 1:

Why This Work Matters

Paving the Way to a Sustainable Future
with Regenerative Materials (and a
Regenerative Materials Economy)

Our vision of the Materials Easy Button looks like:

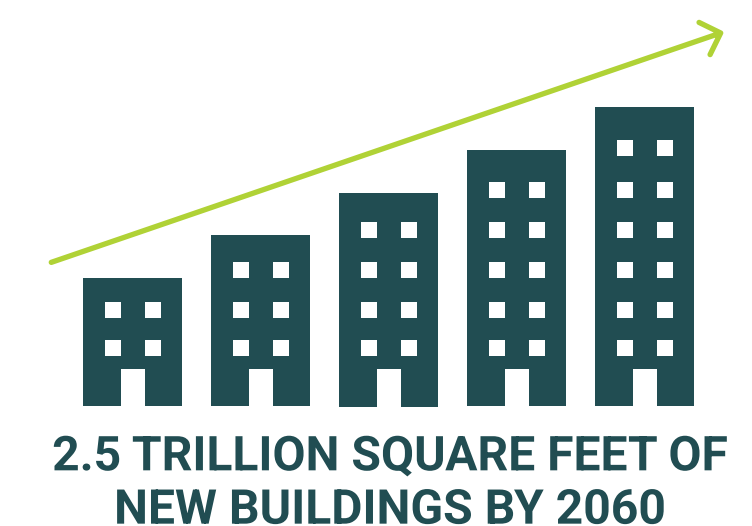
EVERY CHOICE IS A GOOD
CHOICE. THAT IS
EQUITABLY AFFORDABLE,
UNDERSTANDABLE,
& SCIENCE-BASED &
ACTIONABLE BY ALL
INDUSTRY MEMBERS

• Why This Work Matters

A Shared Vision for Our [Regenerative Materials] Future
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The built environment is holistically one of the most impactful industries in the world. While also impactful, it is estimated that over 2.5 trillion square feet of new buildings will be built by 2060. Buildings provide us shelter, a place to gather, live, and work— an essential human need. Buildings are made up of individual products, all with their own sets of expansive impacts across multiple impact categories. We have done an adequate job as an industry in creating an ability for a project team/Owner to understand the operational impact of buildings. However, we have not found a way to quantify the hidden holistic embodied impacts of the products that make up buildings. That said, the industry over the past three years has accelerated our ability to quantify the embodied carbon impact of products in projects. However, if we continue only to consider single attributes, rather than holistic impacts, we will create buildings riddled with regrettable substitutions.

As we move forward, we all must consider our role in reducing the substantial impact of the built environment, thinking not only about reducing buildings' impacts in operation but also about the hidden holistic impacts of the products we choose to build them.



For further context on the regenerative materials movement and the state of the building materials industry, we encourage all those reading this report to also read the **International Living Future Institute's (ILFI)** recent report, Regenerative Materials NOW: A Playbook for Designers and Specifiers and the Urban Land Institute's (ULI) report, The Materials Movement: Creating Value with Better Building Materials. Both of these resources will provide readers with more in-depth research and specific actions that can be taken to reduce the impacts of products on projects now and into the future. ULI's report sets the stage for corporate real estate professionals to understand why and how to integrate healthy, sustainable building materials in new and existing development projects. ILFI's report offers a guiding framework for industry professionals to incorporate regenerative materials and urges the industry to establish sustainability and ecological harmony as foundational elements of buildings.

“ When we say ‘regenerative,’ we mean materials that are safe for our bodies and ecosystems, and which actually sequester carbon emissions from our atmosphere, create great jobs that sustain families and communities, and enable local economies and communities to thrive through local fabrication and craft. ”

—LINDSAY BAKER, CEO, LIVING FUTURE

SECTION 2:

A Shared Vision for Our [Regenerative Materials] Future

Why This Work Matters

• A Shared Vision for Our [Regenerative Materials] Future

The 'Materials Eas(ier) Button'

mindful MATERIALS 2024 Forum Summit

Solutions for our Scaled Future

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Imagine a world where buildings are deemed more valuable if they have a proven impact reduction. Where insurers could evaluate risks or benefits based on quantifiable impact reduction of buildings. Where holistically optimized building products are in demand to ensure continued improvement and reduction of impact to support these economic models. This is the vision of the regenerative materials economy mindful MATERIALS and our Forum Partners see as the future. That future, however, will not be brought about by the actions of one individual or organization alone. This is why mindful MATERIALS, a 501c3 non profit, has convened leaders in the industry to co-create resources for all to use now and into the future to see this future be a reality.

We could prove a building is quantifiably healthier, has a lower carbon impact, more ethically made... in turn, making this building more valuable to occupants of this building.

The path to achieving this vision of the future isn't easy, which is why it hasn't been accomplished — yet. Many individual organizations have tried to create THE solution that would enable this. Though many great solutions exist on the market, the missing link for almost all of these varied solutions to fully function has always been access to manufacturer sustainability data. Quality data that is third-party verified, in an organized format, that is available in design workflow tools where materials decisions are being made. While our industry has made great strides in the realm of embodied carbon, we have not created a scalable, digital ecosystem that enables us to quantify holistic embodied impacts (like health, social equity, circularity, and ecosystem).

That said, creating a connected and digitized data ecosystem would unlock our ability to quickly understand what products meet sustainable materials requirements, and enable our ability to quantify the holistic embodied impacts (and impact reductions) at the project level. This would, in turn, make it easier to report various ESG metrics and high-level impact reductions throughout the lifecycle of the building to key shareholders across the buildings' value chain, including tenants and Owners. We could prove a building is quantifiably healthier, has a lower carbon impact, more ethically made... in turn, making this building more valuable to occupants of this building.

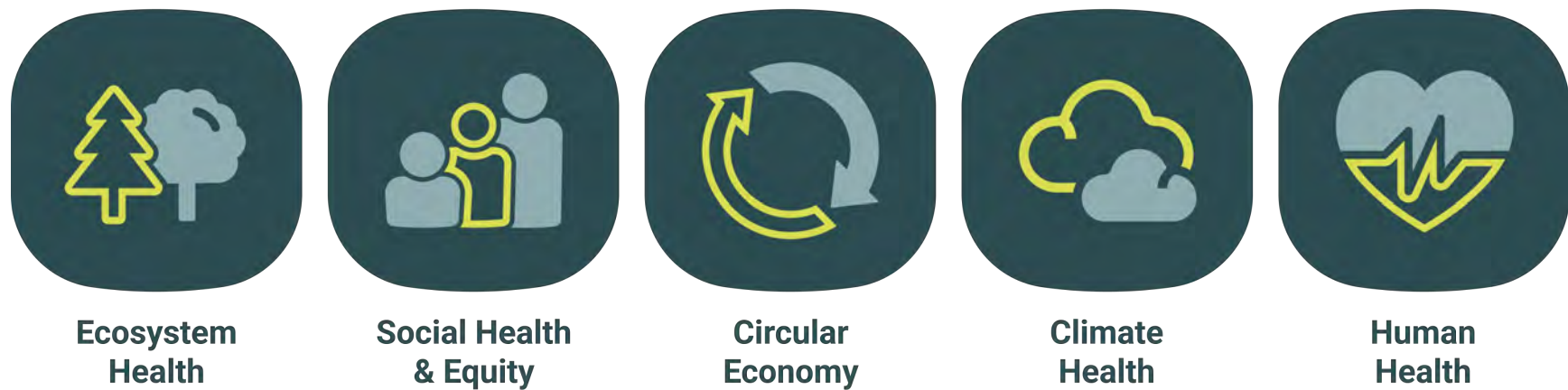
As for the missing data —manufacturers have been getting asked by customers for something different in disparate, manual spreadsheets. Others are barely getting asked at all, pending the product category. Some have invested in sustainability certifications and actions for years due to various market drivers and demand, yet still cannot quantify the return on their sustainability

investment due to the disparate systems in which they are managing information. Others have not started or accelerated due to lack of ROI information, but also due to confusion, not knowing where to start, with no clear market signal noting the most important areas on which to focus.

Could you imagine if manufacturers were all asked for sustainability information in the same way, so they could field sustainability requests with a same/similar response in one connected system? Could you imagine if a connected data ecosystem could also support a manufacturer's understanding of what attributes of their product helped them achieve the specification and use within a building? Working with manufacturers as partners to achieve this vision is essential to unlock digitized data flows to scale this ecosystem approach.

At mindful MATERIALS, we see a clear path to achieving this vision of a regenerative materials economy. To get there, some foundational pieces to accelerate industry-wide action are needed first, as well as some mile markers to celebrate forward progress as we go on this journey. By fostering radical collaboration, we're working to simplify and streamline the journey to the regenerative materials economy.

This vision requires foundational elements to drive progress, including building a Common Language for the industry, an Aligned Ask & Give that sends clear market signals, and a Digitized, Verified Data Ecosystem integrated into workflows. Together, these elements set the stage for an industry where choosing sustainable materials is as easy as possible.

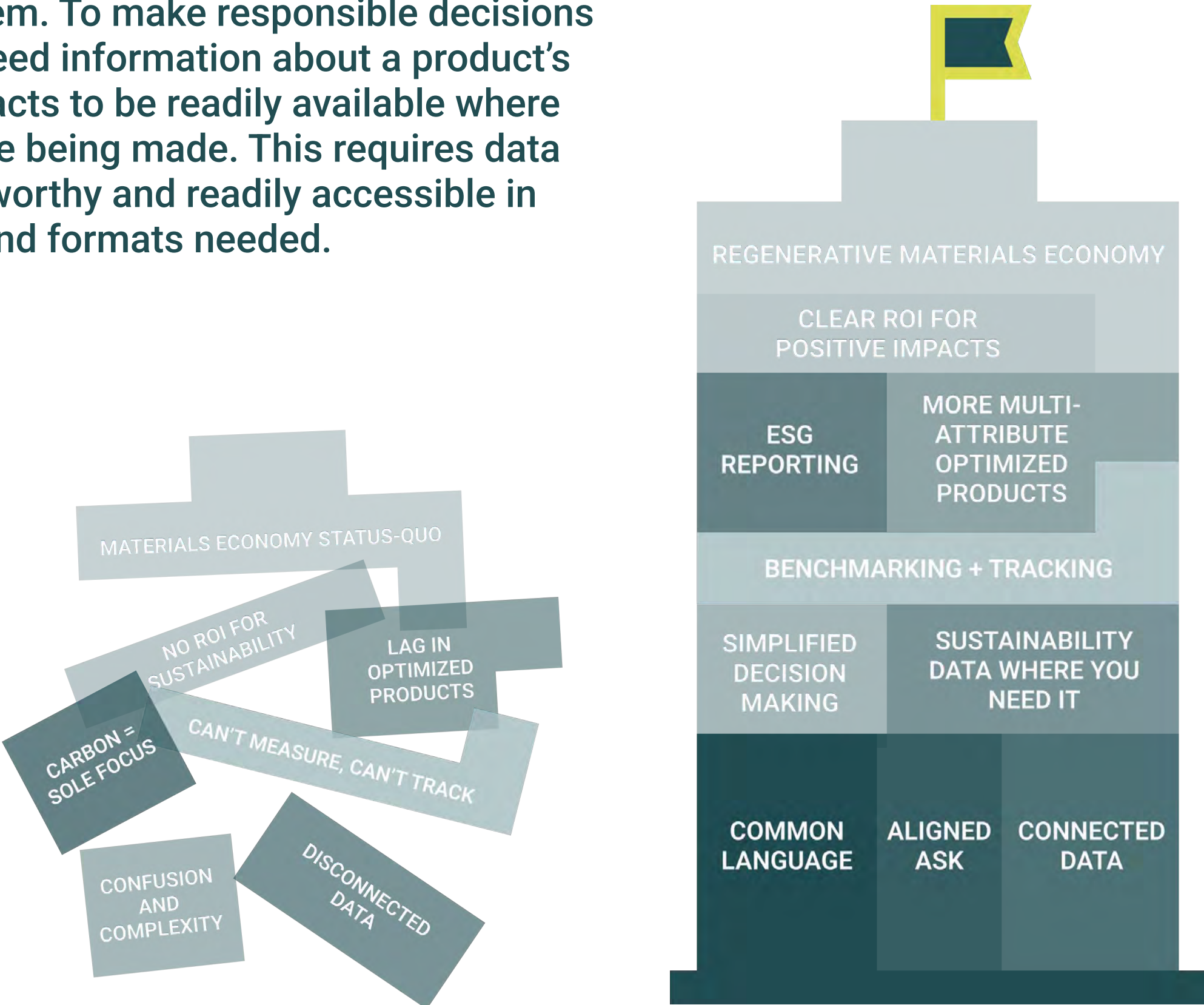


Common Language: A foundational framework that translates sustainable product standards, ecolabels, and data into a unified language of impact. This common

language is the bedrock upon which our industry can communicate, compare, and improve. To learn more about the Common Materials Framework, check out our [Reference Guide](#).

A Clear Market Signal: By setting a clear market signal based on this common language, in which everyone aligns around and uses the common language in daily practice when asking for and providing sustainable product information, we're enabling an industry-wide commitment to high-quality, third-party verified data. See current resources to scale this communication [here](#).

Digitized, Verified Data Ecosystem Connected to Workflow: Through collaboration with certifiers, ecolabels, and technology partners, we foster an environment where quality, actionable data flows seamlessly across the ecosystem. To make responsible decisions easier, we need information about a product's holistic impacts to be readily available where decisions are being made. This requires data that is trustworthy and readily accessible in the places and formats needed.



SECTION 3:

The 'Materials Eas(ier) Button'

Why This Work Matters

A Shared Vision for Our [Regenerative Materials] Future

• The 'Materials Eas(ier) Button'

mindful MATERIALS 2024 Forum Summit

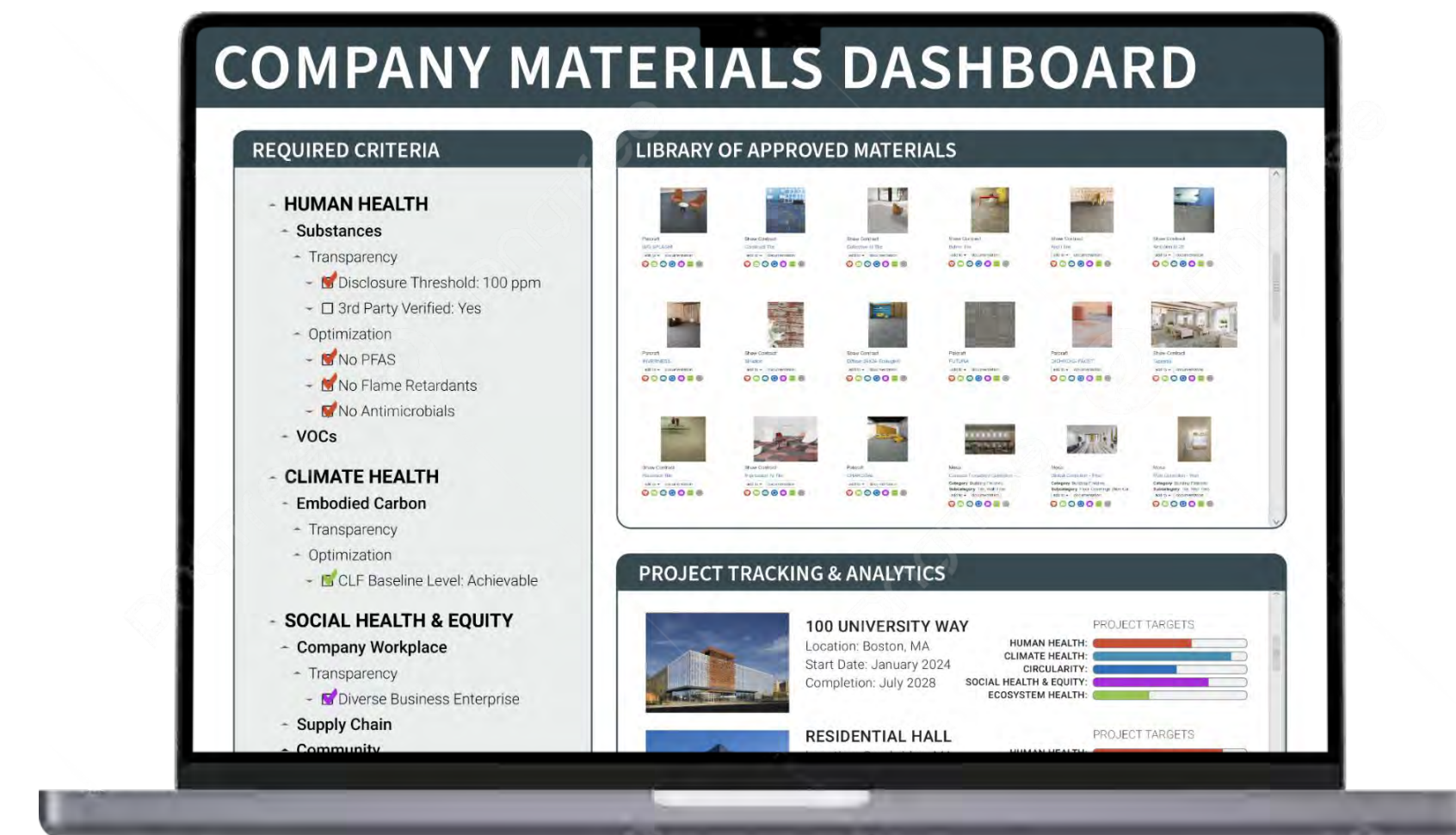
Solutions for our Scaled Future

Join Us in Shaping the Future of Sustainable Materials

In order for embodied impacts to be assessed, measured, and reduced at scale, globally, to see our regenerative materials economy vision come to life, we need a collaborative ecosystem approach across multi-facets of the built environment to assemble, convene, and align to create shared resources for the entire global industry to adopt at scale. We need a clear roadmap and mile markers to accomplish to see this vision to be accomplished. The journey we are on is not an easy one, but a necessary one.

One such mile marker that will drastically scale our ability to achieve the regenerative materials economy vision is what we've been calling the "Materials' Easy" or, realistically, "Eas(ier)" Button."

The Materials' Eas(ier) Button would unlock in digital workflow tools:



- Access product sustainability data in common framework in workflow
- Overlay your materials requirements
- Manage your materials library
- Track materials used on projects
- Analytics + Reporting on impacts
- Unlock quantifiable ESG metrics to Valuate & Analyze Risk
- Manufacturers can track ROI
- No more disparate spreadsheet requests

Nothing Worth Having Comes Easy(ier)

Creating a “Materials Easy Button” is anything but easy. It requires a shared vision, a clear roadmap, and a commitment from everyone in the industry. Achieving this vision isn’t a simple switch — it’s a journey with many steps, requiring simultaneous work plans and strategic alignment including:

Collective Alignment and Vision: We need a shared roadmap to reach our goal. This means aligning around a shared vision, mobilizing resources, and prioritizing data and technology investments with this vision in mind.

Buy-In Across the Ecosystem: The success of this journey depends on contributions from every level —

- Policy-makers requiring greater product transparency
- Owners and developers leveraging their procurement power influencing large-scale requirements in their RFPs
- Architects and designers selecting specific products
- Manufacturers creating their sustainable roadmap and making investments in certifications to ensure their claims are accurate and their verified data is digitized
- Third Party Verifiers and Technology Solutions enabling APIs that connect digitized data to flow

Each role is essential in building a cohesive ecosystem.

Convening Body: It requires a neutral convening body, like mindful MATERIALS, to facilitate industry-wide workflows that benefit all stakeholders up and down the value chain. Working with Forum members and partners to execute the development of key resources and technology in tandem and then share these resources with the industry at large for collective use.

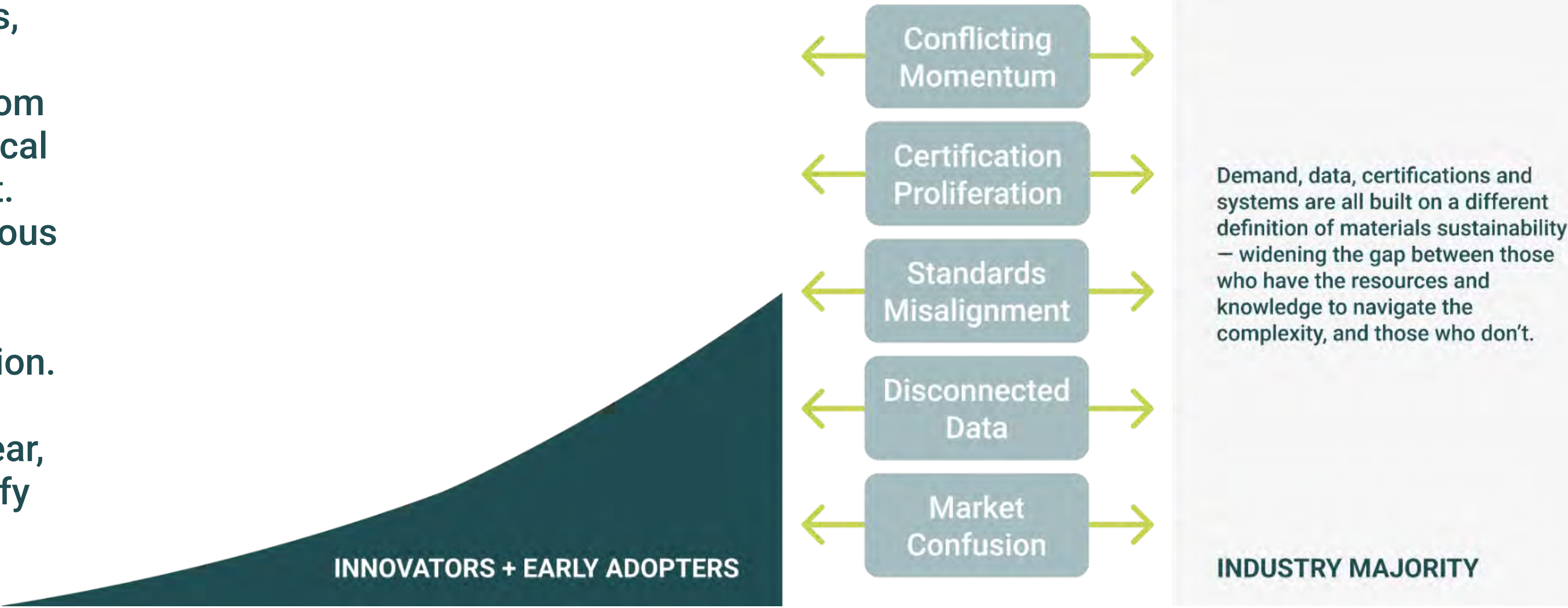
Scaling Beyond Private Consulting: Today, sustainable materials work often operates within isolated, manual consulting services or within a single organization. For the industry to scale, we need an ecosystem approach that supports scalable action. Redundant, isolated systems are time-consuming and costly. By co-creating an ecosystem solution, we can all save time, energy, and money and achieve our vision. We do not see a path for this to be achieved alone, no matter how large the organization is.

Key Obstacles to Achieving the “Materials Eas(ier) Button”

The industry faces numerous challenges in creating a streamlined approach to sustainable materials, with obstacles preventing many from engaging in healthier materials practices. This overview of the materials industry's current state highlights why finding, using, and selecting more sustainable options has been challenging. However, overcoming these barriers will unlock the potential for the broader industry—not just early adopters—to fully participate in healthier materials work. Notably, progress is beginning to be made toward eliminating some of these obstacles.

- **Education & Awareness:** The topic of building materials’ impacts is vast and incredibly nuanced, and most architecture and design firms do not have a materials expert on staff. The specialized knowledge required to develop and implement sustainable materials requirements is not scalable.
- **Overwhelming Choice of Certifications:** With over 650 ecolabels and standards being referenced in the market today, manufacturers struggle to identify those most relevant for their products, and designers and specifiers are often unclear how various certifications and ecolabels compare to one another.
- **Inconsistent Requirements and Standards:** Where they exist, materials requirements vary significantly across organizations, making it hard for manufacturers to meet requirements and for designers to compare products. Adherence to established requirements may differ across offices or projects, even within one organization.
- **Single-Attribute Transparency:** Certifications and sustainability requests from customers often focus on a single attribute (like embodied carbon or chemical contents), which limits insights into a product’s overall sustainability impact.
- **Disparate Requests for Information:** Many manufacturers are receiving various requests for product sustainability data from clients, each with unique requirements and in different formats. This results in significant time spent responding to redundant requests instead of focusing on product optimization.
- **Mixed Market Signals:** Disparate requests cause confusion amongst manufacturers on where to start in their sustainability journey. Without a clear, consistent demand to accelerate or streamline action, it can be hard to justify investment in third-party verified disclosures or certifications.

- **Limited Feedback Loops for Manufacturers:** For those manufacturers who have invested in disclosures and certifications, there is no clear way to tie those investments to specifications and purchase orders.
- **Static, Disconnected Data:** Certification bodies vary in their ability to digitize and share data; much product sustainability information remains locked in static PDFs, making it difficult to capture the full breadth of product impacts across projects, hindering holistic decision-making.
- **Limited Integration in Design Workflow:** Project-level tools with capabilities to upload material standard requirements, and find and compare products that meet these requirements, are only just emerging. Those that are available still struggle to scale with disconnected, limited data.
- **No Easy Way to Compare:** Without an automated way to access and analyze product sustainability data, Architects, Designers, and Owners have no easy way to compare products or review their holistic impacts as a part of the design process. They also have no easy way to compare what products meet their material standard requirements.



Current Progress and Momentum

Despite the obstacles, there is significant progress toward an aligned industry approach that are exciting momentum points as we continue on our journey.



Alignment Around Common Materials Framework (CMF): The industry is starting to rally around the CMF, providing a common language that enables clearer communication across stakeholders. You can see this exemplified in LEED v5 Drafts, upcoming WELL standard updates (mapping all WELL Material Features to the CMF), upcoming updates to Living Product Challenge and Declare programs, expansion of AIA Materials Pledge Reporting Metrics, inclusion in Gensler GPS standards, HOK’s Material Standards, among other examples.



Building Community and Momentum: Organizations increasingly recognize the need for a streamlined approach and are coming together to drive the "Materials Eas(ier) Button" forward." We’re thrilled to continue collaborating with the Forum Members and Partners to scale collective solutions and bring resources to the industry into the future.

Understanding the Challenges: Stakeholders are starting to better understand the alignment gaps in material standards and the complexity of data management.

However, challenges in data connectivity, communication, and technology integration continue to limit the industry's potential.

SECTION 4:

mindful MATERIALS 2024 Forum Summit

Why This Work Matters

A Shared Vision for Our [Regenerative Materials] Future

The 'Materials Eas(ier) Button'

• **mindful MATERIALS 2024 Forum Summit**

Solutions for our Scaled Future

Join Us in Shaping the Future of Sustainable Materials

In October 2024, mindful MATERIALS assembled a group of 90+ stakeholders representing 70+ organizations across the built environment ecosystem. Expanding beyond our Catalyst Forum Members, we invited Technology, Ecolabel & Standards, and various other NGO & Government Partners to participate in this second annual Forum Summit. Here, we addressed with these industry leaders, a review of our ultimate vision, further details of the power of the “Materials Eas(ier) Button,” as well as the collective, scalable solutions that we can collaboratively create to enable the industry to achieve this next mile marker in our journey to the regenerative materials economy. It was here that mindful MATERIALS was endorsed in our role as a neutral convener and facilitator to guide the building materials sector toward a unified and sustainable future.

Key Outcomes from the 2024 Summit

Long-Term Vision for Sustainable Practices

By focusing on alignment and collaboration outcomes, mindful MATERIALS mM and partners aim to establish a long-term vision for advancing sustainable practices across the industry. This vision is centered around mindful MATERIALS' role as a convener, helping to align industry efforts and provide ongoing guidance. The outcomes from the 2024 Summit set a foundation for ongoing work, including the co-creation of scalable solutions aiming to build on progress and continue driving momentum.

Solutions Roadmaps and Collaborative Initiatives

Through facilitated working groups, mindful MATERIALS will continue to bring together industry leaders to develop practical resources and actionable roadmaps that move the industry closer to the goal of the “Materials' Easy(ier) Button.” The focus remains on aligning efforts across manufacturers, designers, architects, and other key players.

Data Standardization for Accessibility

A key outcome of the Summit was the commitment to digitize certification data and integrate this data into workflow tools to improve accessibility. By creating consistency in how data is shared and understood across the industry, stakeholders can more effectively align their efforts, making comparing materials and their impacts easier. This focus on data will enable smoother communication between certifications, research, and market needs.

Expanded Cross-Sector Collaboration

The Forum Summit highlighted the importance of cross-sector partnerships, strongly emphasizing expanding collaboration among manufacturers, architects, designers, Owners/Developers, Ecolabel/Standard, Technology, NGO and Government Partners. These partnerships are critical for scaling sustainability efforts and ensuring that every part of the value chain works toward the same goals. mindful MATERIALS will continue to support these collaborations, helping to coordinate resources and drive industry-wide progress.

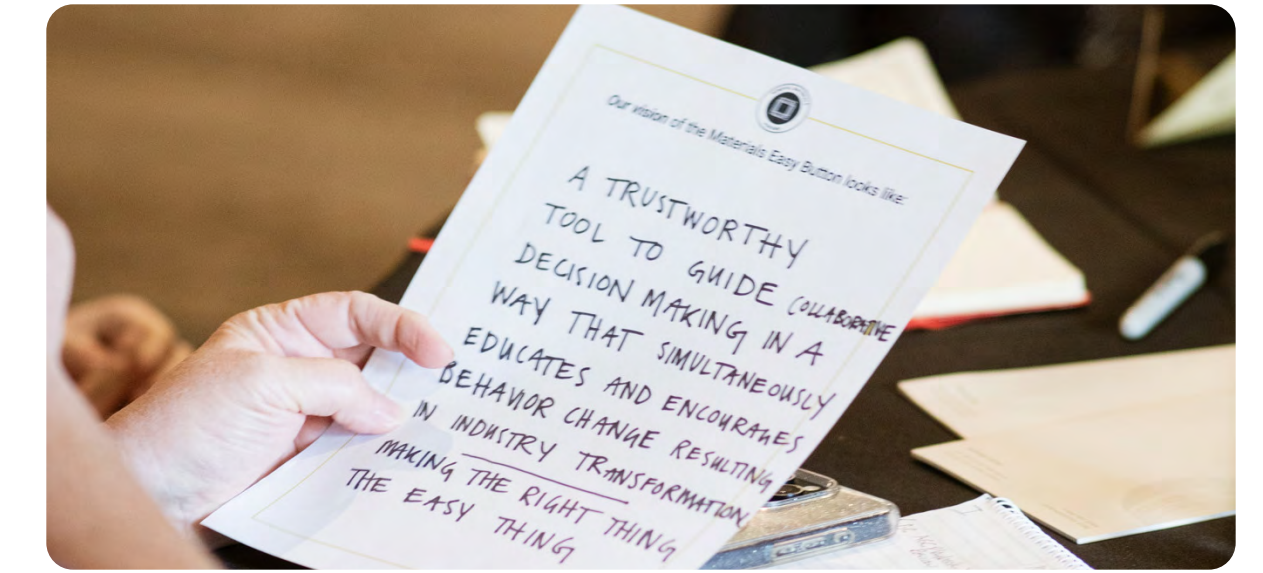
Technology Integration for Streamlined Workflows

With a rapidly evolving technological landscape, the Summit also focused on how AI and automation can be leveraged to simplify workflows, reduce redundancies, and accelerate decision-making. Integrating these technologies offers new opportunities for efficiency, helping stakeholders move from disparate data management systems to a more streamlined, connected approach. This technological focus is crucial for scaling solutions and bringing the "Materials Eas(ier) Button" vision to life.

A Commitment to Radical Collaboration

"mindful MATERIALS is proud to be the 'elected' convener of these efforts," says CEO Annie Bevan. "It was thrilling to identify and celebrate our progress throughout the Summit and to see so many cross-sector conversations unfold. We must keep the momentum going; we're excited to get to work."

As the building materials industry transforms, mindful MATERIALS remains dedicated to convening, facilitating, and supporting stakeholders in their collective pursuit of sustainable, transparent, and impactful practices. The vision for the future is clear: a more aligned, informed, and collaborative industry ready to tackle today's and tomorrow's challenges.



“mindful MATERIALS is proud to be the ‘elected’ convener of these efforts. It was thrilling to identify and celebrate our progress throughout the Summit and to see so many cross-sector conversations unfold. We must keep the momentum going; we’re excited to get to work.”

–ANNIE BEVAN, CEO, mindful MATERIALS

SECTION 5:

Solutions for our Scaled Future

Why This Work Matters
A Shared Vision for Our [Regenerative Materials] Future
The 'Materials Eas(ier) Button'
mindful MATERIALS 2024 Forum Summit
• **Solutions for our Scaled Future**
Join Us in Shaping the Future of Sustainable Materials

As we close 2024 and enter a new year in 2025, mindful MATERIALS and our Forum Members and Partners have established a clear (and difficult) path to accelerate the development of actionable resources for the entire industry to utilize. For the Materials Eas(ier) Button to function, we need resources across multiple functions of the industry. We need both movement-building resources as well as interconnected technology and data resources to see this work effective at scale.

Movement Building

We need ample resources, communication tools, education materials to drive awareness and action points to enable more individuals and organizations to join us in our collective work. This is where our Movement Building Solutions and Working Groups will be focusing to collaboratively develop resources to be shared and utilized by the industry at large including:

- **Adoption and Communication of a Common Language (CMF):** Establishing a unified language across Owners, AEC (Architecture, Engineering, and Construction) teams, and rating systems can simplify manufacturer engagement and provide clarity. This includes the creation of clear communication and resources like playbooks and guidelines that will streamline a clear market signal and our ability to communicate up and down the value chain when it comes to materials, making it easier for stakeholders to ask for sustainability information and then for manufacturers to give sustainability information (even without an interconnected data ecosystem). This work will also include a determination of what data points are the highest priority, as well as what product categories to enable these data flows should be prioritized first to scale this work thoughtfully.
- **Defining Material Requirements:** Encourages organizations to adopt material standards that align with CMF principles, streamlining the ability for a firm to scale action and awareness on what products meet material requirements or not across multiple impact categories.
- **Educational Initiatives:** Training sessions, workshops, and advocacy efforts are crucial to building awareness and scaling industry-wide clarity at the organizational and industry levels globally.
- **Case Studies:** Generating real-life success stories to share across the industry at successes to scale our collective work.

Tech & Data Integration

To create a globally usable, scalable, and actionable ecosystem approach to enabling the Materials Eas(ier) Button we need to see an interconnected data ecosystem come to life. Where technology and third-party verifier systems connect, data is organized into a common language and can be accessed where product decisions are made at multiple value chain levels. The following working groups will be established to facilitate next steps to see this data-connected ecosystem start to function in 2025 and beyond.

- **Third-Party Verifier & Tech Collaborations:** Creating systems and communication protocols to make it easier to scale connected data like UUID, Product Categorization, among other items.
- **Impact Data Hub:** Building Transparency, to piggyback off of the success of their work to digitize embodied carbon and life cycle assessment data in EC3, will be sharing an updated business plan with the industry to scale their work to digitize all impact categories to create the Impact Data Hub. This will be a centralized technology hub managed by a non profit that synthesizes third-party verified data into a common language and then shares it with workflow tools. An essential engine in our mile marker journey toward the “Materials Eas(ier) Button.”
- **Manufacturer Data Management Pilot and Resource Development:** Manufacturer data management practices and ease is essential for this work to scale. We will have key leaders in the manufacturing industry piloting new systems and co-creating resources to advise all manufacturers on how to manage their data more easily in the future.
- **Data Activation and Reporting in Workflow:** Data in workflow is a major milestone for the industry; however, creating usable reporting formats to quantify impacts at the project level needs to be accessible at scale.

Anticipated Outcomes through mindful MATERIALS Forum Efforts

To ensure meaningful progress, the industry needs coordinated action among stakeholders. Collaborative initiatives in both Movement Building and Tech & Data Integration will support widespread adoption of sustainable practices.

Over the next year, mindful MATERIALS and its Forum Members and Partners will activate numerous Working Groups to co-create resources for the entire industry to use into the future.

Through these targeted solutions, the materials industry can address long-standing challenges, streamline data flows, and ultimately support sustainable decision-making across the built environment. We see this system, and at least a pilotable Materials Eas(ier) Button available in some form by the end of 2025.

mindful MATERIALS, as the convening nonprofit of this ecosystem, will provide updates to the industry at large as major resources are completed and available for use. We will share these resources and updates through our website, social media channels, and at the various events we’ll be participating in in 2025.



Note: We are actively looking to expand members and partners for the Forum groups in 2025 and beyond. If you are working on materials efforts on your own, please join us to scale this collective work into the future, continuation of duplicative work will degrade all of our efforts. Let's join forces to enable radical collaboration into the future.

SECTION 6:

Join Us in Shaping the Future of Sustainable Materials

Why This Work Matters

A Shared Vision for Our [Regenerative Materials] Future

The 'Materials Eas(ier) Button'

mindful MATERIALS 2024 Forum Summit

Solutions for our Scaled Future

• Join Us in Shaping the Future of Sustainable Materials

The journey toward a more sustainable, transparent, and aligned materials industry requires all of us. mindful MATERIALS invites you to be part of this movement — whether you're a manufacturer, architect, designer, researcher, policy maker, advocate, or [fill in the blank]. Only together will we see our vision of a regenerative materials economy become a reality.

Stay Engaged and Informed

Keep up with the latest from across the materials industry and the mindful MATERIALS community. From resources, to CEUS, to workshops, to educational initiatives, you'll be empowered to make informed, impactful decisions.

[Sign Up for Our Newsletter](#) →

Become a Sponsor

Our work relies on the commitment and support of our partners and members. By supporting mindful MATERIALS, you are investing in a more sustainable future. Financial contributions, resource sharing, and expertise all make a difference. Support us as we continue to bridge gaps, facilitate connections, and convene industry leaders to drive meaningful change.

[Support Us](#) →

Attend Our Events

From material Pop-Up Events to industry events to webinars, our gatherings are designed to share knowledge and best practices, foster collaboration, and inspire action.

[Register Now](#) →

Become a Member

By becoming a mindful MATERIALS member, you're supporting an industry-wide mission to drive transparency and sustainability in building materials. Membership provides access to exclusive resources, events, and collaboration opportunities with other forward-thinking organizations. Your membership directly contributes to developing action plans, frameworks, and educational resources that support the entire industry.

[Join Us](#) →

Join the Forums

Our Forums unite leaders from across the building industry to address critical challenges in sustainable materials. Designed as collaborative environments, the Forums empower members to co-create solutions, exchange best practices, and shape actionable roadmaps. As a participant, you'll join a dedicated group focused on advancing specific industry goals, with the chance to influence standards, data-sharing practices, and sustainability benchmarks. Participation involves both financial support and a commitment of time and resources to help scale this ecosystem-driven approach.

[Learn More](#) →

This isn't just a movement—it's a collective of bold, determined changemakers redefining what our future can be. By joining mindful MATERIALS, you're fueling a transformative shift across the entire industry, pushing sustainability and transparency to the forefront. We're driven to make sustainable materials the new standard, and with your voice and commitment, we're turning that vision into reality.

Together is the only way.