EMBODIED CARBON IN BUILDINGS

A conference by the BSA BOSTON SOCIETY OF ARCHITECTS/AIA in partnership with MIT

May 31, 2019 | 8:00 am – 7:00 pm

$300, BSA members; $400, nonmembers.
Only 150 tickets available.

Samberg Conference Center at the MIT Sloan School
50 Memorial Drive, Cambridge, MA

Overview

With increasingly ambitious sustainability goals and a global race to net zero carbon, AEC professionals need to consider the massive amount of carbon emissions associated with materials and construction as part of their practice. An intensive day of presentations, discussions, and vendor showcases will familiarize AEC professionals with the business of embodied carbon. Local and national leaders will examine the impacts and opportunities within materials and products, and leading-edge practitioners will share how they are incorporating carbon-thoughtful design into their work. Attendees will leave with literacy on the issues and strategies that can be immediately applied to practice.

Who will attend?

Architects, engineers, builders, and other design professionals.

About the Boston Society of Architects/AIA

The Boston Society of Architects/AIA (BSA/AIA) is committed to professional development for its members and advocacy on behalf of great design. Established in 1867, the BSA/AIA today consists of 4,500 members and produces content for an array of programs and platforms.
A chapter of the American Institute of Architects, the BSA/AIA is a nonprofit, professional-service organization.

What is embodied carbon?

There are two types of carbon emissions with respect to a building: operational carbon and embodied carbon. Operational carbon refers to carbon dioxide emitted during the use phase of a building's life. This includes the emissions from the heating, cooling, lighting, and information and communication technology. Embodied carbon refers to carbon dioxide emitted during extraction of the raw materials (the cradle), processing in a factory, transporting materials to a construction site, and even demolition (the grave). Unlike a building's operational energy use, which is more visible and easier to measure, these "embodied" environmental impacts are hidden and often overlooked.

Why does embodied carbon matter?

According to data from the UN Environment - Global Status Report 2018, buildings play a dominant role in the clean energy transition. Building construction and operations accounted for 36% of global final energy use and nearly 40% of energy-related carbon dioxide emissions in 2017.
The majority of these emissions — around 28% — arise from the day-to-day operations of existing buildings, and the remaining 11% is what the building industry has mostly overlooked — the embodied carbon in materials and construction.

Image: MIT Samberg Conference Center

Sponsorship opportunities

Limited availability. Reservations are made on a first-come, first-served basis.

Standard showcase: $1,800

Only 21 spots available

- 6' table on showcase floor
- Two all-access conference passes
- Logo recognition onsite
- Recognition via social media during the conference (Twitter, Facebook, and LinkedIn)

Premium showcase: $3,600

Only seven spots available

- 6' table on showcase floor
- Two all-access conference passes
- Logo recognition onsite
- Recognition via social media during the conference (Twitter, Facebook, and LinkedIn)
- Logo placement on webpage and in dedicated emails and newsletters
- One email to full attendee list after the conference

Keynote sponsor: $10,000

One opportunity available

- Pre-event visibility online, in enewsletters, and social media (Twitter, Facebook, and LinkedIn)
- Exclusive sponsorship of the keynote (two-minute speaking introduction, slides, signage)
- Logo placement in main press release announcing the conference
- Full-page ad in conference program
- Premium showcase and all related benefits
- Attendee list after the conference

Cocktail Reception sponsor: $7,500

One opportunity available

- Pre-event visibility online, in enewsletters, and social media (Twitter, Facebook, and LinkedIn)
- Visibility and exclusive sponsorship during the cocktail reception
- Branded table tents and napkins
- Full-page ad in conference program
- Standard showcase and all related benefits
- Attendee list after the conference

Coffee sponsors: $1,800

Three opportunities available

- Pre-event visibility online and in enewsletters
- Visibility on showcase floor
- Recognition prior to each session except keynote
- Full-page ad in conference program
- Two all-access conference passes

Conference schedule

Friday May 31, 2019
8:00 am – 7:00 pm
Samberg Conference Center at the MIT Sloan School

8:00 am – 8:45 am **Breakfast and registration**

8:45 am – 9:00 am **Introductory remarks**
Jean Carroon FAIA, 2019 BSA President (Boston).

9:00 am – 10:30 am **Session 1: Embodied Carbon 101** **1.5 LU|HSW**
Facilitator: Marc Rosenbaum PE, South Mountain Company (Martha's Vineyard).
Panelists: Greg Norris, Harvard School of Public Health SHINE (Boston); Kate Simonen AIA, Carbon Leadership Forum (Seattle), Maggie Wildnauer, thinkstep (Boston).

10:30 am – 11:00 am **Showcase exhibit and coffee break**

11:00 am – 12:30 pm **Session 2: Materials and Carbon** **1.5 LU|HSW**
Facilitator: Nadav Malin Hon. AIA, BuildingGreen (Brattleboro).
Panelists: Jeremy Gregory, MIT Concrete Sustainability Hub (Boston); Jacob Racusin, New Frameworks Natural Design/Build (Burlington); Lindsay Rasmussen Assoc. AIA, Architecture 2030 (Santa Fe).

12:30 pm – 2:00 pm **Showcase exhibit and lunch**

2:00 pm – 3:30 pm **Session 3: Design Decisions** **1.5 LU|HSW**
Facilitator: Jean Carroon FAIA.
Panelists: Stephanie Carlisle, KieranTimberlake (Philadelphia); Stacy Smedley, Skanska USA (Seattle); Frances Yang, Arup (San Francisco).

3:30 pm – 4:00 pm **Showcase exhibit and coffee break**

4:00 pm – 5:00 pm **Keynote**
Carl Elefante FAIA, 94th AIA President, Quinn Evans Architects (Washington, DC).

5:00 pm – 7:00 pm **Cocktail Reception**

Reservations at architects.org/embodied-carbon
or msalvatierra@architects.org, 617-391-4019.