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# Building for a Net Positive Future, Now!

The Challenges and Promise of Net Positive Products

Mike Johnson,  
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# Atmospheric CO<sub>2</sub>-eq Concentrations

**416.71 ppm**

**350 ppm - 1988**

**400 ppm min. - 2016**

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**Earth Temperature Records since  
1880**

**2015-21: 7 Years Globally**

**07/21: Global Month**

**12/21: Contiguous US (6.7F)**

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## U.S. Weather & Climate Catastrophes

**2020: 22 x Billion USD events,  
totalling \$102B**

**2021: 20 x Billion \$ events, \$145B**

**2020 - 2021: 17M+ Acres**

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# Global Population Projections

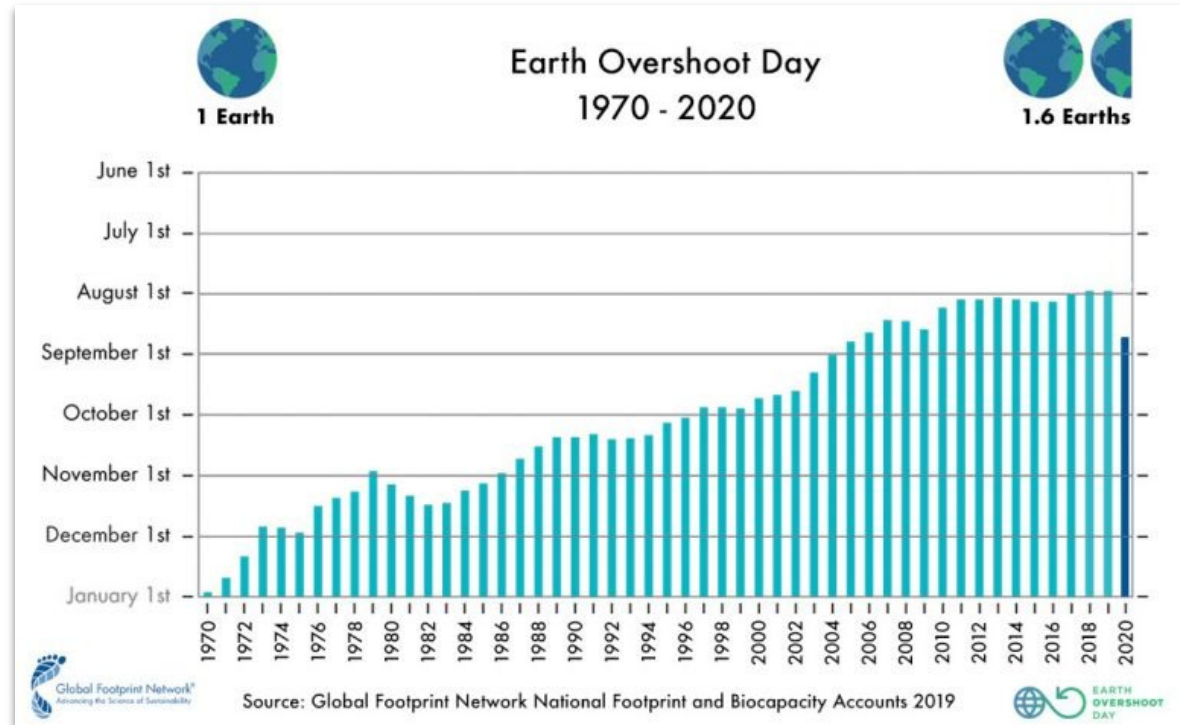
**2030: 8.5 billion**

**2050: 9.7 billion**

**2100: 11.2 billion**

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# Earth Overshoot Day - 07/29/2021



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## The Built Environment Opportunity

**40%** of global GHG emissions

**11%** from building materials

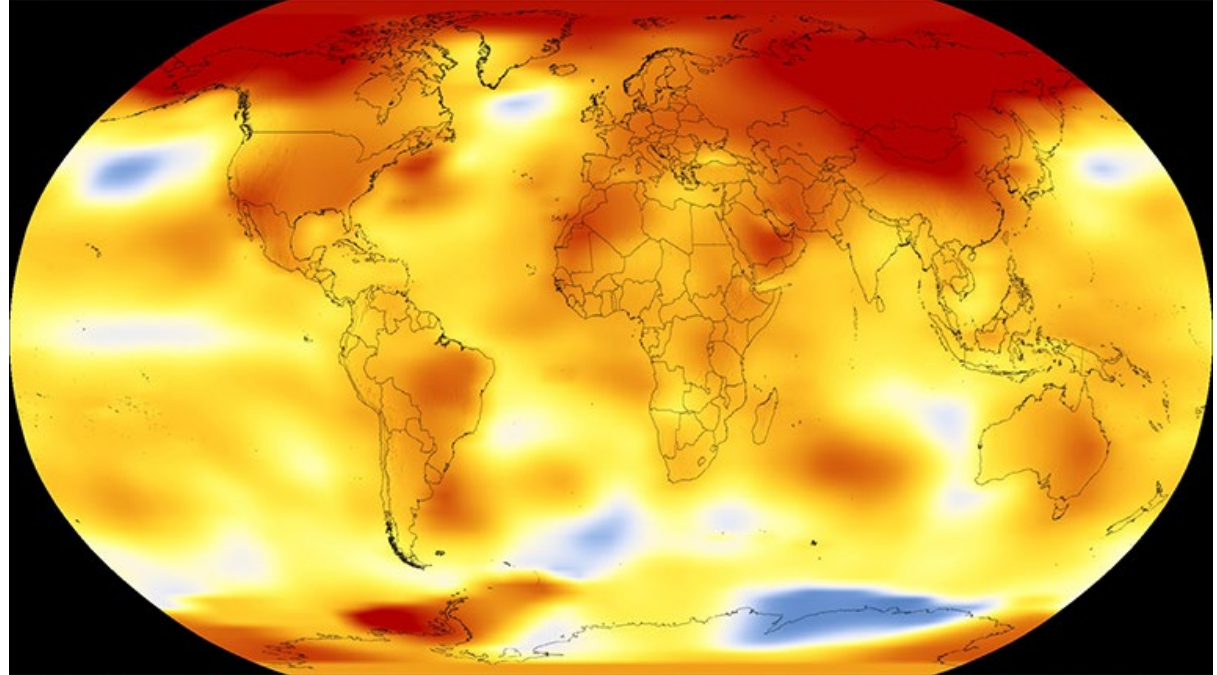
**57%** embodied 2020-2040

**X?** - multiplication factor for premature replacements ...

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**Clearly, limiting damage is not enough ...**



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Image Credit: NOAA



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## The Question:

How do we meet the social,  
environmental, and economic needs of 8+  
billion people ...

and all the other species on Earth, *upon  
which we depend for survival?*

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# One Solution: Designing for Net Positive



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# Understanding Hidden Product Costs

Roads? Yes

Earth? No

Health? No



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# Managing the Hidden Costs

**Step 1: Identify and Quantify: LCA and Material Ingredient Inventories**

**Step 2: Report / Compare: EPDs and Declare Labels or HPDs, and possibly social equity reporting.**

**Step 3: Improve: Optimized EPDs and Ingredient Optimizations**

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## **Moving Beyond Managing Impacts - *Product Manufacturers***

**Step 1: Identify the goals, and create or adopt a framework, such as Living Product Challenge, or Platinum Level Cradle to Cradle Certification.**

**Step 2: Prove net positive methodologies using LCA and report.**

**Step 3: Maintain continuous improvement and market accomplishments aggressively.**

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# Moving Beyond Managing Impacts - *Consumers and Project Teams*

Step 1: Create steadfast purchasing specifications aligned to Net Positive goals (environmental, health, and/or social)

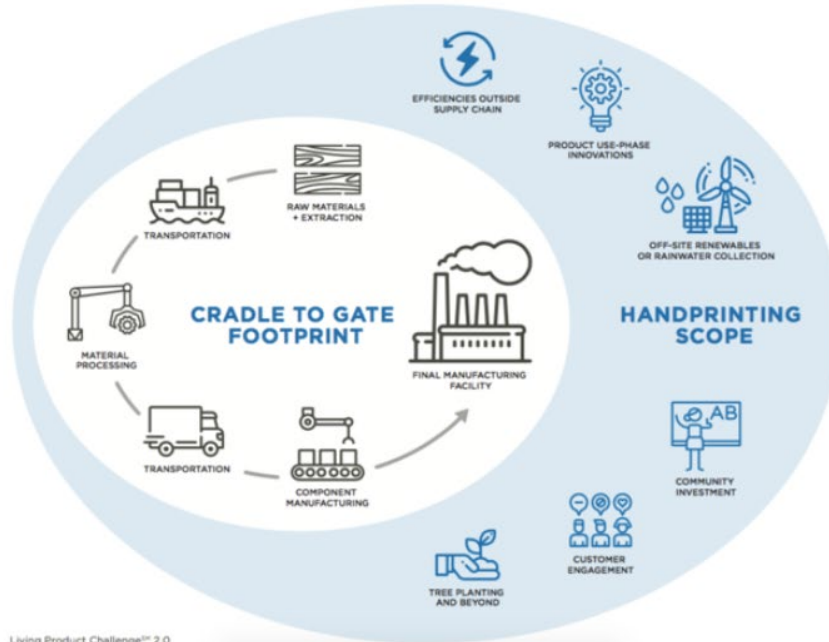
Step 2: Buy.

Step 3: Feedback to the manufacturers or vendors that Net Positive was key criteria for purchase.

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# Why Not? The Challenges of Net Positive:

THINKING OUTSIDE THE FOOTPRINT:  
BECOMING NET POSITIVE THROUGH HANDPRINTS



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# Ingredients Disclosures at 100 PPM



## The Red List:

A list of the worst chemicals that

- Pollute the environment
- Bio-accumulating
- Harming construction + factory workers

A Red List Free product contains none of these chemicals!



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# Take Back Programs versus Waste Norms

Recapture

Costs

Legislation



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# Competitive Advantage or Disadvantage?

**Investments**

**Time Costs**

**Feedback?**



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## **In Summary: How Change Happens ...**

- 1. Create Purchasing Criteria**
  - 2. Actively Communicate Criteria Via Specification**
  - 3. Create Consumer Demand**
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# Thank you!

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