



An International Award Winning Building Change Initiative  
by the Construction Resource Initiatives Council:

Architecture 2030 Adopter

Official Partner of the United Nation Environment Programme's -  
Global Partnership on Waste Management;  
and National Zero Waste Council

*'To manage a system effectively, you might focus on the interactions of the parts,  
rather than their behavior, taken separately', Russell L. Ackoff*

## Time for INteractions

The United Nations Environment Programme (UNEP) and many others warn us that economic growth and social development cannot be sustained with our current consumption, production and disposal patterns. Despite this, our resource consumption and waste production is growing at an alarming rate, along with the issues and impacts. Short-Lived Climate Polluters for example, or the illegal trade and dumping of waste and the increasingly complex building material supply chain.

After years of intense research, the [Construction Resources Initiatives Council](#) (CRI Council) has determined that although there has been a great deal of progress with the emergence of the green building movement, we've only just begun. And if the construction industry is to outpace the global GDP by 2025, the current approaches and lack of reporting simply have to change.

Fortunately, where most only see challenges, we see opportunities. We also know from countless study that leaders and innovators with high corporate social and sustainability values can theoretically reduce their waste generation by as much as ninety-five percent. Thus, as we move forward, the only real challenge will be in deconstructing the virtual silos we have built within our industry sectors, enabling creativity and INteractions for:

- **Aligned Change Management**
- **Integration and Learner-Centered Education**
- **Accessible Tools and Support**
- **Effective Global and Reliable Communication**
- **Research and Responsible Innovations**



*Half of humanity lives in waste, or is at high health risk due to soil, air and water contaminants from little to no waste management infrastructure.*



*Rankin Inlet, Nunavut, North Dump Fire  
Image Ref.: [www.cbc.ca](http://www.cbc.ca) Read the story [here](#)*

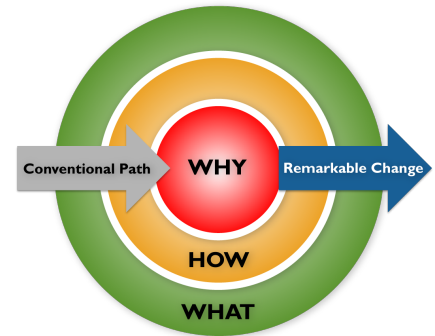
*Black carbon is a fine particle emitted from incomplete combustion of fossil fuels like diesel, coal and burning of wood or crop waste. It is the most short-lived of the short-lived climate pollutants (SLCPs). It causes cardiovascular and respiratory conditions. In the Arctic, its deposits on snow and ice, darkens their surfaces and increases their radiation absorption. SLCPs play a unique and important role in Arctic and climate warming.*

## Mission 2030: for Safe and Living Cities

Mission 2030 is the first “call to action” to the global building industry by the CRI Council. Much like an integrated design project, it is goal driven with the objective is to virtually eliminating construction, renovation and demolition waste sent to landfill by 2030. But more importantly, it is a pragmatic industry initiative based on a solid foundation of change management principles:

1. Clearly define the direction of change - Mission 2030
2. Overcome inertia - Generating the reasons to change for all concerned (where most initiatives fail)
3. Start the Journey - The first few steps

With these three elements in place the chances of success increase exponentially and no change is successful without them.



For a successful transformative journey, start with ‘why’



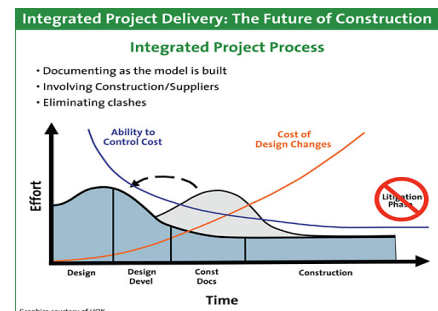
Our first step is to address the building industry’s wasteful trends. With a unifying program enabling those most affected and making important decisions about the change process, to eliminate the concept of building waste, we can challenge old ways of thinking. We can begin to recognize the importance of sustainable development. We can even view waste as a potential resource with a great value to be realized, rather than as a problem to be dealt with.

By dreaming of zero waste and living cities and recognizing the value of creative and responsible leadership, we can make **design obsolescence** a thing of the past. **Design for safety** ought to be the minimum that we can expect from our design professionals and government officials. As for turning our dreams into realities, **we can if we plan**.

Mission 2030 is one of the most ambitious construction projects of our time. But unlike most others, it requires no building materials. What it needs is an **integrated approach** to maximize its efforts and resources, while minimizing its trade-offs. It also requires the widest possible group of diverse leaders and innovators dedicated to the progress and sustainability of the construction industry.

Creative people like those who inspired us and our many founding partners who continuously share their knowledge and expertise to help ‘connect the dots’ and ensure our proposed solutions lead to clean cycles or safe final sinks.

Finally, Mission 2030 will further benefit from the guidance of our directors, whose values, dedication and innovation have earned them respect and recognition. From Canada: Dr. Peter Denton, Red River College; Andres Bernal, Ellis Don; Dr. Mark Gorgolewski, Ryerson University; Marie-Andrée Roy, BBPM; Joel Rochefort, CPCI; from the United States: Teno West, PLDW; Kristen Macken, Colliers; from the UK: Peter Laybourn, International Synergies and from China: Ryan Dick, GIGA.



For more details on the CRI Council’s Mission 2030 or take the pledge, visit [www.cricouncil.com](http://www.cricouncil.com)

To join our organization’s international board or as a project partner, e-mail [info@cricouncil.com](mailto:info@cricouncil.com); or contact the CRI Council’s founder, President and CEO, Renée Gratton of RG Integration at [Renee.Gratton@cricouncil.com](mailto:Renee.Gratton@cricouncil.com), T.: 613-795-4632; or Vice-President, John-David Hutchison, CSV Architects, [Hutchison@csv.ca](mailto:Hutchison@csv.ca), T.: (613) 564-8118x115