Athena Institute Partners with GreenWizard to Help Bridge Product-Assessment Gap Between AEC Construction Practitioners & Building Product Manufacturers

The Two Companies Will Bring Athena’s Life Cycle Assessment (LCA) and Environmental Product Declarations (EPD) Data to GreenWizard’s Product Management and Specification Workflows

Charleston, SC – November 29, 2012 – GreenWizard® – cloud-based Product Management and project collaboration software that simplifies building efficient, healthy, and sustainable buildings – today announced that it has created a partnership with the Athena Sustainable Materials Institute. Through this partnership, GreenWizard and Athena will work to advance the application of life cycle thinking in construction by providing easy access to LCA-based building product data.

GreenWizard’s Product Management Workflow™ tools are utilized for the research, specification, modeling, documentation and submission of building materials and their associated projects, totaling over $10.8 billion in value within GreenWizard today. The Athena Institute is a long-time leader in LCA for construction products. Working together, these two organizations can bring LCA reports and related documentation, such as Environmental Product Declarations, closer to product specifiers, helping to further bridge the product information gap that exists today between AEC construction practitioners and building product manufacturers.

One immediate, practical benefit of the GreenWizard-Athena partnership is facilitation for designers to achieve new credits in LEED
that require access to LCA-based documents. LEED Pilot Credit 61 and the upcoming MRc2 in LEED v4 provide incentives to select building products with LCA reports or EPDs. GreenWizard and the Athena Institute will also work to help LEED projects achieve LEED Pilot Credit 63 and the upcoming MRc1 in LEED v4, where points are available for whole-building LCA – the Athena Impact Estimator for Buildings is a preferred tool for that task.

“Athena Sustainable Materials Institute is widely known as the North American leader in life cycle assessment of the built environment,” said GreenWizard’s founder and CEO Adam Bernholz. “With Athena’s industry-wide and product-specific lifecycle data and toolsets working in concert with GreenWizard’s workflow software, we feel we can really ‘move the needle’ to make buildings far less impactful than they are today. Moreover, we are confident that this will bring significant additional clarity and time savings to the AEC community looking to make life cycle assessment decisions around building products and their associated projects.”

“GreenWizard has now become synonymous with granular and transparent building product data and their associated workflows,” said Jennifer O’Connor, Athena Institute’s President. “By leveraging our significant LCA experience in building products and the built environment with GreenWizard’s market-defining Product Management software, we are confident that the combined information resources will help to facilitate much easier, and optimized, product decision-making by the AEC community. We are thrilled that GreenWizard will work with Athena towards creating dynamic and interactive access to LCA documents and EPDs within their workflow.”

About The Athena Sustainable Materials Institute
The Athena Sustainable Materials Institute is a membership-based, non-profit research collaborative bringing Life Cycle Assessment to the construction sector. An objective think tank, the Athena Institute is working with leading-edge construction sector practitioners, product manufacturers, and policy makers in partnership towards the next generation of green buildings. Athena’s reputation as a credible, objective organization is built on its science-based, transparent collaboration and clear, robust information. Learn more: http://www.athenasmi.org

**About GreenWizard**

Now a LEED® Automation (a.k.a. App Lab™) partner, GreenWizard is comprehensive Product Management workflow and project collaboration software that enables the design and construction community to better manage products and project data, collaborate on projects, assess LEED design and construction credits, integrate with LEED Online, and archive projects. GreenWizard’s tools simplify the process of building efficient, healthy, and sustainable construction projects. AEC firms are able to utilize GreenWizard’s interactive and dynamic tools to collaborate on product data and documentation, which is supplied and updated directly from manufacturers. Building owners, architects, engineers and contractors can use GreenWizard’s WORKflow® Pro solution at any phase of a building project. The Charleston, SC-based company was founded in 2008. Follow GreenWizard on Facebook, Twitter, and LinkedIn.


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Contact:
John D. Wagner
Jdwagner@WagnerPR.com
919-796-9984

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