Membership Program
2020-2021

Athena Institute supporters are recognized as thought-leaders working to bring lasting environmental improvements to the manufacturing, development, design and construction sectors.

Our members share a belief that quantified sustainability is a business imperative that will define how building products are manufactured and consumed in the 21st century. This is an era where greenwash is being replaced with environmental footprint measurement and disclosure.

Your support allows us to provide the life cycle assessment (LCA) infrastructure necessary for next-generation sustainability in the built environment. Help us get that work done.

Benefits to members:

- Ability to influence our work.
- Collaborative opportunities with us.
- Visibility as an affiliate of our leading-edge work, including media exposure and co-promotion.
- First-hand access to our team.
- Members-only annual report.
- Fee reduction for Athena contract research services (top tier memberships).
- Custom training or special projects gratis (top tier memberships).

Membership dollars are used for:

- Ensuring Athena software and other resources are always free and accessible to everyone.
- Advancing the state-of-the-art in LCA applied to the built environment.
- Providing LCA education, advocacy and technical support to the public and to policy makers.
- Expanding the LCA data in Athena Institute databases for new products and systems where no specific funding has been secured.
- Updating the Athena software tools with periodic data revisions and software adjustments.
- Developing the next generation of Athena LCA software tools as user needs evolve.
- Preparing Athena software tools to meet new requirements in green building codes, standards and rating programs.
- Serving on codes and standards committees.
Membership levels and annual fees:

1. Leadership member ($20,000)
2. Sustaining member ($10,000)
3. Supporting member ($5,000)
4. Associate member ($500-$2,500)

$2,500: Professional services firms with annual revenues ≥ $25 million
$1,200: Professional services firms with annual revenues < $25 million
$500: Professional services firms with annual revenues < $1 million; academic groups; environmental non-profits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Leadership $20,000</th>
<th>Sustaining $10,000</th>
<th>Supporting $5,000</th>
<th>Associate $500-$2500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prominently recognized by name and logo on Athena web site, with hotlink and description.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognized by name and logo on Athena web site.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Appear in a list of members on Athena web site.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognized in Athena public media such as press releases.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Reduction in Athena fees on custom contract research.</td>
<td>15%</td>
<td>7%</td>
<td></td>
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<tr>
<td>Annual industry-specific LCA market briefing.</td>
<td>✓</td>
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<tr>
<td>Customized free technical support or LCA training.</td>
<td>2 days</td>
<td>1 day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to publish an Athena case study on our web site.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to appear in Athena web site news or spotlight.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of the “Athena Member” logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Supporting us as an individual

Our membership program is primarily intended for organizations. For those who wish to support us individually, we will gratefully accept donations. (Please note that, while we are a non-profit, we are not a registered charity and therefore cannot issue Canadian tax receipts).
Recent activity made possible by funding from our members

- We are a major participant in the Canadian life cycle assessment initiative (“LCA^2”) being led by the National Research Council of Canada (on-going since 2017).

- We published an article in Canadian Architect magazine: “What can we do about embodied carbon?” (February 2020).

- We published a white paper: “Reducing embodied environmental impacts of buildings: Policy options and technical infrastructure” (December 2019) – available on our web site.

- We released an update to the Impact Estimator for Buildings with many new features and data (May 2019).

- We released an update to the Pavement LCA web app (July 2019).

- We launched the next phase of our whole-building LCA benchmarking initiative, a major effort which will be critical to support emerging policy ambitions for embodied carbon.

- We are working on a web version of the Impact Estimator, which will also enable third-party software collaborations.

- We gave an embodied carbon presentation at the CaGBC Accelerating to Zero conference and helped with a whole-building LCA session at Building Lasting Change (May 2019).

- Our committee participation:
  - LCA^2 steering and technical committees.
  - American Center for Life Cycle Assessment (ACLCA) PCR Committee and ISO 21930 Guidance Working Group.
  - Canada Green Building Council (CaGBC) BC leadership board.
  - Advisor to CaGBC LEED MR tag.

- We provided advice, guidance and technical support to BuildingGreen/LEEDUser, the City of Vancouver, the International Code Council and others.

- We enriched our web site with new educational material on relevant LCA topics (summer 2019).
How to join or donate to the Athena Institute

On-line at http://www.athenasmi.org/membership/join-athena/

OR complete this form and send to us. We will send you an invoice.

Company name:

Contact name:

Contact email:

Contact phone number:

Membership level (please select one):
- Leadership ($20,000)
- Sustaining ($10,000)
- Supporting ($5,000)
- Associate 1 ($2,500)$^1$
- Associate 2 ($1,200)$^2$
- Associate 3 ($500)$^3$

OR one-time donation (please indicate amount): $_

Send this page by any of these methods:
- Scan and email to info@athenasmi.org
- Fax to 613-729-9997
- Postal mail to Athena Institute
  280 Albert Street, Suite 404
  Ottawa, ON K1P 5G8
  Canada

Thank you!

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$^1$ This rate is intended for professional services firms with annual revenues ≥ $25 million.

$^2$ This rate is intended for professional services firms with annual revenues < $25 million.

$^3$ This rate is only available to professional services firms with annual revenues < $1 million; academic groups; environmental non-profits.