



# **Environmental and Social Responsibility Leadership Through Interior Design**

**CA Ventures is committed to building, furnishing, and supplying our properties in ways that support the health of people and the planet**

# 40%

The building sector contributes to 40% of worldwide carbon emissions.



**Over an average building's lifespan, the carbon footprint of its interiors will equal if not exceed the building envelope.**

# On average, students spend 90% of their time indoors

- ▶ CA Prop 65 and leading building standards have heightened focus on selecting furnishings and finishes free of chemicals of concern to ensure healthy interiors.

## THE SIX CLASSES OF HARMFUL CHEMICALS





## CA Ventures' Design Leadership Vision:

- ▶ CA Ventures attracts and retains residents by providing high quality, healthy, and aesthetically pleasing interiors.
- ▶ The sustainability and design teams seek to lead the industry by committing to:

# Design for Climate, Health and Equity

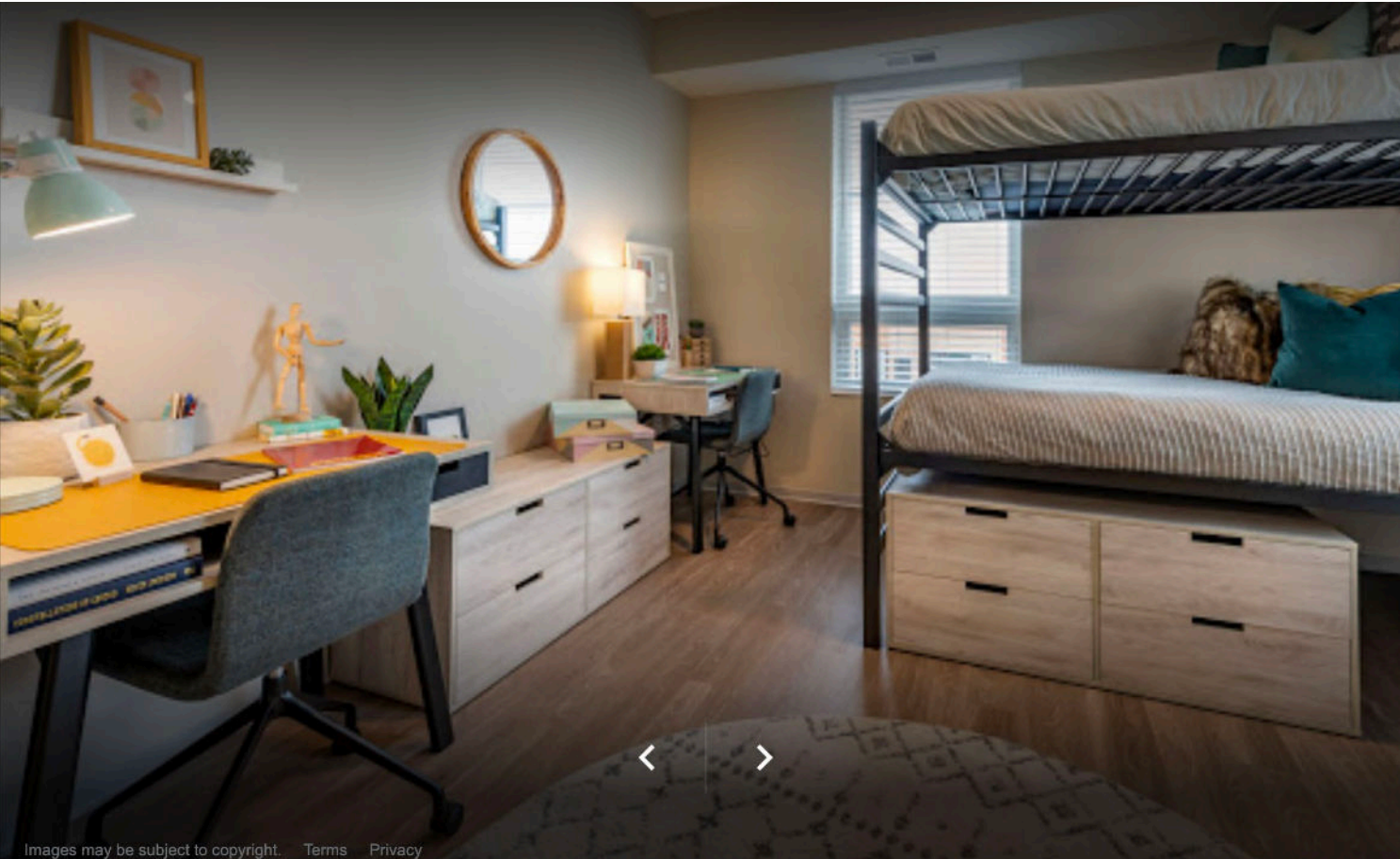
# Approach

- ▶ CA-Ventures has chosen to partner with MindClick, a globally recognized leader of data and analytics solutions for environmentally and socially responsible interior design.
- ▶ Using impact ratings covering hundreds of manufacturers and their products, MindClick provides decision tools, analysis and guidance to empower design choices and support commitment to the health of people and the planet.
- ▶ With the guidance of MindClick, CA-Ventures is adopting a 3-step process to make environmental and social responsibility a standard practice:

**Step 1:** Measure the environmental and social impact of our existing design

**Step 2:** Choose vendors whose products and operating practices support our commitment

**Step 3:** Set goals and track performance for every project: carbon reduction, waste reduction, healthy materials, DEI

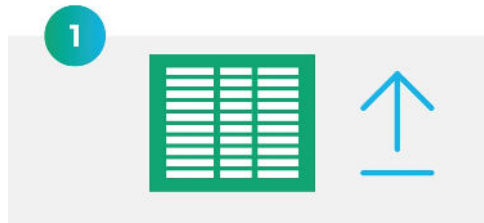


## CASE STUDY

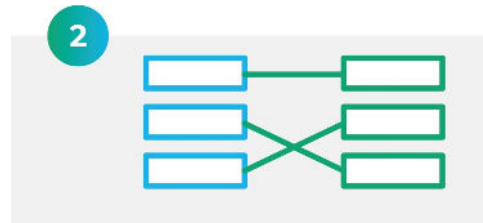
**Uncommon Dinkytown was chosen as the pilot project to conduct CA Venture's first ever analysis of a property's interior design impact**



# MindClick completed a benchmark assessment for Uncommon Dinkytown



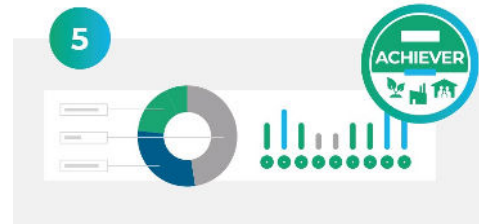
CA-Ventures sent the design specification to MindClick



Products purchased for Uncommon Dinkytown were matched to those rated in MSAP (MindClick Sustainability Assessment Program)



MindClick scored the Uncommon Dinkytown design












Using MindClick's assessment, CA Ventures applied for points in the Materials section of GRESB (Global Real Estate Sustainability Benchmark)



# MindClick's product ratings were factored into the assessment of the Uncommon Dinkytown




**MSAP SUSTAINABILITY METRICS AND SCORING | 200 TOTAL POINTS**

 <p><b>MATERIALS</b> Products made with the use of sustainable materials /ingredients (e.g. pre and post consumer recycled content). <b>30pts</b></p>	 <p><b>CHEMICALS</b> Efforts to reduce and eliminate chemicals of high concern. <b>25pts</b></p>	 <p><b>MANUFACTURING - ENVIRONMENTAL</b> Operating practices include efforts to measure and reduce energy, water, waste, and greenhouse gas emissions in all facilities. <b>25pts</b></p>
 <p><b>MANUFACTURING - SOCIAL</b> Manufacturing facilities used to produce products have Fair Labor and Human Rights policies and practices in place. <b>30pts</b></p>	 <p><b>PACKAGING</b> Use of packaging that contains sustainable raw materials, is recyclable, and is optimized to minimize packaging material. <b>25pts</b></p>	 <p><b>DISTRIBUTION</b> Use of transportation methods that reduce greenhouse gas emissions through the use of more efficient practices and vehicles. <b>15pts</b></p>
 <p><b>FACILITIES</b> Product is designed to help reduce energy, water, and waste. <b>15pts</b></p>	 <p><b>HEALTH</b> Product's materials and chemical composition positively contribute to guest health. <b>10pts</b></p>	 <p><b>END OF USE</b> Efforts to make product reusable, recyclable or reclaimed by manufacturer. <b>25pts</b></p>

DESIGN for HEALTH™ BY MINDCLICK

MSAP MINDCLICK SUSTAINABILITY ASSESSMENT PROGRAM

## MSAP Rating Methodology

 <p><b>2021-2022 SUSTAINABILITY STARTER</b></p>	 <p><b>2021-2022 SUSTAINABILITY ACHIEVER</b></p>	 <p><b>2021-2022 SUSTAINABILITY LEADER</b></p>
<p>Beginning efforts to implement the MSAP environmental and social metrics from material choices through end of product life.</p> <p><b>0-99 pts</b></p>	<p>Implementation of at least five of the nine MSAP metrics, with emphasis on Raw Materials, Chemicals of High Concern (CoHC), Packaging, and Social and Environmental Production.</p> <p><b>100-159 pts</b></p>	<p>Exemplary use of environmentally and socially responsible practices throughout the life cycle of all product lines, from material choice to end-of life solutions. Products carry 3rd party certifications.</p> <p><b>160-200 pts</b></p>

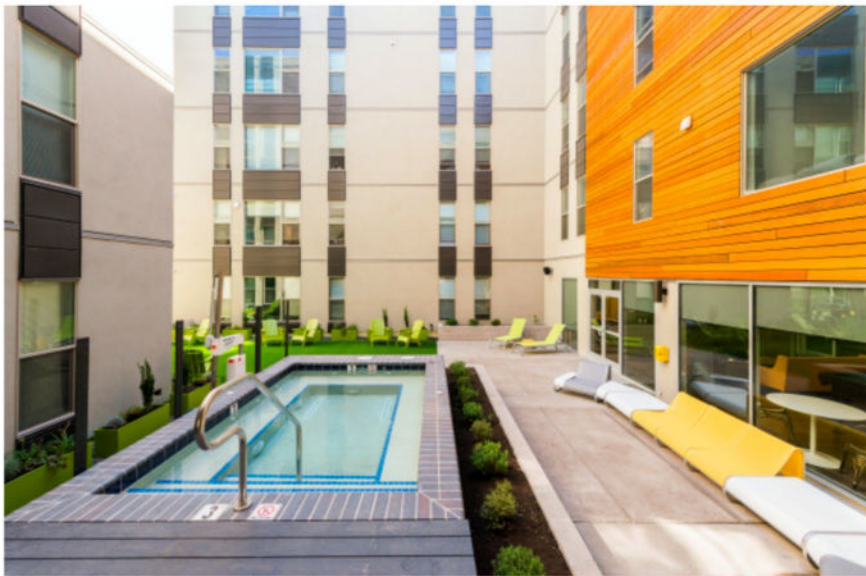
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MSAP MINDCLICK SUSTAINABILITY ASSESSMENT PROGRAM

Uncommon by CA Ventures  
Project Score



Items Rated:  
25%  
(26 of 107 items)

Project Score:  
Achiever  
123 of 200 pts

■ Leader ■ Achiever ■ Starter

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Uncommon  
Dinkytown earned  
an Achiever score  
based on the  
average ratings of  
the products used  
in the design

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**MSAP** MINDCLICK SUSTAINABILITY ASSESSMENT PROGRAM

**Project Impact Report (1/2)**

Item Performance\*



**38%**

items

Made using recycled, sustainably harvested or recovered/reclaimed materials



**100%**

items

Have 3rd party certifications assuring products are free of chemicals of concern



**38%**

items

Contribute to reduced embodied and/or operational carbon



**15%**

items

Made in facilities that conduct social and fair labor policy audits

\*Based on the 26 items rated in MSAP.

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**Products chosen for Uncommon Dinkytown performed highest for:**

- ▶ Supporting healthier interiors
- ▶ Use of recycled materials
- ▶ Contribution to reduced carbon emissions

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MSAP MINDCLICK SUSTAINABILITY ASSESSMENT PROGRAM

Project Impact Report (2/2)

Item Performance\*



42%

items

Have 100% recyclable/reusable packaging



100%

items

Contribute to reducing energy, water and or waste at the property



100%

items

Contribute to improved indoor air quality and/or reduced toxins



88%

items

Have an end of life solution diverting the item from a landfill

\*Based on the 26 items rated in MSAP.

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Products chosen for Uncommon Dinkytown performed very well in:

- ▶ Reducing operational energy and waste
- ▶ Contributing to improved indoor air quality and/or reduced toxins

## Outcome

► In 2021, based on the Uncommon Dinkytown pilot program conducted with MindClick, CA Ventures received a score of 5/6 in the Materials section vs 0/6 in 2020.

- Scoring higher than 60% of peer companies rated by GRESB
- Contributing to an overall GRESB score increase of 150% vs 2020.

	 <b>Materials</b>	6.00p   8.6%	5	4.45	<b>Scored higher than 60% of peers</b>
	<b>DMA1</b> Materials selection requirements	6	5	4.45	
	<b>DMA2.1</b> Life cycle assessments			Not scored	
	<b>DMA2.2</b> Embodied carbon disclosure			Not scored	

► CA Ventures is now moving to Step 2 of their program

- Request all vendors obtain ratings through MSAP (MindClick Sustainability Assessment Program)
- Use Design for Health by MindClick, the Digital Studio for Healthy Materials to access MSAP rated products and choose products in support of environmental and social responsibility leadership in every property.



# CONTACT

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