BUILT BY NATURE

Theory of change

VISION

A built environment in unison with nature

IMPACTS

2030
New projects use >40% less embodied carbon compared to standard practice in 2020

2030
Timber and biobased materials are on a level playing field with concrete and steel

2050
Cities that are carbon sinks

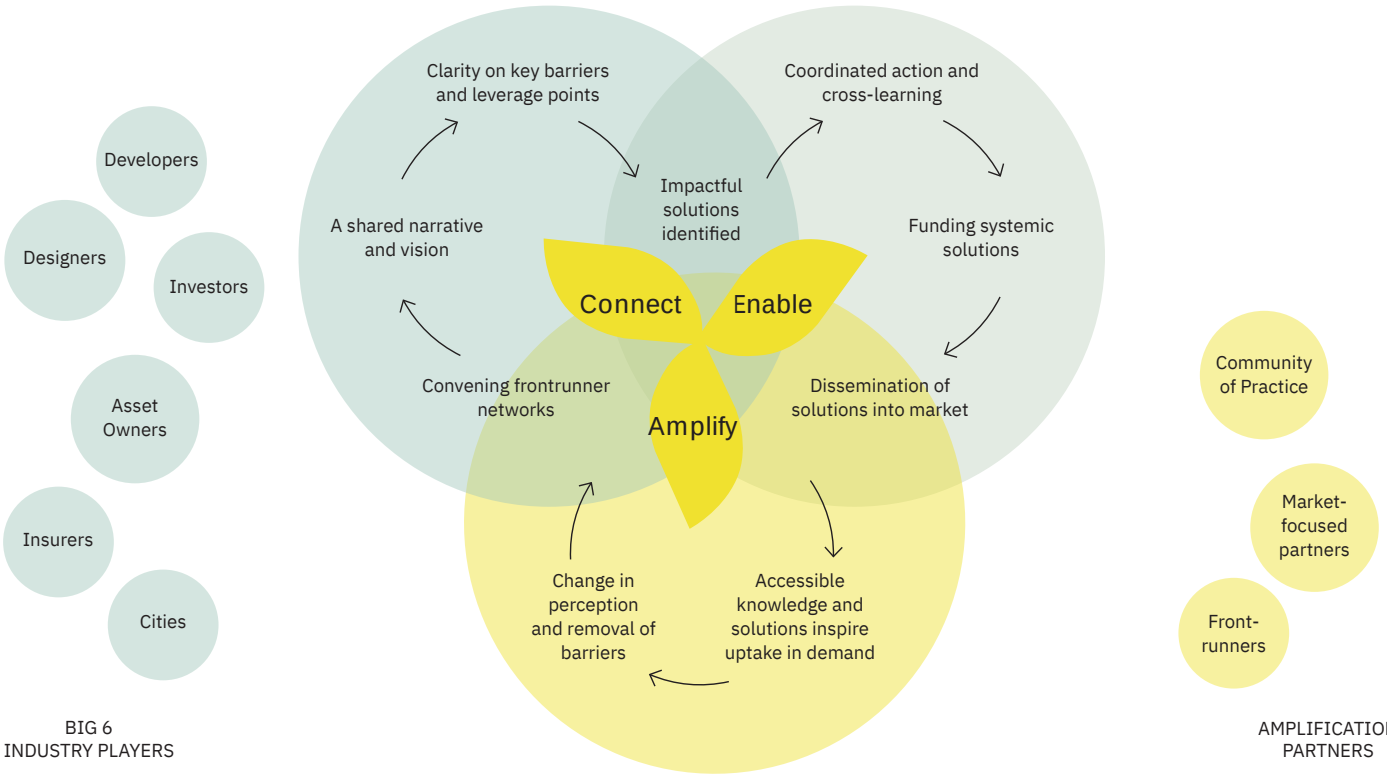
2050
Buildings that are in balance with planetary boundaries

OUTCOMES

- Building sector is less fragmented around bio based materials
- Knowledge Hub provides single point of truth
- There is capacity and competency in the market
- There are financial incentives and business models in place
- Supply chain is transparent
- Policies that remove barriers and provide incentives
- Industry standards for best practice

SYSTEMIC SOLUTIONS

- **Knowledge and Innovation**
- **Tools and Data**
- **Policy**
- **Convening**
- **Capacity Building**
- **Catalyst Projects**



Accelerating an uptake in demand for mass timber and biobased materials in construction could lead to a 20% reduction in global carbon emissions.

WHY

We are exceeding the planetary boundaries and facing a massive climate and biodiversity crisis.

The built environment is responsible for up to 40% percent of greenhouse gas emissions.

It is projected that by 2050 over 2/3 of the global population will live in urban areas.