



**CARBON
SMART
BUILDING
DAY**

**San Francisco
September 11, 2018**

**Title
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**CARBON
LIGHTHOUSE**



Embodied Carbon Policies

Moderator: Anu Natarajan, StopWaste

*You've Heard of Outsourced
Jobs, but Outsourced Pollution?
It's Real, and Tough to Tally Up*



A steel factory in Wu'an, China. Many countries can report lower carbon emissions because they are increasing imports of materials like steel or cement. Thomas Peter/Reuters

The New York Times

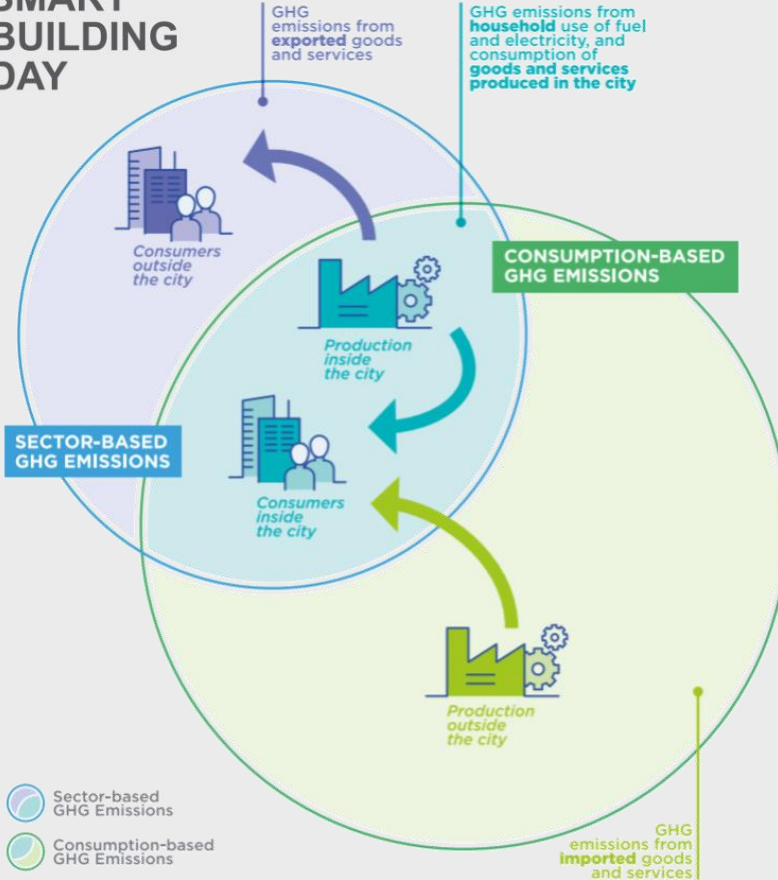
September 4, 2018

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Supply Chain Emissions

- Unaccounted but real
- Often greater than emissions within jurisdiction boundary
- What can government affect?

Source: www.c40.org/researches/consumption-based-emissions

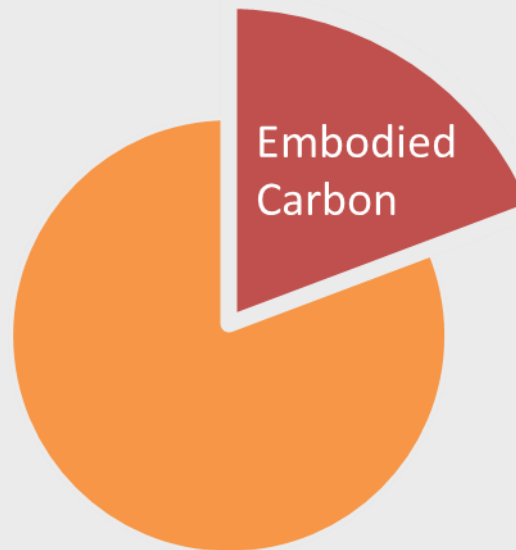
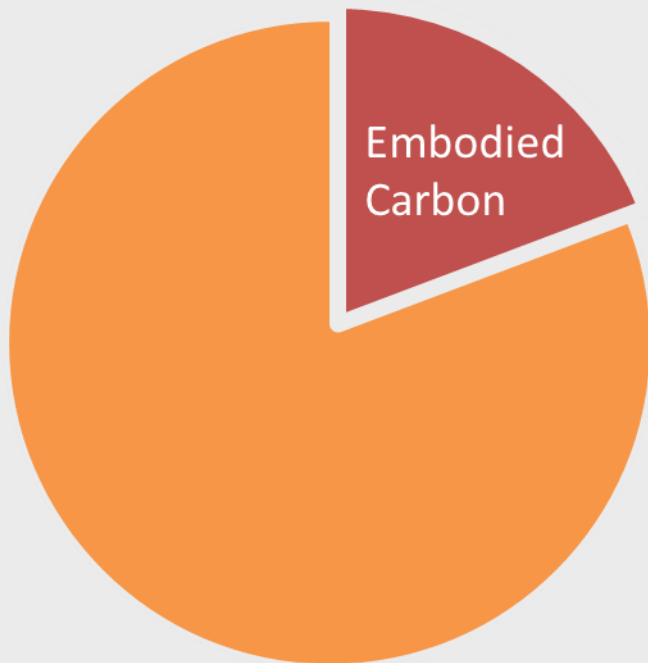
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Net Zero Carbon



Credit: Carbon Leadership Forum

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Prescriptive

Performance

Simple

Attribute-based

Flexible

Complex

Title
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Prescriptive

Performance

Material

Material
Palette

Buy Clean Acts

WB

Design
Guidelines

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