



2021–2025 STRATEGIC ACTION PLAN

MISSION

Illinois Green Alliance is a membership-driven nonprofit that works collaboratively to promote green buildings and sustainable communities for all. Our network of sustainability professionals believes green buildings are important to improving the quality of life for everyone in Illinois.

2050 VISION

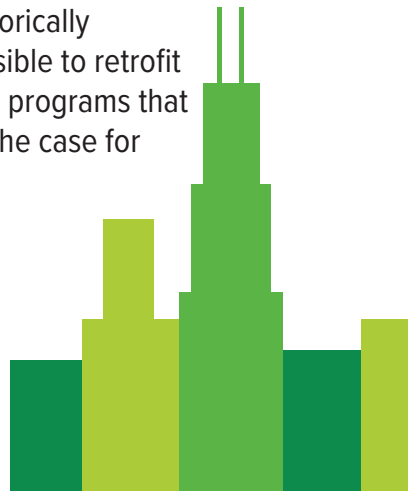
To combat climate change in Illinois, it's time we made net zero buildings¹ feasible, affordable, and so commonplace that every building in Illinois by 2050 is net zero. Mainstreaming the technology and building methods, whether new or existing, will not be easy but no one is better positioned to make it happen than green building professionals.

FIVE-YEAR STRATEGY

To advance our 2050 vision, we must act now to mainstream the technologies and building methods that make net zero possible for new and existing buildings. That's why, over the next five years, we will build on our experience promoting Carbon Drawdown strategies in the built environment by:

- » **Educating** architecture, engineering, and construction (AEC) professionals to ensure there are at least 100 AEC firms who have the expertise to use net zero building methods in their work and can help us raise awareness about their value with building owners and policymakers.
- » **Removing barriers** by providing information about the technical, financial, social and policy roadblocks to net zero adoption and passing at least two major new laws that help to overcome these barriers.
- » **Demonstrating it can work everywhere** by collaborating with people in historically underinvested communities where building types are often viewed as not possible to retrofit to net zero (schools, community buildings, affordable housing, etc.) By piloting programs that showcase this is feasible in 100 buildings around Illinois, we can better make the case for policies that help these buildings in more places take action.

¹**Defining Net Zero:** Illinois Green's goals align with the reduction of global carbon emissions and net zero buildings. Whether net zero carbon, net zero energy, net zero waste, or net zero water, buildings in pursuit of net zero play an outsized role in achieving our mission.



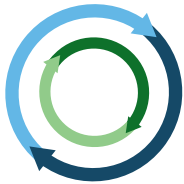
PROGRAM PRIORITIES



1) Educate and promote Carbon Drawdown practices most aligned with the path to net zero buildings.

The professionals that design, build, and operate buildings are important advocates for net zero, and need a reliable source for the latest trends and technologies. We must deliver effective educational programs, convening diverse professional stakeholders and connect that expertise with other audiences like elected officials.

By increasing our educational programs and developing new trainings and resources, like an online solutions center focused on net zero trends and technologies, Illinois will be a recognized leader in net zero building expertise.



2) Collaboratively address systemic factors that create barriers to net zero implementation opportunities.

Our expectations are too low; one net zero building at a time isn't good enough, and education alone will not make it happen. We need to understand and then fix the systemic financial and policy factors that hold back the implementation of net zero buildings everywhere.

To overcome these barriers, we will advance new policies by convening high-performance building advocates and others key to supporting the passage and implementation of green building policy changes, like building performance standards and net zero building codes.



3) Support community leaders and organizations to increase inclusion, equity, and accessibility of Carbon Drawdown solutions within community nonprofit, affordable housing, and public buildings.

Just getting new construction buildings with the owners who have the means to build net zero won't mainstream the practice. We'll need to create a dynamic where existing buildings and any building type in any community has the financial and social capital to implement Carbon Drawdown actions that put us on the road to net zero.

Through our engagement programs that will leverage the expertise and passion of our members, we will work with schools, community centers and affordable housing in often overlooked neighborhoods to demonstrate advancing net zero strategies is possible.