



Lotte Center Hanoi

# JOIN US — CHANGE THE COURSE OF THE PLANET’S FUTURE

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Callison LEED Facts

- A member of the U.S. Green Building Council for more than 20 years
- 41 projects LEED certified (27 of those projects earned LEED Gold or better)
- 27 LEED projects in process
- 110 LEED accredited professionals and green associates from Callison to offer direct client support

Callison is committed to creating environments, buildings and communities that are environmentally resourceful, sustainably developed and enhance quality of life. We believe we must alter our profession's practices and encourage our clients and the entire design and construction industry to participate in green strategies and to make sensible decisions toward sustainability. Our responsibilities as architects push us to new levels in informing our clients about achievable sustainable design. Our process is guided by key principles to gauge functionality, visual aesthetics, energy efficiency, economic feasibility and defining the look of high performance efficiency.

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DRIVERS AND RESOURCES

The Matrix©	Client-Committed and Data-Driven
The Matrix for Retail	Guidance and Investigation
Callison Commitment to AIA 2030	Callison LEED® Project
Energy Modeling	Coordination Services

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CALLISON'S 2030 DISTRICT SERVICES  
SUSTAINABLE DESIGN STRATEGY EXPLORATION & DESIGN SIMULATION SERVICES

- Seattle
- Los Angeles



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# SUSTAINABLE DESIGN

## ENVIRONMENTS THAT MAKE SENSE

Callison is committed to creating environments, buildings and communities that are environmentally resourceful, sustainably developed and enhance quality of life. We believe we must alter our profession's practices and encourage our clients and the entire design and construction industry to join us in changing the course of the planet's future. Our responsibilities as architects push us to new levels in informing our clients about achievable sustainable design.

## OUR SUSTAINABLE DESIGN PROCESS IS GUIDED BY FIVE KEY PRINCIPLES

1. Does it work (meets all functional, programmatic, environmental and cultural requirements)?
2. Does it look attractive (meets qualities of a visual aesthetic and conveys the underlying idea in an artistic sense)?
3. Is it fuel-efficient (tested in an energy model; meets the spirit of the AIA 2030 challenge toward energy efficient design)?
4. Does it look fuel-efficient (the design language shows and reads "high performance")?
5. Is it economically feasible and marketable?

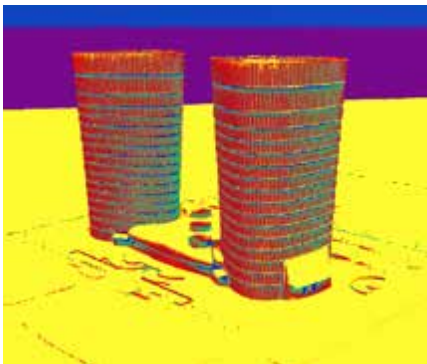
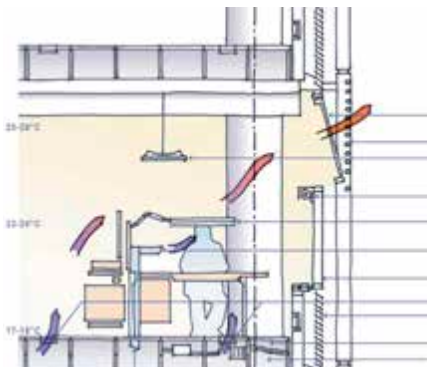


## DRIVERS AND RESOURCES

Callison has a suite of up-to-date sustainable design tools and resources to direct a client's project to meet or surpass today's sustainability standards.

### THE MATRIX©

Callison's proprietary, web-based sustainable design tool is an analytical design incubator compiling top energy, water, waste, materials and performance strategies. The *Matrix* is best used in concept and schematic design and is specifically used by architects, designers, property owners and real estate professionals. The design tool can be used to inform project teams and clients on functionality and applicability of more than 75 sustainable design strategies.



### THE MATRIX FOR RETAIL

The *Matrix for Retail* is a compilation of strategies from the Matrix Sustainable Design Categories that are particularly applicable to retail projects.

### CALLISON COMMITMENT TO AIA 2030

AIA began the AIA 2030 Commitment, a “growing national initiative that provides a consistent, national framework with simple metrics and a standardized reporting format to help firms evaluate the impact design decisions have on an individual project's energy performance.” A solid supporter of sustainability standards, Callison naturally became a 2030 advocate. As a member of this multi-year outreach program, we strive to alter current design

and construction practices, and realize significant reductions in the use of natural resources; non-renewable energy sources; and waste production in related A/E industries. To practice our 2030 commitment, we implemented a green operations plan and developed a Sustainability Action Plan to increase the energy performance of our projects. We are also required to report our progress to the AIA yearly.

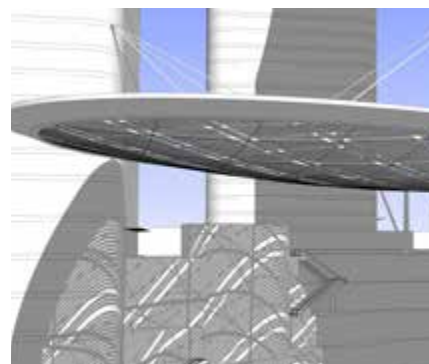
Callison is also an active participant of the Seattle and Los Angeles 2030 Districts. Our enrollment allows us to influence regional urban core projects and to contribute to local policymaking. We provide district services (specifically sustainable design strategy exploration and design simulation services) meaningful to the A/E industry.

### **ENERGY MODELING**

Callison's goal is to energy model every project according to AIA 2030 energy consumption targets. Callison's industry-leading design simulation expertise has been instrumental in crafting sustainable projects that help us meet this goal. We perform climate analysis to identify key passive and active energy design strategies. Early comparative modeling studies guide smart design decisions regarding energy efficiency and daylight optimization.

### **CLIENT-COMMITTED AND DATA-DRIVEN**

Our clients depend on us to guide them in selecting sustainable design measures that make sense for their business through informed and methodical research. We also investigate applicable country, state and local



level programs and initiatives to help the client offset initial costs for energy efficiency.

### **CALLISON LEED® SERVICES**

Callison has been a member firm of the U.S. Green Building Council since 2000. Our close involvement with USGBC keeps our teams informed of the latest changes and releases of LEED (Leadership in Energy and Environmental Design) codes, product standards and innovations in sustainability. Since being involved with LEED, we've been helping clients establish and attain their sustainability goals for their projects while also achieving the third-party certification. To date, we have 44 projects LEED certified, which represents over 9.2 million square feet in total projects. 29 of these projects have earned LEED Gold or better. We currently have 26 LEED projects in progress representing over 5 million square feet. Many of our projects have participated in LEED pilot rating systems.

Callison provides both LEED administration and documentation services (facilitating eco-charrettes and coordinating the LEED activities of the entire project and construction team) for our clients who request LEED Certification for their projects. Callison has 110 LEED accredited professionals and LEED green associates on staff to support this effort in all of our offices. All projects seeking LEED Certification go through a thorough internal QA review of the documentation to ensure compliance.



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