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PIMA Praises the American Institute of Architects for Bold New Initiative

Bethesda, MD – Buildings account for forty-eight percent of U.S. energy consumption and generate far more greenhouse gas emissions than any other sector. This startling statistic has led the American Institute of Architects (AIA) to adopt position statements that call for a fifty percent reduction by 2010 of fossil fuels used to construct and operate buildings.

“The architect plays the most pivotal role in the overall design and energy performance of a building and PIMA supports the AIA in this unprecedented initiative to promote the design and construction of communities and buildings that contribute to a more sustainable and environmentally conscious future,” Jared Plum, President of PIMA.

According to AIA, architects need to accept responsibility for their role in creating the built environment. AIA’s position statements seek to alter the profession’s actions and encourage clients and the entire design and construction industry to join with them to change the course of the planet’s future.

In order to accomplish this goal, the AIA will collaborate with other national and international organizations, the scientific research community, and the public health community. So this core principle becomes inculcated into the mindsets of current and future architects, the AIA will develop and promote the integration of sustainability into the curriculum for the education of architects and architecture students.

“PIMA looks forward to working with the AIA and other organizations on this critical initiative,” added Blum.

About the American Institute of Architects

For almost 150 years, members of The American Institute of Architects have worked with each

other and their communities to create more valuable, healthy, secure, and sustainable buildings and cityscapes. AIA members have access to the right people, knowledge, and tools to create better design, and through such resources and access, they help clients and communities make their visions real. www.aia.org

ABOUT PIMA

PIMA is the national trade organization that advances the use of polyiso insulation, one of the most widely used and cost-effective insulation products in North America. PIMA's membership consists of manufacturers and marketers of polyiso insulation, as well as suppliers to the industry. For more information about economic benefits of high thermal performing roofs, please visit the PIMA Web site at www.pima.org, or call 301-654-0000.