

Introduction

As signatories of The Anti-Greenwash Charter, we are committed to upholding good standards of responsible marketing practice. The purpose of this policy is to define the standards we adopt throughout our organization to ensure green claims made about our products/ services are fair and substantiated.

This policy applies to all the forms of marketing and advertising we use. In addition to this policy, all marketing and communications must at all times comply with the relevant local laws and regulations.

Our Standards

We commit to the standards of communication set out in <https://antigreenwashcharter.com/>, which are as follows:

Transparency.

We commit to clear communication of what sustainability benefit our product or service offers and don't conceal or omit information.

Accountability.

We substantiate our sustainability claims with accurate, and regularly evaluated empirical evidence. We commit to sharing facts, figures and statements that can be checked.

Fairness.

We commit to using fair, clear and unambiguous language when providing comparisons with other products or organizations.

Honesty.

We ensure we make specific statements about our organization's sustainability efforts and that our actions match those promises.

Our Practices

We implement the following practices and procedures to ensure we uphold the aforementioned standards:

Definitions

We define all the key 'green' terms we use to describe our products and services to ensure our claims are clear and transparent:

- **ARCHITECTURAL REHABILITATION:** it's a set of interventions carried out on a building for its recovery and reuse. These types of renovations, usually are oriented at optimizing the functioning of the building, improving the building envelope, reducing energy consumption, improving the comfort of the space, etc. The aim is to reduce as much as possible the generation of construction waste, reduce the energy demand of the building and easy maintenance.
- **BIOCLIMATISM OR BIOCLIMATIC ARCHITECTURE:** Bioclimatic architecture consists of the design of buildings taking into account climatic conditions, taking advantage of available natural resources such as sun, vegetation, rain, and wind, in attempt to reduce environmental impacts and energy consumption.
- **CIRCULAR ECONOMY:** A strategy that aims to reduce both the input of virgin materials and the production of waste, water, energy, etc., closing the economic and ecological cycles or flows of resources. Optimization of materials and waste by extending their useful life.
- **DOMOTICS:** Set of technologies that allow automating a home or building, providing energy management, security, welfare, and communication services, and that can be integrated through indoor and outdoor communication networks, wired or wireless, and whose control can be done both from inside and outside. Responding to the requirements and needs of its users through automated systems that improve the habitability and comfort of their spaces, increasing their safety and enhancing long-term energy and money savings.
- **ENERGY CERTIFICATION:** Official and mandatory document, which declares the energy efficiency of the building or part of it. It indicates the final energy consumed and its corresponding CO2 emissions. Based on this certificate, an energy label is assigned with a rating ranging from A to G, with A being the most efficient and G the least efficient. The letters E and F are the average

energy consumption data: the closer to the letter A, means that the building has an energy saving better than the average, while the closer to the letter G, means that its expenditure is worse than the average.

- **ENERGY EFFICIENCY:** Optimization of energy consumption to achieve a given level of comfort and service. Reducing energy use reduces electricity costs and can generate financial savings for users.
- **ENVIRONMENTAL CERTIFICATION:** It is an accreditation carried out by an external accredited body that verifies that certain processes, management systems, services or projects have been carried out in accordance with environmental regulations.
- **ENVIRONMENTAL IMPACT:** Seen from the anthropogenic point of view, it is the alteration or modification caused by human activity in the environment. Some causes are extraction of raw materials, high rates of waste production, treatment of chemical waste and waste in general, lack of urban planning, excessive use of natural resources, and the use of fossil fuels.
- **EPD - ENVIRONMENTAL PRODUCT DECLARATIONS:** Document that provides quantified and verifiable information on the environmental performance of a product, material or service. This document is used to assess the environmental impact throughout the life cycle of products in accordance with the International Standard UNE-EN ISO 14025.
- **INDUSTRIALIZATION IN CONSTRUCTION:** The industrialization of construction is the process through which construction aims to improve productivity through increased mechanization and automation. The process commonly involves modularization, prefabrication, preassembly, and mass production. Many assembly activities are moved from the construction site to the factory. Industrialized construction represents a systematic, controlled and standardized production process of well-defined construction elements and systems, which facilitates the collection of experiences from the design, production and assembly of the construction system as a basis for continuous improvement
- **LCA - LIFE CYCLE ASSESSMENT:** a study and analysis methodology that investigates and assesses the environmental impacts of a product or service during all stages of its existence: extraction, production, distribution, use and end of life (reuse, recycling, recovery and disposal/disposal of waste).
- **NZEB – NEARLY ZERO ENERGY BUILDING:** Building with a very high level of energy efficiency, whose energy consumption is almost zero or very low amount of required energy should be covered, to a very large extent, by energy from renewable sources, including energy from renewable sources produced on-site or in its surroundings.

- **RENEWABLE ENERGY:** Energy obtained from virtually inexhaustible natural sources, either because of the immense amount of energy they contain or because they are able of regenerating themselves by natural means. Some types of renewable energy are wind (wind), solar (sun), geothermal (heat from the earth), and hydro (water currents).
- **PARAMETRIC DESIGN:** It is a different way to design or understand an idea or concept from geometric and mathematical processes, usually generated with specialized software. For this design, a system of parameters, variables, and restrictions is established, and the results are generated almost immediately to create versatile or flexible solutions. Some of these variables can be orientation, location, type of material, measures, etc...
- **SDG - SUSTAINABLE DEVELOPMENT GOALS:** The Sustainable Development Goals (SDGs) are 17 goals adopted by the United Nations General Assembly on 25 September 2015 as a global call to protect the planet, end poverty and inequality and ensure that by 2030 all people enjoy prosperity and peace.
- **SIMULATION:** a computer-based calculation method that allows the performance of a building to be evaluated based on its design, climate, materials, lighting, usage conditions, etc. which otherwise could not be obtained until it was built and on-site measurements could be taken. This type of software can analyze energy consumption, comfort, CO2 emissions, water consumption, lighting, etc. They help to predict the behavior of the building and assist in making decisions at the design stage.
- **SUSTAINABLY SOURCED:** When we talk about sustainably sourced materials we refer to the following concepts: that they are manufactured locally or that their raw material is locally sourced, made from rapidly renewable materials (a period of no more than ten years, that they have some recycled content and to reduce the use of raw materials, biodegradable, toxin-free, durable and reusable materials, and that the factories support the rights of their employees and the health conditions they offer them.
- **VOC - VOLATILE ORGANIC COMPOUNDS:** Compounds containing carbon, oxygen, nitrogen, hydrogen, chlorine, sulfur, and other chemical compounds, which at room temperature are gaseous. They have different degrees of toxicity, so they are considered contaminants of the air we breathe. Many of them are flammable and, in specific concentrations, can be explosive. They are harmful to the environment, as they increase the concentration of ozone in the atmosphere, causing a haze in the air known as smog.

We also have a set of specific environmental design strategies that we integrate with all our projects. They are selected according to the characteristics of the project,

the place, the climate and the users, among other things. If you want to know more about them, click on this [link](#).

If you come across a term you don't understand and can't find it on this list, email Fernanda Rizzardini at f.rizzardini@picharchitects.com for clarification.

Editorial Processes

We have one editor and a sustainability manager review every piece of content and their green claims before publication and distribution. When writing content, our team refers to our list of clearly defined terms and updates the list when using a new term. We recognize and reward staff members who challenge our green claims.

Evidence & Testing

We justify our project with constant testing and parameters evaluation.

We make informed decisions. We realize energy efficiency and light simulations with Design Builder and Diva/ Climate Studio mainly, in order to define the building physics parameters correctly. We follow this process even if not asked by the client, as much as the day-to-day allows.

For mandatory energy certifications, we use official software such as HULC and CE3x, and corroborate the results with other simulation software to verify that the result is as real as possible.

We suggest our clients to reach for building certifications such as LEED, BREEAM, VERDE or DGNB, because these are third party certifications and therefore as transparent as possible. We intend to design along the bioclimatic principles and efficiency, instead of simply trying to reach the points.

We mainly focus on controlling and keep as low as possible the carbon footprint of the whole life cycle of the building, from its concept to its construction and further use. Again, we base our decisions in facts. We prefer materials that have environmental product declarations (EPD) or other evidences about their environmental impacts.

Nowadays it is not possible to fully compare the products on the market, but we do efforts to select the ones outstanding for their resource efficiency strategies, such as adaptability, recyclability or by selecting local materials:

- we propose green walls and roofs as the cities need renaturalization, but only when the conditions are proper. The same applies for BIPV (Build Integrate Photovoltaics). Their application is not always reasonable;
- we look for locations where the energy production can reach the highest efficiency, so its embedded energy is justified;

- we propose and design with awareness about reducing material waste at the end of the life of a building, in order to insert it again the construction market.
- we seek to adhere to the criteria proposed by the European taxonomy and Levels(s) to reduce the environmental impact of our projects and to meet the decarbonization targets for buildings in Europe by 2050.
- we constantly explore new innovative, industrialized and circular construction products and systems to be applied in our projects. When we see potential for improvement, we propose these changes directly to the producers via our Pich Innovation department.
- we experiment in innovative strategies, such as urban mining, zero waste on construction site or industrialized renovation for buildings, mostly thanks to our participation in the multidisciplinary collaborative projects within the Horizon 2020/ Europe program, or to collaboration with like-minded organizations and clients.

Training

All new employees receive an in-house training session on our Green Claims Policy and The Anti-Greenwash Charter so they fully understand the issues and benefits. We include clear documentation in our employee handbook so all our employees can refer back to it whenever needed.

Each week, every employee attends a training session, where we share and learn new aspect to make architecture more sustainable and less energy and resources consuming.

User Engagement

We know our users are invaluable in our fight against greenwashing, which is why we commit to answering any emails about our green claims. If you have any questions or feedback on this policy or our green claims, please email Claudia Antonacci at pr@picharchitects.com

Regular Reviews

We carry out quarterly internal audits of our content and check all our references are up to date. During this audit, we also check for new developments in the industry that we can benchmark against.

Being a signatory of The Anti-Greenwash Charter is a continuous process; as such, we review our marketing practices yearly to ensure we are still compliant with any changes to the Charter.

Governance of this Policy

Our PR Director is responsible for ensuring that our compliance with this Green Claims Policy is reviewed quarterly. Any non-compliance with this policy will be brought to the attention of the PR Team, who will decide on further actions and whether the matter should be taken to the Leadership Team. Business area heads are responsible for establishing and following practices, instructions and operating models in line with the Green Claims Policy. The PR Team reviews and updates all our marketing policy guidelines.