

OUR BELIEFS

*We design for people. We design to enhance the human experience and leave a lasting and positive impact on people's lives and the world we inhabit. It starts and ends with the human being; if everything is design, everything we do is **HUMAN BY DESIGN**.*

We design for a sustainable and resilient future. The bond between humans and nature is unbreakable, and we have an inherent responsibility to enhance the health and wellbeing of our people, our communities, and our planet. Embracing the patterns of nature, we strive to uncover the possibilities of design.

— From the Perkins Eastman Manifesto

At present, our relationship with nature is out of balance and one-sided. We take from the earth and rarely repay these withdrawals. But what if, instead of seeing the earth merely as a resource to be exploited, we were to view it as a symbiotic partner that needs us as much as we need it? A balanced partnership in which we give back just as much as we take?

We believe we can achieve this balance, but to do so, this vision must become the guiding light at the core of our design practice. This means design and sustainability can no longer be viewed separately—they are one and the same.

We believe good design is sustainable design, and great design achieves this perfect balance between people and our planet.

A vision without action, however, is not enough. Our beliefs must translate into commitments, and more importantly, into action and impact. The time for debate, discussion, or assumptions that change will happen eventually is long gone. NOW is the time to act, to hold ourselves, our colleagues, and our communities accountable. We believe there is still time to achieve this vision of balance, but we must act IMMEDIATELY. We must prioritize sustainability in everything we do.

OUR COMMITMENTS

We can no longer tolerate “greenwashing”—the practice of providing misinformation around environmental value—in any form, neither in our industry nor in the product and manufacturing industry, whether it is intentional or not. Moving forward, we commit to putting an end to this behavior.

We don't greenwash. PERIOD.

TO OUR CLIENTS

We commit to providing you the best guidance to maximize value across the entire triple bottom line—social, economic, and environmental. We'll challenge and inspire you in the best of ways. We commit to partnering with you in this endeavor, and to continuously bring value to every conversation and interaction.

TO OUR COLLABORATORS

We commit to truly working with our consultants and our contractors—now more than ever. We all need to unite in pursuit of our shared vision for a balanced, healthy planet.

TO OUR FELLOW EMPLOYEES

We commit to getting you the training, resources, and experiences you need to let your passion around sustainability develop, grow, and flourish.

TO OUR COMMUNITIES

We commit to starting every project without preconceived notions. We won't come to the table with a preset design or aesthetic; we begin by listening to everyone, and we respond to context, existing conditions, and data to inform our design approach.

TO EVERYONE

We commit to holding ourselves accountable by tracking our progress so that our actions have a measurable, positive impact. We won't give up, and we won't let ourselves become complacent. We commit to doing everything we can within our power; where that fails, we commit to advocating for change.

OUR GOALS

Speaking to our **HUMAN BY DESIGN** ethos, each of our following goals centers around people. And because we believe sustainability encompasses everything—our goals reflect our company's social, economic, and environmental priorities.



CARBON

We strive to be a carbon-neutral firm—in both our operations as well as in our work with our clients.



RESEARCH

We strive to be curious—to use applied research to enhance and advance our work.



HOLISTIC WELLNESS

We strive to think about wellness holistically—in terms of people and the planet, and at all scales of work.



MATERIALS

We strive for all of the materials we use to have a net positive benefit on human health, climate health, ecosystem health, social health and equity, and to contribute to a circular economy.



DIVERSITY, EQUITY & INCLUSION

We strive to correct the inequities in our practice, our projects, and our communities, and to celebrate diversity and culture, which we believe enriches our design and our lives.



RESILIENCE

We strive to lead with passive design, as this design strategy provides the key to both reducing future climate emissions and improving livability and resiliency as the impacts of climate change take hold.