



# HomebuildersCAN: Introductory Webinar

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# Today's Speakers

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# Problem statement:

Embodied carbon and scope 3 emissions are suddenly on everyone's radar, from regulators to investors to home buyers...

**How can homebuilders take the leading role in understanding, measuring, reporting and acting strategically to adopt and scale profitable, low-embodied carbon building practices?**

# A solution:

## HomebuildersCAN

CARBON ACTION NETWORK

### WHAT IT IS:

A **supportive action network** for builders to learn about embodied carbon and develop capacity for incorporating into strategic plans and reports.

A program providing a standardized carbon footprint **reporting framework** for homebuilders.

A **network to advocate** for alignment with regulators, lenders and energy efficiency programs.

A repository of resources to support homebuilders **measure, benchmark, & reduce their carbon footprint.**

### WHAT IT IS NOT:

Another labelling program indicating and verifying different levels of performance.

# What is HomebuildersCAN?

## ContractorsCAN



## OwnersCAN



## MaterialsCAN



## CAN groups at Building Transparency:

- Improve embodied carbon **awareness** amongst peers, industry, and external partnerships through best practice sharing
- Highlight **case studies** on successfully implementing embodied carbon policy and processes within building projects and realizing embodied carbon savings.
- Keep abreast of emerging **policy and legislation** regarding embodied carbon
- Use collective influence to **advocate** for industry action on embodied carbon.

**A message from...**



# HomebuildersCAN will support homebuilders to:

1

**Increase  
performance on  
embodied emissions  
from new homes**

- Support energy raters, designers & builders understand how to **quantify** embodied carbon using forthcoming **RESNET/ANSI/ICC standard**
- Assist homebuilders to **benchmark** their current designs and understand their current embodied carbon emissions
- Work with energy efficiency programs to **balance and align** increases in embodied with operational performance
- Help create **demonstration homes** at different levels of performance, share case studies & construction details

# HomebuildersCAN will support homebuilders to:

2

**Advocate for alignment  
across the sector  
including: regulators,  
lenders and energy  
efficiency programs**

- Provide **standardized reports** for home buyers, regulators & ESG
- Adopt **RESNET/ANSI/ICC standard** for embodied carbon measurement
- **Expand support** from customers, investors, and regulators for climate smart homes
- Host and **promote success stories** of members and demonstration homes
- **Conduct policy work** to align commitment with new regulations
- Provide **common definitions** of terms like 'net zero' and 'zero carbon'



# HomebuildersCAN will support homebuilders to:

3

## Adopt and scale profitable climate-smart building practices

- Assist participants in meeting performance commitments with education, training, technical support
- Ensure affordability of performance increases with resources and consultation
- Expand supply chain engagement by matching builders with material suppliers
- Support design & construction of archetype projects
- Share best practices, exemplary projects, and lessons learned

# What are the benefits for homebuilders?

Telling a clear and positive story as a company and in alignment with others

## Sales & Public Relations

- Let buyers know about your improved performance
- Highlight your commitments and turn them into relatable stories
- Provide trusted third-party promotion and support

## Strategic Alignment

- Meet regulator needs with a format that works for builders across jurisdictions
- Work for embodied carbon alignment with all energy efficiency programs
- Standardize reporting for programs and incentives
- Advocate for inclusion of embodied carbon performance in green mortgages

## ESG Reporting

- Create data & reports suitable for scope 3 ESG reporting
- Commitment recognized by investors as reliable reporting

# What does HomebuildersCAN offer?

Custom support, training and extensive resources tailored to the sector

## Support from HomebuildersCAN includes:

- **Training** on calculating and reporting emissions
- Standardized **reporting template** (guidance how it fits in with other programs & frameworks)
- **Assistance** to achieve goals (webinars, custom support, consultation on demonstration projects)
- News of **funding opportunities** and capital (connecting homeowners to green mortgages)
- **Advocacy** for recognition by regulators and initiation of incentive programs for high climate performance

## Resources:

Custom consultation

Guidelines and case studies

Participants directory

Forums and conferences

Templates (e.g., EPD requests)

Resources for financial support for climate-smart housing... and more!

# What does HomebuildersCAN offer?

Platform to highlight successes toward improved climate performance

## Public-facing program website includes:

- Your **company's logo** and link to website
- Completed **demonstration projects** and exemplary homes (upon participant's consent)
- Independent **promotion** of members' achievements (news, success stories, collaborations, awards)
- Company stories and **testimonials** ('How we met our commitment,' 'What inspired our commitment')
- **Newsletters** to participants and subscribers highlighting relevant information to the sector



# HomebuildersCAN performance pathways

Minimal, simple requirements

YEAR 1

## Measure, report, and develop a plan

- Measure and report baseline embodied carbon intensity via ANSI/RESNET Standard
- Submit high-resolution logo and elect a primary point of contact
- Make external public announcement of participation (channels include website, social media, and newsletters).

YEARS 2-6

## Implement plan and report annually

- Develop decarbonization plan & choose performance pathway
- Annual reporting of climate performance according to provided reporting template
- Electives fulfillment
- Opportunity to receive support to construct full-scale demonstration prototype

YEAR 6

## Renew and/or adjust performance pathway

- Review of climate performance and renew or adjust performance pathway

# HomebuildersCAN performance pathways

Flexible performance pathways twinned with existing energy and green building programs

**5X5**

5% reduction/year  
for 5 years

Achieve 5% per year embodied carbon reduction from current baseline **and** demonstrate action on operational emissions\*

**10X5**

10% reduction/year  
for 5 years

Achieve 10% per year embodied carbon reduction from current baseline **and** demonstrate action on operational emissions\*

**\_X5**

\_% reduction/year  
for 5 years

Achieve self-selected % per year embodied carbon reduction from current baseline **and** demonstrate action on operational emissions\*

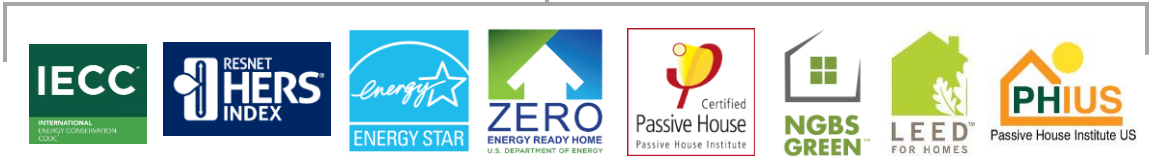
**CLIMATE  
NEUTRAL**

Achieve net zero material carbon emissions (with carbon storage) and net zero operational carbon

# HomebuildersCAN reporting template

Standardized and simple table

	Scale: Single Home / Community / Portfolio							
	Building Stages							
	Site Impact Factor	Products	Transport	Install	Operation	Future Impact Factor	Total Emissions	Emissions Intensity
	--	A1-A3	A4	A5	B6	B1-B5, C1-C4	kg CO2e	kg CO2e/ft <sup>2</sup> cfa
<b>Structure &amp; Enclosure</b> Foundations, exterior walls, roof, windows, insulation								
<b>Interior Elements</b> Partitions, framing, flooring, wall and ceiling coverings, paint								
<b>Building Services</b> Mechanical, electrical, plumbing								
<b>Totals</b>								
<b>Carbon Storage / Carbon Displacement</b>								



# Operational Carbon

Integration with existing energy performance programs

- **Report energy rating / performance**

% better than IECC baseline, ERI, HERS, DOE Home Energy Score, energy use intensity, operational carbon intensity

- **List relevant energy efficiency and Green Building certifications**

ENERGY STAR, Zero Energy Ready, PHIUS, ILFI Zero Carbon, GHI Zero Carbon, NGBS Green, LEED for Homes, Built Green, Living Building Challenge, Green Globes, BREEAM, GHI GreenStar, Enterprise Green Communities

- **Self-selected reduction pathway based on the energy metric reported**

Scale: Single Home / Community / Portfolio							
Building Stages							
Site Impact Factor	Products	Transport	Install	Operation	Future Impact Factor	Total Emissions	Emissions Intensity
--	A1-A3	A4	A5	B6	B1-B5, C1-C4	kg CO2e	kg CO2e/ft <sup>2</sup> cfa
<b>Structure &amp; Enclosure</b> Foundations, exterior walls, roof, windows, insulation							
<b>Interior Elements</b> Partitions, framing, flooring, wall and ceiling coverings, paint							
<b>Building Services</b> Mechanical, electrical, plumbing							
<b>Totals</b>							
<b>Carbon Storage / Carbon Displacement</b>							



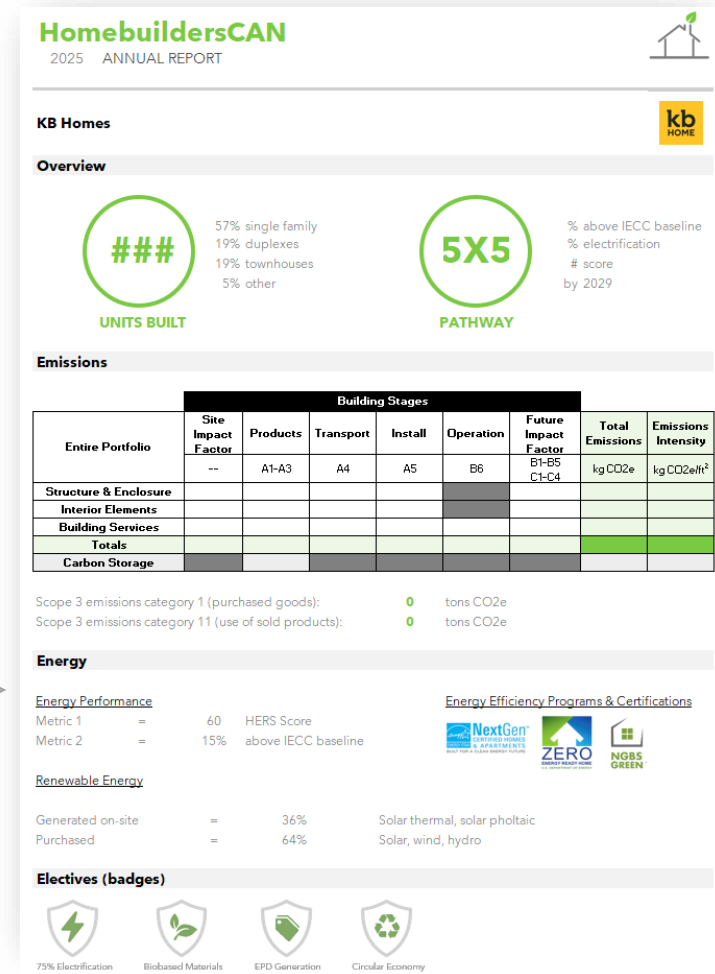


# Annual Report

## Emissions and energy targets and progress

Main report includes:

- **Company overview** (units built, building types, performance pathway and targets)
- **Emissions overview** table (per standard report template, summation for scope 3 emission categories)
- **Energy overview** (labels, certifications, scores, renewable energy)
- **Electives** (badges for fulfilled electives)



# ESG Reporting

How the commitment enhances corporate sustainability reporting

## Company ESG Report

### Dedication to Emissions Reductions

Fulfils: Various frameworks' management for climate-related risks disclosure including the ISSB and SEC;

### Emissions Reductions and Performance Tracking

Fulfils: GRI Emissions disclosure, TCFD's targets and risk management disclosure, SBTi's emissions targets and performance submission

### GHG Emissions

Scope 1 Emissions (MT CO2)	
Scope 2 Emissions (MT CO2)	
Scope 3 Emissions (MT CO2)	

### Additional Climate-Related Strategies

Fulfils: SASB's resource efficiency incorporation disclosure, TCFD's metrics to assess climate opportunities, ISSB's management of climate-related risks and opportunities, various GRI disclosures like energy, materials, and waste reduction

Claim participation in a decarbonization initiative

Declare a performance pathway

Report Emissions totals and intensities

Showcase strategies that impactfully reduce emissions

**HomebuildersCAN**  
2025 ANNUAL REPORT

**KB Homes**

**Overview**

### UNITS BUILT  
57% single family  
19% duplexes  
19% townhouses  
5% other

5X5 PATHWAY  
% above IECC baseline  
% electrification  
# score  
by 2029

**Emissions**

Entire Portfolio	Building Stages						Total Emissions kg CO2e	Emissions Intensity kg CO2e/ft²
	Site Impact Factor	Products	Transport	Install	Operation	Future Impact Factor B1-B5 C1-C4		
Structure & Enclosure	--	A1-A3	A4	A5	B6			
Interior Elements								
Building Services								
Totals								
Carbon Storage								

Scope 3 emissions category 1 (purchased goods): 0 tons CO2e  
Scope 3 emissions category 11 (use of sold products): 0 tons CO2e

**Energy**

**Energy Performance**  
Metric 1 = 60 HERS Score  
Metric 2 = 15% above IECC baseline

**Energy Efficiency Programs & Certifications**  
NextGen, ZERO, NGBS GREEN

**Renewable Energy**  
Generated on-site = 36% Solar thermal, solar photovoltaic  
Purchased = 64% Solar, wind, hydro

**Electives (badges)**  
75% Electrification, Biobased Materials, EPD Generation, Circular Economy

# What does it mean to be an early supporter?

Joining HomebuildersCAN as an early supporter

## Early supporters are:

- Supported in initial benchmarking efforts & goal-setting
- Invited to help shape and fine-tune the program details
- Provided with access to extensive resources
- Publicized & promoted with media outreach ('Share Your Story' and case study opportunities)





## PANEL DISCUSSION AND Q&A





# Call to Action

Sign up as an early supporter or subscribe!



Learn more by visiting our website:

[rmi.org/HomebuildersCAN](https://rmi.org/HomebuildersCAN)



HomebuildersCAN Sign-Up (Soft Launch)

Express your interest to get involved with the HomebuildersCAN program by filling out the form below. If you have any questions, please contact Chris Magwood ([cmagwood@rmi.org](mailto:cmagwood@rmi.org)).

\* Required

1. Company Name \*

2. Contact Name (First and Last) \*

3. Contact Email Address \*

4. Contact Phone Number

# HomebuildersCAN

## CARBON ACTION NETWORK

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