

# AIA San Diego

A Chapter of The American Institute of Architects



## FOR IMMEDIATE RELEASE

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## **Global Emergency Teach-in tackles Global Warming – Buildings Single Largest Contributor The 2010 Imperative**

**February 15, 2007 (San Diego, Calif.)** — With so much attention given to transportation, many people are surprised to learn that buildings are the single largest contributor to global warming. In the US, buildings are responsible for almost half (48%) of all greenhouse gas (GHG) emission annually; globally the percentage is even greater. To address the Building Sector's role in climate change, Architecture 2030, in partnership with AmericaSpeaks, is hosting a Global Emergency Teach-in.

The Teach-in, entitled **The 2010 Imperative**, will be web-cast live from New York on **February 20, 2007 from 9 a.m. to noon PST**. Hundreds of thousands of students, faculty, deans and practicing professionals in the architecture, planning and design communities in North and South America and around the world will be logging on to discover how they inadvertently fuel global warming through design, and what they can do to change this. In addition to addressing climate change, participants will also learn about 'The 2030 Challenge' and 'The 2010 Imperative'.

In response to the climate-change crisis, Architecture 2030 issued The 2030 Challenge in January of 2006. The Challenge calls for all new buildings and major renovations to immediately reduce their energy consumption by 50%, and all new buildings to be 'carbon neutral' by 2030. As The 2030 Challenge spread across the country and around the globe, it will be the professionals and young designers who will be asked to implement it. Yet today, climate-change science, mitigation and adaptation strategies are virtually absent in many professional offices, as well as US and international professional design schools.

To address this situation, a rapid transformation of the entire design and design education community must begin immediately. The 2010 Imperative, a challenge and strategy for transforming design education, will be issued to all schools during the Teach-in, and participants will be asked to adopt, support, and implement its targets.

During the Teach-in, participants will be able to interact with leaders at the forefront of design and climate change. Panelists include Susan Szenasy, editor in Chief of Metropolis Magazine; Dr. James Hansen, Director of NASA's Goddard Institute for

Space Studies; Edward Mazria, AIA, Founder of Architecture 2030; and Dr. Chris Luebke, Director of Arup's Global Foresight and Innovation Initiative. The event will feature presentations by the panelists and an extensive question and answer session, where participants around the world can query the expert panelists in real time. There will also be an action-oriented discussion on implementing The 2030 Challenge and The 2010 Imperative. This highly interactive approach will allow participants to both learn from and educate the panelists and each other. The Teach-in will take place in New York City before a live audience, translated into Spanish and Portuguese and simultaneously web-cast.

The Global Emergency Teach-in, which is free, is sponsored by The American Institute of Architects (AIA), U.S. Green Building Council (USGBC), New York Academy of Sciences, Rockefeller Brothers Fund, AIA Large Firm Roundtable, and the American Society of Heating, Refrigeration and Air-conditioning Engineers (ASHRAE). The Teach-I will focus on professionals and schools of architecture, planning, engineering, landscape architecture, interior design, industrial design and other design disciplines, but is open to all. To register for and/or participate in the web-cast, please visit [www.2010imperative.org](http://www.2010imperative.org).

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**About the AIA:** With more than 74,000 members, the national AIA organization provides tools and resources to help architects meet the challenges of a complex and competitive marketplace. Over its 150-year history, the organization has grown to more than 300 local chapters. Its members have access to exclusive information and services on AIA websites and are kept abreast of latest developments through educational programs. The San Diego chapter serves the needs of more than 1,000 members from its offices in downtown San Diego; Tel (619) 232-0109; [www.aiasandiego.org](http://www.aiasandiego.org).

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