

ANNUAL  
REPORT  
2018



Building better communities for tomorrow



# ELEMENTS OF RESILIENCE



## Building the Regenerative Economy

Similar to the circular economy, a regenerative economy looks to eliminate waste and environmental toxins, conserve resources and serve all of its participants equitably and thus, sustainably. But a regenerative economy goes one step further, not just maintaining a steady state, but returning greater environmental, social and financial capital than was invested. For Southface, this triple bottom line translates to a focus on improved thriving natural systems, improved quality of life and shared prosperity. We invite you to explore the programs and services that we have carefully crafted to help build the regenerative economy.

Dear Southface Community & Partners,

The past year has seen a number of important changes for Southface Institute. We made the decision to add “Institute” back to our brand, allowing us to better reflect our work across the built environment, including education and advocacy, as well as our workforce development, technical assistance and research efforts. We completed our plan to purchase the land our current campus was built on nearly 25 years ago. Most exciting of all, we finalized and adopted our 2019 – 2024 Strategic Plan, including the development of impact outcomes: seven mission-aligned goals to be accomplished by 2024, known as 7 x 10 x 24. These goals provide target numbers for helping communities prosper, eliminating waste, conserving resources and training tomorrow’s workforce—all in the service of helping to build the regenerative economy.

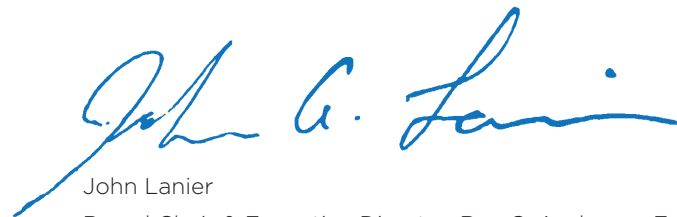
To further focus this work, we’ve unified and refined our powerful suite of programs. More than ever, the work of Southface is needed to address the challenges of global urbanization and climate change, all while encouraging people to embrace the responsibility we all have to learn and adopt resource-efficient living. From EarthCraft and BIT Building, to our Green Infrastructure and Resilience Institute (GIRI) and GoodUse, we are perfectly aligned to continue our 41-year efforts throughout the Southeast and beyond. We continue our work training and consulting to improve building health and performance, ensuring attainable housing solutions and building capacities for municipalities and businesses.

We are so proud of the work Southface has accomplished in the last year and throughout our four decades of service. As we enter what we believe will be our most impactful period to date, we thank you for supporting us and this valuable work. Your partnerships are what continue to sustain and inspire us as we embark on this exciting new chapter.

Sincerely,

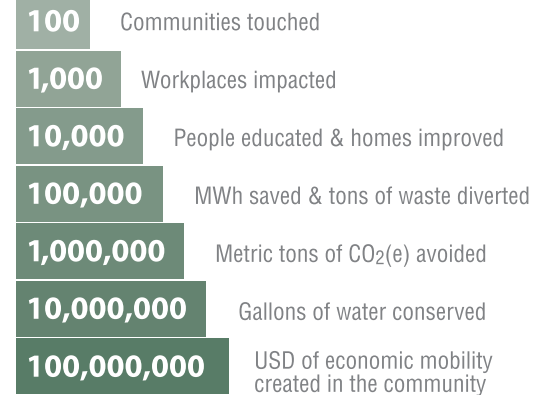


Andrea Pinabell  
President, Southface Institute



John Lanier  
Board Chair & Executive Director, Ray C. Anderson Foundation

# 7 x 10 x 24





## THE INTERSECTION OF THE FUTURE AND THE BUILT ENVIRONMENT

As home to over half the world's population, urban areas are powerful economic drivers, generating 80% of the global GDP and 86% of jobs. As contributors to more than 70% of the greenhouse gas emissions, cities are also part of the problem<sup>1</sup>. From flooding and heat islands, to lack of greenspace and clean transportation alternatives, there are a myriad of shocks and stresses associated with a warming, urbanizing world, desperately in need of immediate and sustainable growth planning, which will lead to healthy communities for all.

Growth mapping for the next 30 years points to a future in which urbanization increases from 55% to 68%. Globally, by 2050, an expected additional 2.5 billion people are expected to move to cities<sup>2</sup>. Rapidly increasing population growth means communities large and small must be prepared to take on the resulting environmental and social challenges, including increased stress on existing natural resources and aging infrastructure, as well as diminishing healthy and efficient affordable housing.

At the same time, there is an increased need for training for the growing green economy, leveraging private and public sectors for sustainable construction and operations, and empowering cities of all sizes to be resilient in the changing economy and climate.

A little closer to our headquarters in Atlanta, cities and communities across the Southeast continue

to fall into the top 25 fastest growing areas in the U.S., with no signs of slowing down. Without a thoughtful growth plan and implementation strategy in place, these cities and communities are at risk for reactive and precarious growth, further leaving behind vulnerable communities and underserved populations. Issues such as attainable housing, resource management and workforce development continue to grow in urgency.

Since 1978, Southface has been a leader in the research, advocacy, building performance and green building skills training required for sustainable market transformation towards a regenerative economy in the Southeast and beyond. Over this time, we have driven innovative policies and solutions to support resource efficiency, building science, regenerative design and sustainable communities. It is through this approach that we help foster a renewed vision for a growing and changing economy, generating the outcomes that lead to vibrant, healthy and prosperous communities for all.

With this urgency as our backdrop, we are very excited about the impending purchase of our existing land at the Atlanta Civic Center property. This growth will allow us to secure our future as well as deepen and extend our reach. We are excited about the years ahead and the blueprint for success this Strategic Plan represents.

<sup>1</sup> [www.worldbank.org/en/topic/urbandevelopment/overview](http://www.worldbank.org/en/topic/urbandevelopment/overview)

<sup>2</sup> [www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html](http://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html)



Only about 12% of the country's inventory of existing buildings can ever hope to achieve the standards of most green building certifications, limited by budget and/or building age. With this premise and need, the BIT Building program was launched to provide schools, religious organizations, nonprofits and businesses a framework and pathway for sustainable operations and maintenance of their facilities and buildings. To date, BIT Building has improved millions of square feet of property worldwide, including 14 buildings in four countries for Google and 60 buildings for the Chicago Housing Authority.

## IMPACT AREAS

### Sustainability Services

Southface Institute has been at the forefront of some of the region's most impactful initiatives, such as the City of Atlanta's 100% Clean Energy Plan and the Atlanta Better Building Challenge. Our Sustainability Services team works with municipalities, organizations, businesses, CIDs and communities to create sustainability and resiliency planning and implementation strategies, as well as community planning and outreach. Whether it's implementing solar, enhancing fleet vehicles or community engagement, Southface's Sustainability Services are designed to help an organization streamline every aspect of its resource use, operations and sustainability strategy.

### Education

Southface has a long history of sustainability and building science education, training and research. Both at our headquarters and our hands-on Southeast Weatherization and Energy-Efficiency Training (SWEET) center, Southface provides training for Building Performance Institute, Interstate Renewable Energy Council (IREC), RESNET, healthy homes and our own EarthCraft, to name a few. Our research team is peerless in its access to building performance data, advances residential indoor air quality work, and connects local and

federal government partners and companies with essential implementation and performance data to further sustainable solutions in the marketplace. One exciting example of this work is the Department of Energy's Building America program, under which Southface is testing a smart ventilation system for hot, humid environments that can be scaled nationally.

### Advocacy

Our policy and advocacy team focuses on issues such as energy equity, clean energy, high-performance building and sustainable development across the Southeast. Additionally, we work to influence building, energy and municipal codes and ordinances to ensure all stakeholders have equitable access to resource-efficient and healthy buildings, as well as sustainable transit infrastructure (EV Ready). Our partnerships include Energy Efficiency for All, the Just Energy Circle and projects such as the Climate & Cultural Resilience Grant and the Rapid Climate Vulnerabilities Assessment. Some of our key policy and advocacy initiatives include the Demand Side Management Working Group, as well as attainable housing strategies and our work to help Georgia's communities of faith, nonprofits and affordable housing go solar through Southface's Solar for Georgia's Underserved Markets Initiative.





Atlanta CREW (Culture-Resilience-Environment-Workforce) is a free green infrastructure (GI) and stormwater management workforce development program focused on the hands-on skills training needed for the installation and maintenance of green infrastructure. The program addresses the impacts of stormwater runoff in low-lying, lower-income neighborhoods by installing GI projects while training individuals for jobs in sustainability. Through June of 2020, CREW will install six such projects, each one with a job training component.

## Technical Services

Southface Institute is a trusted resource to help owners, builders and architects navigate the building certification process for most nationally recognized green building programs, including EarthCraft, LEED, NGBS and Enterprise Green Communities. In addition, we provide on-site technical assistance, including blower door tests, and the physical inspections and verifications often required for green building certification. Our building audits and assessments for any building or home are an effective tool to evaluate the source of performance problems and the cost-effective solutions that best address them.

## Marketplace Solutions

Southface has long been a leader in identifying marketplace needs that enhance and support sustainability and the built environment. Our award-winning EarthCraft Multifamily and EarthCraft Light Commercial certifications incorporate sustainable design and performance into a complete system. BIT Building enables sustainable operations and maintenance for any building (except single-family homes), regardless of age or purpose. And our Nonprofit Resource Efficiency grant programs, including GoodUse, ensure that local and national nonprofits have funding

to make efficiency improvements to their buildings, improving comfort and health while saving thousands of dollars to reinvest in mission-focused programs and capacity building.

## Workforce Development

To meet the national need for a skilled workforce in support of the growing green economy, Southface evolved its longtime role as a trusted source for hands-on skills training and building science certifications to a more holistic approach in 2018. The program will emphasize career building and employment assistance for those receiving our trainings, allowing us to better serve our community by providing meaningful technical job training and placement opportunities, while simultaneously providing local employers with work-ready candidates to hire. As an example of our expanded approach, Southface is pursuing partnership opportunities with the Technical College System of Georgia and WorkSource Georgia.

## BY THE NUMBERS

**40**  
**YEARS**

Southface Institute celebrated  
its **40th birthday** in 2018.

**20**  
**YEARS**

Bringing education and  
innovation to the  
Southeast with the  
**Greenprints Conference.**

**10**  
**YEARS**

**And over \$10 million**  
in energy and water savings  
for nonprofits.

*IN 2018*

**988**

Building professionals  
trained in 77 Building  
Science classes.

**5,319**

Total number of EarthCraft  
certified units in 2018.

**54,600+ certified over  
the last 20 years.**

**6+ Million**

Total number of square feet  
being improved in multifamily  
and commercial buildings across  
four countries through the **BIT  
Building** program.

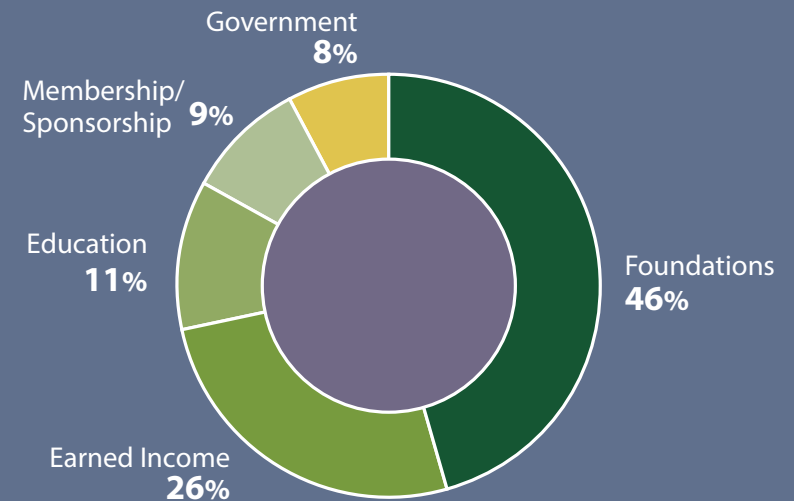
## Our sponsors\*

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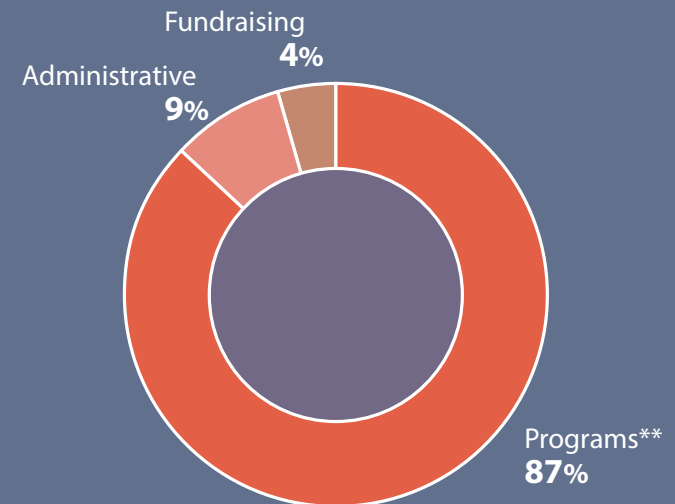
\* Donations in excess of \$5,000

## 2018 Revenue and Expenses

### REVENUE



### EXPENSES



\*\* Eighty-seven percent of our expenses go toward enabling Southface programs.



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