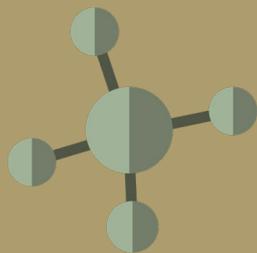


# HOW TO TALK TO CLIENTS

ABOUT THE RIBA 2030 CLIMATE CHALLENGE



# Engaging your Client:

Currently, signing up to the 2030 RIBA Climate Challenge is open to RIBA Chartered Architectural Practices, however the benefits to clients of having projects that meet the in-use energy and water consumption targets are plentiful.

## From a client perspective these benefits include

- Enabling more accurate forecasting of business expenditure in face of rising operating costs since targets are *performance* targets of actual use
- Reduced whole life operating costs as buildings are more efficient and cheaper to run
- Potential reduced capital costs as embodied carbon targets push towards leaner, more efficient designs using less material
- Reduced levels of dissatisfaction and discomfort in building users and occupiers driven by the focus on quality and commissioning required to meet the performance targets
- Increased levels of productivity and happiness in building users as a consequence of improved building performance and commissioning
- Greater insight and clarity of client's own environmental and carbon footprint
- Supporting net zero business models and buildings' role within these
- Staying abreast of mega trends of increased societal awareness and accountability
- Increased customer, consumer, staff and occupier driven expectations for brand credibility and reputation
- Demonstrable leadership ahead of business-as-usual approaches
- Mitigates and removes risk of non-compliance with future regulation and future mandatory performance declaration
- Provides the opportunity for recognition of exemplar building portfolios. Future rounds of RIBA Awards submissions will require information on performance against the Challenge to be provided.

## Joining the Challenge

The RIBA Climate Challenge only has two stipulations for signatories:

- the first is to **attempt** to achieve the targets. There is no penalty or consequence for projects that miss the Challenge's voluntary performance targets.
- the second target is to **submit anonymised project data**.

## Client Commitments

Clients are therefore requested to provide actual energy and water usage data one year after project completion via the project architect to the RIBA. These figures should be taken from energy/water meter readings (or energy/water bills) for the building over a year so that both winter and summer seasons feature in the calculation. Clients are asked to make this information available to project architects, whose responsibility it is to submit the data report.

The RIBA appreciates that some projects may be impeded in meeting the Challenge targets for a variety of reasons. Data should nevertheless be recorded and submitted. Progress towards better performance outcomes above business as usual approaches is recognised as an achievement in the right direction along the Challenge trajectory.

Further supportive material is provided in the "**A Client Guide to the 2030 RIBA Climate Challenge**" document which can be given directly to clients.

Client Name  
Address Line 1  
Address Line 2

CLIENT LETTER TEMPLATE – PLEASE ADD YOUR  
PRACTICE'S BRANDING & LOGOS AS APPROPRIATE

Practice Name  
Practice Address  
Date DD/MM/YY

**Re: Project Name and RIBA 2030 Climate Challenge**

Dear Sir or Madam,

We are delighted to be working with you on [Project Name]. Your brief sets ambitious aspirations that we will address as we progress through the coming work packages, commencing with Stage [insert RIBA Stage].

As discussed in our last meeting/email/workshop [delete as appropriate], as an RIBA Chartered Practice we take our commitment to sustainable development seriously and have signed up to the [RIBA's 2030 Climate Challenge](#). As part of the RIBA Challenge, we are committed to attempt to meet ambitious but achievable energy, water and embodied carbon performance targets on our significant projects. We believe that [Project Name] falls within this remit and has the potential to be an exemplar scheme.

The benefits of adopting the RIBA Challenge targets include more accurate forecasting of operating costs since the targets are *performance* targets of *actual* use; demonstrable leadership ahead of business-as-usual construction approaches; mitigation and removal of risk of non-compliance with future regulation and future mandatory performance declaration and addressing building portfolio's role within net zero business models.

It is important to clarify that the RIBA Challenge does not seek to replace or replicate a sustainability or an environmental assessment. There is no associated certification procedure. Instead, the RIBA Climate Challenge presents a set of performance outcome targets for projects to aim towards. Therefore, the Challenge has only two requirements for signatories: the first is to **attempt** to achieve the targets. (There is no penalty or consequence for projects that miss the Challenge's voluntary performance requirements.) The second requirement is to **submit anonymised project data**.

Clients are therefore requested to provide actual energy and water usage data one year after project completion via the project architect to the RIBA. These figures should be taken from energy/water meter readings (or energy/water bills) for the building over a year so that both winter and summer seasons feature in the calculation. Clients are asked to make this information available to project architects, whose responsibility it is to submit the data report.

We therefore ask you to sign and date the attached letter of commitment and return to us by [insert date]. With the letter you are committing to provide energy and water data of [Project Name] after the first operational year of the scheme. The data shall be provided on the understanding that it will be anonymised.

Yours sincerely,

[Sign and dated]



Practice Name  
Practice Address Line 1  
Practice Address Line 2

Client Name  
Address Line 1  
Address Line 2  
Date DD/MM/YY

CLIENT COMMITMENT LETTER- CLIENT TO COMPLETE

**Re: Project Name and RIBA 2030 Climate Challenge**

Dear [Project Architect Name],

In the face of the climate crisis, it is critical that we play a part in reducing carbon emissions from the built environment. We understand that in the interests of collaborative working and increasing collective understanding on achievable pathways to meeting the UK net zero 2050 goal, we fully support the ambitions of the RIBA 2030 Climate Challenge and seek to embed these into [Project Name].

On signing this letter of commitment, we hereby pledge to provide operational energy and potable water data following the first operational year of the scheme.

We understand that the reporting metrics required for operational energy is in kilowatt-hours per meter squared per year (kWh/m<sup>2</sup>/y) based on the gross internal area (GIA) of the building; and litres per person per day (averaged over a year) for water.

These figures should be taken from energy/water meter readings (or energy/water bills) for the building over a year so that both winter and summer seasons feature in the calculation. We will make this information available to [Name of Architectural Practice], whose responsibility it is to submit the data report to the RIBA as part of the RIBA 2030 Climate Challenge.

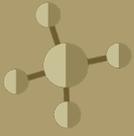
By signing this letter, we understand that the RIBA provides assurance that all submitted data will remain anonymous and will only be used by the RIBA to:

- a) grow industry knowledge of trends in building performance,
- b) identify trends in building performance gaps between predicted design targets and actual building performance data
- c) identify opportunities for improvements for sectoral carbon reductions
- d) deliver targeted research and knowledge development to the profession
- e) inform future engagement activity for the RIBA membership

Yours sincerely,

[Signed and dated]





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