



spec matters

2023

PARTNERSHIP  
PACKAGE

# WHERE IT BEGAN

Hello friend,

Ramune here—founder of Spec Matters. I'd like to personally welcome you to this community and briefly share our story.

## **Why I started Spec Matters:**

After losing my mother to cancer in 2020, I joined the ranks of those who have witnessed its destructive effects and felt it was time for the building industry to do its part.

Did you know that 80-90% of cancer cases are linked to environmental factors and carcinogens are often used in building products and materials without much regulation? While earning my Certification in Healthier Materials and Sustainability, I was struck by the urgency of scientists, toxicologists, health experts, and educators who have outlined the dangers that building industry practices pose on human health.

## **We are poisoning ourselves and our environment.**

Unfortunately, there is a large knowledge gap between the science community and the architects, interior designers, developers, and building owners who are making material specification decisions that impact the environments in which we live. As architects, we are incredibly stretched for time—it's difficult to dedicate resources to finding and acting on these scientific findings which are crucial in obtaining client buy-in.

## **Spec Matters aims to bridge this gap.**

Our 5-minute newsletters make it easy to stay up-to-date with the latest healthy building findings and tools. Our resource directory consolidates helpful tips, tools, and databases and provides directions on how and when to use them. Our presentations to students, young professionals, and companies help inform our industry so that together, we can collectively drive change.

We must all play a part!

We're always looking to collaborate with nonprofits and other organizations with a similar mission to build industry awareness on the health and sustainability impacts of the built environment.

I invite you to review our partnership package as well as the incentives that come along with it. Thank you in advance for your thoughtful consideration. Together, we can make more measurable progress toward a healthier future.



—Ramune and the Spec Matters team



# WHY PARTNER WITH US

The following is a mutual understanding based on a 1-year commitment.

## THE BENEFITS

- Logo displayed on the Spec Matters website
- Partnership acknowledged in our bi-weekly newsletter
- Social media shout out (Instagram and Linked In)
- Acknowledged on all of our educational presentations
- Up to 4 announcements/year shared with the Spec Matters audience

## THE ASK

- Partnership displayed on website
- Partnership acknowledged on social media if available - encouraging audience to subscribe to the Spec Matters newsletter
- Partnership acknowledged in newsletter if available - encouraging audience to subscribe to the Spec Matters newsletter

WE ARE FLEXIBLE! IF YOU DON'T SEE EXACTLY WHAT YOU WANT, PLEASE ALLOW US TO CUSTOMIZE A PACKAGE FOR YOU!

“Ramune and her team play a critical role in organizing so many useful tools related to healthy material selection. They've taken a big challenge (fabrication, construction, and occupancy of buildings are bad for our health!) and are really pushing conversation and thoughtful design choices. I'm grateful for being invited to the discussion.”

Aron Beninghove  
Director, Facilities and Design at Steele Strategies

“The presentation by Spec Matters opened my eyes to so many new considerations when it comes to sourcing for products in both my own home and future designs! I'm very grateful for this new perspective and look forward to learning more thanks to all of the great resources they shared with us.”

Caitlin Mattera  
Moore College of Art and Design

“Loved this, and am incorporating these points right into my standard set of drawing notes. Thanks!”

Jonathan Lipman, AIA

# FACTS

WEBSITE VISITORS FROM:  
**600+ CITIES**

NEWSLETTER READERS IN:  
**30 STATES**

# MISSION

## WHO WE ARE

We are a diverse team of young professionals passionate about sustainability and healthy building initiatives. We are architects, interior designers, construction administrators, and designers. Together with our peers in marketing and business, we've come together in efforts to help educate the next generation of leaders who will shape the built environment and our communities.

## THE PROBLEM

**Architects, interior designers, and developers are making decisions every day without knowing the impact of material selections. We have a duty to inform ourselves and to be more intentional with our specifications.**

**Our mission is to empower the building industry to write healthier specifications and make better material selections—because these decisions matter.**

## OUR CORE PILLARS



### ACCESSIBILITY

We condense complex, scientific research to small, absorbable bits to make it more accessible and easy to understand.



### AWARENESS

We raise awareness of the health and environmental challenges that our industry is facing.



### ACTION

We suggest simple ways in which to take action and make progress towards healthier, more sustainable specifications.



### EMPOWERMENT

We believe each of you play a part in this movement towards healthier buildings. Take the first step and get informed.

## Share Us With Your Network!

→ Sign up for our newsletter  
[SpecMatters.com](https://SpecMatters.com)

→ Follow us on Instagram  
[@SpecMatters](https://www.instagram.com/SpecMatters)

→ Follow us on LinkedIn  
[/company/Spec-Matters/](https://www.linkedin.com/company/Spec-Matters/)

# WHAT WE DO

## RESOURCE DIRECTORY

We collect and house industry tools and databases on our website and educate our community on how and when to use them. We break down and explain standards and certifications that can be referenced in specifications which contribute to healthier, more sustainable environments. We also feature products that have been commonly used by healthy material experts in our industry that have been proven to perform and meet our criteria.

## BI-WEEKLY NEWSLETTER

We condense latest research, findings, and reports into 5-minute reads to keep building professionals up-to-date and informed on the latest healthy building initiatives. We suggest ways to apply this information into their every day work.

## HEALTHY BUILDING PRESENTATIONS

We raise awareness to the health and environmental challenges that our industry is facing through our presentations to students, organizations, and companies in the AEC industry. Our presentations include:

- intro to the healthy building movement and why it matters
- intro to tools and resources
- workshops to empower teams to contribute to the healthy building movement

## TRAINING + EMPOWERING HEALTHY BUILDING ADVOCATES

Our fellowship structure allows for students and professionals to join our team with little healthy building or material knowledge, learn as they contribute to our work, and build their knowledge and a passion for healthy buildings and materials along the way. They leave our fellowships more empowered and dedicated to act as healthy building advocates in the work that they do all over the country. We are training the next generation of leaders in the industry and equipping them with the knowledge to build healthier environments and a healthier future for all.

## ENGAGEMENT THROUGH SOCIAL MEDIA

Our social media initiatives engage students and young professionals in the industry and communicate the importance of specifications and materials selections. We have intentionally used social media to build interest among younger generations in hopes that they take a more active role in materials upon entering the industry.



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EMAIL US AT:

[INFO@SPECMATTERS.COM](mailto:INFO@SPECMATTERS.COM)