



# PURPOSE PLAN

2020 - 2025



# INTRODUCTION

This has been prepared by i2C Architects as a live document that is reviewed annually. This document sets out the priorities and actions for purposeful work at i2C Architects. In particular, the impact that our business has, through its design work and its direct operations of its studios and connections within wider environments and communities.

**'We are facing a Climate Crisis and it no longer a question of if we should act, but very much how we can act with more integrity and responsibility for our environment and for future generations.'**

The work we do has the potential to have a transformative ripple effect across our teams, communities and ecosystems - shifting behaviours, revealing cultures, improving lives and contributing towards restoring ecosystems. We need to act as a trigger to start conversations, lift aspirations and challenge industry practices.

**Each action we take, decision we make can positively shape our future.**



# i2C CAN BE A CATALYST FOR TRANSFORMATION

Sustainability is an evolved conversation it has moved beyond only a resource conservation and energy efficiency movement to include climate action, social justice, human health and well-being, community resilience, regeneration, and eco-system integrity. The interconnected crisis we face are evident and require a systemic response.

A systemic approach that focusses on understanding what the purpose and role of each project is and how it can be a source of evolution is required it takes a shift in perspective to a firm focus on the experience and health of residents, local communities and larger ecosystems. Nothing happens in isolation and it is imperative that we see buildings as the catalyst for shifting of behaviours and lives across society.

**This calls for open hearts, hands and minds.**

**This calls for a desire to collaborative across silos.**

**This calls for unlearning.**

**This calls for seeing with new eyes.**

**This calls for courage and curiosity.**

Our approach to sustainability is to shift our mental model and framing from one of harm reduction to positive potential realisation – bringing life and regenerating environments.

## REGENERATIVE DESIGN

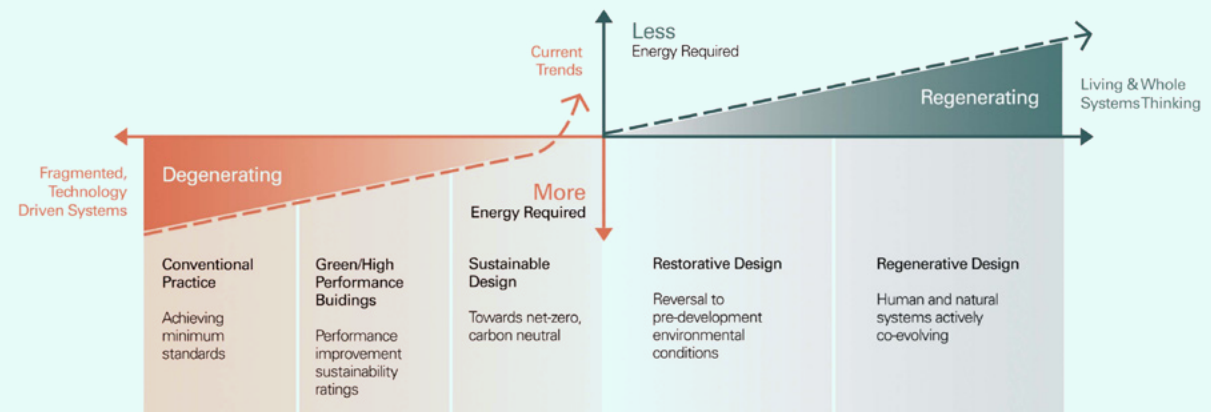


Diagram: Developed from Bill Reed, 2007

We use a variety of tools on projects to measure and improve the performance of our built assets and designs. These include environmental analysis tools, Building Envelope tools, embodied carbon tools and the leading sustainable design certifications (NABERS, Living Building Challenge, Greenstar and Passive House)

# THE JOURNEY TO REGENERATION SO FAR



## LEADERSHIP

- 2018 • Sign Architects Declare commitment.
- 2020 • Establish ways for team to suggest green initiatives.  
Supporters of Regen Melbourne.
- 2018-2020 • Corporate membership of LFIA.  
Create and facilitate event series dedicated to Living Building Challenge.  
Write thought leadership articles and publications.

## INNOVATION

- 2019 • Deliver a project that meets Green Star 6 star.
- 2020 • Designing with Country pilot project (design competition).  
Delivery of first CLT structural building.  
Identify new social value market opportunities.

## BUSINESS OPERATIONS

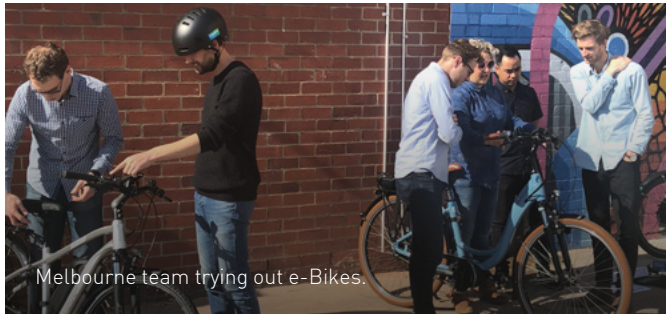
- 2020 • Develop and launch Environmental Management System (EMS).
- 2018-2020 • Develop and implement strategic sustainability principles.  
Develop core content for marketing collateral.



## Place

### Studio

- 2018-2020** • Retrofit and biophilic design showcase of one i2C studio.
- Engage local artist(s) for place based artwork in one (minimum) studio.
- Hosting and supporting sustainability focused events.



### Travel

- 2018** • Provide cycle changing facilities in all studios.
- Prioritise Uber and go get for business journeys.
- Implementation and promotion of eBike scheme.
- 2020** • Teams and Zoom for workshops and work to avoid unnecessary travel.
- Purchase carbon offsets for all flights.
- 2018-2020** • All studios are accessible by public transport and people are encouraged to travel that way.
- We conduct a travel survey annually to see what the travel patterns of our teams are.

## People

### Social Value

- 2018** • Support social enterprises and BCorp organisations by purchasing from them (Who gives a crap, Keep Cup, Thank You).
- 2018-2019** • Encourage direct climate action through participation in social activism and team operated actions i.e. tree planting, litter collection.
- 2018-2020** • Introduce volunteering policy and promote to the wider team.



### Education and Training

- 2018** • Encourage Keep Cups, encourage reusable lunch containers.
- 2018-2020** • Two Passive House certified designers.
- Two Regenerative Practitioner certified designers.
- Inhouse sustainability workshops to raise base level of awareness amongst studio team members.



### Indoor Comfort

- 2018** • Introduce office planting and service provider for maintenance.
- Monitor indoor air quality (check filters etc).
- Create collaboration spaces / quiet zones.
- Wellbeing scheme implementation.
- 2020** • Implement Hybrid working options.



## Nature

### Waste

- 2019 • Separate office waste into recyclables, soft plastics and food waste collection.  
Provide food containers for lunches to avoid purchasing of additional waste packaging
- 2020 • Identify key landfill streams.  
Collect and dispose of e-waste responsibly via collection points.
- 2018-2020 • Introduce worm farms and/or composting systems into each studio to manage food waste.

### Energy

- 2019 • Use energy-efficient appliances and installation of power saving power points with auto turn off functions.
- 2020 • Solar PV Array installed in Melbourne.  
Switch all studios to carbon neutral power.

### Carbon

- 2019 • Review and select pathway for Carbon Neutral certification.
- 2018-2020 • Transparent measurement, evaluation and reporting of carbon neutral pilot.
- 2020 • Melbourne Studio Carbon Neutral.

### Water

- 2018-2020 • Water efficiency and water filtration onsite –filtered water system, dual flush toilets, water efficient equipment, self-watering indoor plant pots.



Collingwood Studio Solar Panels

# GOALS

## GOVERNANCE

We prepare and publish our Purpose Plan 2020- 2025

- » Review our existing Sustainability Action Plan to incorporate our Impact goals and Purpose objectives 2020
- » Restructure senior leadership in line with B Corp Pillars 2022
- » Board approval to publish the Purpose plan as an external document that can communicate our Purpose and commitments for 2030 2023

We attain B Corp certification and communicate across i2C

- » Board approval for B Corp certification 2021
- » B Impact Assessment 2022
- » Attain B Corp certification 2022
- » Internal B Corp language / guide for sales team and wider team 2023
- » Data collection process for B Impact Assessment 2022-2025
- » Recertification Ongoing 202

Leaderboard Grounding Muster (regenerative retreat)

- » Leaderboard come together for strategic planning and connection as part of a regenerative leadership retreat 2023

TL Regenerative training

- » Team Leaders regenerative half day experience to embed purpose across i2C 2023

Set 2030 Commitments (Purpose/people/place/nature)

- » Set 2030 commitments to incorporate in Purpose Plan and Regen Design Framework 2023

Ethical Charter

- » Research and Investigate Ethical Charters 2023

Corporate Brand Foundations

- » Evolution of vision and values inline with corporate direction 2024

TEAM	
RECONCILIATION	
We have implemented our first RAP Reflect	
» Register and develop RAP Reflect 1	2021
» Lay the groundwork, complete and launch our RAP	2022
» Successful delivery of RAP to include (Respect, Relationships, Opportunities and Governance)	2022
We engage Aboriginal consultants to co-design with	
» Form relationships with Aboriginal Consultants to assist us with our journey and participate in the RAP working group	2023
We procure Aboriginal owned business services and products through supply nation	
» Locally procured Acknowledgement of Country plaques for each studio in collaboration with Indigi Print	2023
We co-design with First Nations	
» Identify project for First Nations Co-design	2023
» Collaborate with Local First Nations Consultant for place identity	2023
» Recognised and celebrated for our Co design project (Brisbane Studio )	2024
We build cultural capability of our teams throughout the business	
» Embed our RAP Reflect 1	2023
» Cultural Protocols across the organisation	2023
» Cultural Awareness online training across all studios	2023
» Cultural library in each studio	2023
» Cultural movie screening RAW 2023	2023
» First Nations Reconciliation images in studios	2023
» Commit to YES vote	2023
» Yes campaign workshops across studios	2023
DIVERSITY, EQUITY AND INCLUSION (DEI)	
We have DEI goals and actions as part of our Purpose plan by 2023	
» Establish DEI committee	2022
» Race Relations Lunches campaign (Cultural Cafe)	2023



» DEI campaigns for Pride	2023
» DEI calendar of events to streamline fundraising themes and activities	2023
» Baseline study of DEI	2023
» DEI Action plan and report	2024
» Review and update DEI plan	2024
Increase Board Diversity	
» Advocacy campaign to board for improved diversity	2024
» Introduction of Diversity to the board via stakeholder advisory group or nominations to board	2025
<b>DEVELOPMENT</b>	
Let the teams lead and build their capacity and agency	
» Establish ways for team to suggest purposeful initiatives through my2C and studio my2C champions	2023
Align PDP process with Purpose	
» Build Purpose requirements into the PDP process, job roles and recruitment process	2023-2024
Sustainable Design Ambassadors	
» GSAP per studio	2022
» GSAP to lead sharing of knowledge and Green star development across wider team (toolbox talks)	2022
» Passive House designer per studio	2023
» Sustainable Design Lead per studio (undertake LFA accreditation)	2024
Allocation of team development budgets	
» Allocation of budget for team development (DEI , sustainable design )	2024
<b>COMMUNITY</b>	
We are a contributing member of our local community.	
» Source funding for community focused social value projects (Melbourne pilot) Greening Cromwell	2021
» Dedicate team time for community project – set up on R3	2021
» Implement pilot project	2022
Lead conversations as an architect committed to designing for Good	
» Corporate membership of LFIA	2020-2025

» Architects Declare Network	2020-2022
» Living Future Online community	2022-2023
» Present at international conferences (Passive House / BTR / Retail / Purpose)	2023-2024
» Host B Corp events in Studios	2023-2024
Participate in local Regen communities	
» Actively support Regen Melbourne (Events/projects) – Regen Streets	2022-2025
» Get involved with Regen Sydney	2025-2026
We have a studio based local regeneration project for each studio by 2025	
» Celebrate team participation in community action via my2C	2023-2024
We are an active contributor within the local BCorp community	
» Source local products for studios – create a sustainable procurement policy	2022-2023
» Actively participate in local B Corp community events	2023-2024
» Co-write SCN article with B Corp organisation	2023-2024
» Celebrate B Month via social media / events	2023-2024
» BCorp 1st Birthday celebratory event December 2023 and article	2023
<b>ENVIRONMENT</b>	
<b>DESIGN AND APPROACH</b>	
Establish Sustainable design team	
» Establish sustainable design team	2023
» Establish task and finish working groups for key	2023
» Toolbox talks on PH / Place study / Embodied Carbon	2023
We advocate for sustainable design on every project by 2025	
» Embed place research within site analysis	2023-2025
» Embed Pre -design purpose/vision workshops	2023-2025
We model the thermal performance of our projects in early concept	
» Purchase Design PH and PHPP	2024
» Pilot the use Design PH to assess envelope strategy for buildings	2024



» Implement early modelling as part of Regen Design Framework	2025
National Design Review to include Sustainable design criteria	
» Include sustainable design criteria for National design review checklist for all retail projects	2022-2023
» Sustainability Lead attendance at National design reviews	2022-2023
All projects meet Regen design framework requirements	
» Develop and Launch Regen Design Framework by 2024	2023-2024
<b>STUDIOS</b>	
All studios will be Carbon Neutral by 2025	
» All studios carbon neutral by 2023	2022-2023
» Create a Carbon Neutral Studios handbook with business services team	2023-2024
Reductions targets to reduce the amount of offsetting each year	
» Reduce emissions associated with commuter travel	2023-2024
» Reduce parking allocation (parklet)	2023-2024
Net zero waste to landfill organisation by 2025	
» Pen collection points within each studio	2023
» Composting across all studios	2023
» Measure baseline waste to landfill for all studios	2022
» Net zero waste to landfill (eliminate coffee cups , paper towel, tape)	2025
We cultivate healthy work environments	
» Co design place based environmental graphics Brisbane Studio	2022-2023
» Monitor indoor air quality (check filters etc)	2022-ongoing
We actively work to reduce the Carbon emissions associated with company travel	
» All studios are accessible by public transport, and people are encouraged to travel that way.	2018-2022
» We conduct a travel survey annually to see what the travel patterns of our teams are	Ongoing
We see our studios as an opportunity to increase biodiversity	
» Increase the biodiversity in each studio with a focus on increasing native species through on street planting	2022-2023
» Greening Cromwell is a pilot for future community street projects across Victoria via Regen Streets	2023-2025

We reduce potable water use	
» Research and investigate options for reducing potable water use across studios	2024-2025
» Implement water saving initiatives across studios – possible greywater reuse for toilet flushing	2024-2025
We have a sustainable procurement policy in place by 2022	
» Launch sustainable procurement policy for studios	2023-2024
» Track purchasing from social enterprises/ B Corps/ minority owned / ethical suppliers	2023-2024
» Review sustainable procurement practice	2024
<b>CLIENTS</b>	
We identify project opportunities to grow capacity and experience of our teams	
» Passive House Project delivery	2023
» Living Building Challenge Design Competition	2023
» Enerphit feasibility project	2022
» Social / Supportive Housing retrofit project	2022-2024
Target and track suppliers/collaborator and clients who represent marginalised groups	
» Support indigenous enterprise and B Corp organisations by purchasing from them	2022-2024
» Promote innovative services and tools arising from relevant B Corp organisations (Revival) 2023	2022-2024
» Target social enterprise / charity clients	2022-2024
Build an annual pipeline of 2 million + from Owner Occupier assets by 2025	
» Build relationships within key market sector (BTR National Committee/ CHIA community housing)	2022-2024
» Recruit capacity to deliver in selected new market (Residential team)	2022-2024
» Win projects and promote our profile as social housing/ BTR architect of choice	2022-2024
We align with Clients around values	
» Design and develop ethical charter	2024-2025





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