



# ● ● ● ACTION FOR iMPACT

Our Call to Action

JUNE 2021





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2025

## Transformative change requires collective action.

**McKinstry is united under a five-year Action for Impact strategic plan to address the climate, affordability and equity crises. Our 60-year journey has prepared us for this moment. We are compelled to act by our vision, mission and values and stand ready to lead by example.**

**We cannot succeed alone.** Building owners, designers, contractors, operators and occupants must come together in purpose and in action to deliver transformative change and build the thriving planet that future generations deserve.

The path will not be easy, but with focus and steadfast resolve we cannot fail.

## ACTION FOR IMPACT / OUR CALL TO ACTION



**// Time is of the essence as we stand in the shadow of these challenges and recover from a global health pandemic and economic uncertainty. //**

— Dean C. Allen, CEO  
McKinstry



### **FACING THE CLIMATE THREAT.**

Buildings contribute nearly 40% of total global energy-related carbon emissions. Severe weather events are intensifying as these global emissions grow, and their destructive impact is unprecedented. The mounting strain on infrastructure and natural resources is moving us to a point of no return by 2030. Without immediate action, these events will escalate, growing more costly while affecting the entire planet – including our people and communities.



### **DELIVERING AFFORDABILITY.**

Buildings cost too much to design, operate and maintain. The resulting affordability crisis is limiting the ingenuity, advancements and investments needed to balance the natural and built environment.



### **TACKLING SYSTEMIC INEQUITY.**

For marginalized communities, the wealth gap and lack of equitable access to high-earning jobs, healthcare, housing, nutritious food and education exacerbate the impacts of the climate and affordability crises. Our industry is one of the least diverse in the U.S. We can and must do more in concert with our clients, partners, people and communities to break down systemic barriers and create greater opportunities for equity.



# ACTION FOR IMPACT /

## ASPIRATION & COLLECTIVE IMPACT

OUR 2025 ASPIRATION —  
McKinstry will innovate waste  
and climate harm out of the built  
environment and drive impact by:

- Leading by example, sharing our best ideas with the world.
- Enlisting our inventive prowess and experience. We will tackle the waste that plagues the built environment, charting the course for a zero-carbon future.
- Focusing on increasing opportunities for historically marginalized groups and communities. We will advance equity and social justice internally and industry wide.
- Empowering our people to solve the most significant societal problems while earning trusted partnerships that stand the test of time.



OUR COLLECTIVE IMPACT —  
Working together, we can evolve,  
expand and invent transformative  
change across the built environment  
and deliver lasting impact by:

- Fostering relationships with our clients and partners that empower our teams to create positive impact across the climate, affordability and equity crises.
- Engaging with our clients and partners to innovate new ways of increasing building performance and productivity while decreasing carbon emissions and costs.
- Creating novel partnerships to test new technologies, processes and methods that will accelerate our ability to deliver affordable, ultra-efficient and resilient facilities.
- Inventing new business models, forming strategic partnerships and introducing cutting-edge approaches and services that meaningfully move the needle to reform the built environment.



## The right people at the right time – actively engaging.

McKinstry, standing with our clients and partners, is uniquely positioned to drive a substantial transformation within our industry and deliver balance between our built and natural environments.

We will leverage our platform – a breadth of services, depth of technical insight and reach across markets grounded by our vision, mission and values – to reinvent what’s possible and make a positive difference.

## ACTION FOR IMPACT 2025 – Not an empty promise.

We must act boldly to solve the climate, affordability and equity crises. We must champion a paradigm shift that meets the immediate needs of our built environment while readying it for long-term resiliency and advancing equitable outcomes for the future.

The positive impact we aspire to won’t happen organically or quickly. It requires focus and a commitment to the most important initiatives, priorities and investments with latitude to evolve.

Together, with you, we will face the overlapping climate, affordability and equity crises head on.

### **TAKING ACTION FOR IMPACT.**

Action for Impact is a call for clear, swift and decisive action.

Answer our call and join the movement using **#ActionForImpact** at [linkedin.com/McKinstry/](https://www.linkedin.com/company/mckinstry/)

Learn more at [ActionForImpact.McKinstry.com](https://ActionForImpact.McKinstry.com)



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