

# **Where Supply and Demand Meet to Reduce Embodied Carbon: Aligning Policy with Practice**

**Presenter: Katie Poss**

*Additional Presenters:*

1. Max Driscoll, AECOM (max.driscoll@aecom.com)
2. Mariane Jang, New York State OGS (mariane.jang@ogs.ny.gov)

## **Presenter Biographies and Experience:**

Katie Poss is the Director of Policy & Procurement at Building Transparency. In this role, Katie supports the nonprofit's core mission of providing open access data and tools necessary to enable broad and swift action across the building industry in addressing embodied carbon's role in climate change. Katie previously served as Director of Sustainability Initiatives at NRMCA and as Sustainability Program Manager at Turner Construction, focusing on its data center portfolio. She serves on New York State's Embodied Carbon TAG and is an active board member of the California Straw Building Association (CASBA). She holds LEED AP BD+C, Living Future Accredited, OSHA 30 credentials and a B.S. in Concrete Industry Management from Middle Tennessee State University. Katie Poss has supported buy clean policy development and implementation at the federal, state, and local levels including educating agencies impacted by buy clean policies on embodied carbon and EPDs, developing training materials for support of policy implementation, and advising on policy structures.

Previous speaking engagements include the Greenbuild Conference, ASHRAE Decarbonization Conference, Net Zero Conference, and more.

## **Abstract:**

As the call for embodied carbon reduction intensifies, the intersection between policy development and on-the-ground implementation has become pivotal. This session brings together Building Transparency, New York State OGS and AECOM to discuss actionable strategies for documenting and reducing embodied carbon in the built environment. Attendees will gain insights into the latest policies designed to drive market demand for sustainable materials alongside a contractor's perspective on the operational challenges and opportunities in sourcing and working with these products. This session will also highlight how New York State and New York City are leveraging the EC3 tool to track embodied carbon and EPDs of materials used across city and state agency projects. Through this dialogue, we'll examine the synergies and tensions that emerge between regulatory ambition and construction realities, shedding light on how close collaboration can lead to practical, scalable

solutions for a low-carbon future. The session aims to empower stakeholders across the AEC and policy sectors with knowledge on harmonizing demand-side drivers with supply-side innovation to achieve embodied carbon reduction targets effectively and economically.