

Sustainable Strategies

We help our clients create healthy and inclusive spaces that add long term value.

OUR APPROACH – PRACTICAL, COLLABORATIVE SOLUTIONS

We strive to remove barriers to innovation in sustainable development, design and construction. We recognize that there's always some risk in doing something new - but we weigh that risk against the cost of inaction and the very real risks of a rapidly changing climate. Grounded in this ethos, we develop mindful and well-reasoned strategies that add value to our clients. We leverage the latest research, and collaborative opportunities and connections to engage stakeholders and develop meaningful educational content that resonates with diverse audiences.

RELEVANT PROJECT EXPERIENCE

We serve a range of public and private clients. While our work focuses on the built environment, many of the concepts translate to other industries, especially given our expertise in Environmental, Social and Governance (ESG).

Example clients

Technology Clients (Confidential) (2021 – 2022)

Partnered with a leading mechanical, electrical and plumbing firm to provide sustainability consulting services for leading technology companies with a global presence. Scope focused on strategy development, charrette facilitation, and inclusive design strategies for commercial office projects targeting multiple sustainability and health/wellness certifications.

BuildingGreen (2022 - 2023)

Partnered with consulting team to provide sustainability consulting services for General Contractor and architecture and engineering firm, both with a national presence and public and private clients. Leveraged expertise related to health and wellness and ESG. Facilitated charettes; conducted research on industry best practices, competitors, comparable companies and certification programs; developed materiality assessments and matrices; analyzed survey data and conducted interviews; and developed sustainability plans with various social aspects.

Accelerated WELL AP Exam Prep course (2022 – 2023)

Developed ten-module recorded exam prep. course for the new WELL Accredited Professional Exam. [Course available at this link.](#)

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Urban Land Institute, Center for Leadership (2023)

Retained to develop introductory presentation on Environmental, Social and Governance as it pertains to the real estate industries. Delivered engaging content during off-site retreat to leading professionals in the development, architecture and related industries.

AIA Contract Documents – Learn Page (2023)

Retained to research and draft timely articles related to risk management, sustainability and other topics relevant to designers and contractors. Examples include:

- [A New Tool for General Contractors: How the Contractor’s Commitment can support sustainability and wellness](#)
- [ESG as a Business Driver for Contractors](#)

AWARDS

Health and Wellbeing for Interior Architecture

Interior Design Educators Council, 2018 Book Award

Wrote chapter on the intersection of law, human health, and buildings. [Available here.](#)

Ignite Seattle

In 2020, selected from competitive pool of applicants to receive professional coaching and deliver a five-minute, Pecha Kucha-style talk on the importance of storytelling in sustainability, to a sold-out crowd of 900+ attendees. [Video available at this link.](#)

AIA Honorary Membership, AIA Seattle

In 2021, awarded Honorary Membership for leadership on holistic sustainability and legal stewardship of sustainable architecture and development in the Seattle community. Previously served as co-chair of the Professional Practice Committee and currently serving three-year term on Board of Directors (term ends in 2024).

IWBI 2022 Educator of the Year

In 2022, awarded [Educator of the Year](#) by the International WELL Building Institute, for, among other work, creating the WELL AP Exam Prep. course. Current WELL AP and Faculty, previously served on [the Task Force on COVID-19 and Other Respiratory Infections](#), along with more than 540 other experts from diverse fields, and the [Health Equity advisory](#).

Puget Sound Business Journal, 2023 LGBTQ+ Outstanding Voices

In 2023, honored as one of eleven outstanding LGBTQ+ business leaders, advocates and allies whose work has made a more inclusive business community and driven the Puget Sound region’s economy. [Profile and interview at this link.](#)

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ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG)

In addition to our work in sustainability, we help our clients make sense of ESG. Specifically, we help companies in the design, construction and related industries develop manageable ESG plans. We also help diverse suppliers understand the importance of ESG and we support corporate partners in their work to celebrate and elevate diverse suppliers in their ESG reporting. A more in-depth explanation is available via the [slideshow at this link](#).

Examples of our leadership in the ESG space include:

Financial Times, SustainableViews

[US SEC action against Value likely to have greatest implications for ESG](#)

June 13, 2022

Meanwhile, Nicole DeNamur, owner of consultancy Sustainable Strategies, says: “The SEC’s complaint highlights the importance of data-driven, defensible and clear reporting. It also demonstrates that the SEC will review and consider a perhaps wider scope of publicly facing materials – like reports and webinars – particularly if they are incorporated by reference into filed disclosures.”

BuildingGreen

[ESG: Earth’s Salvation or Greenwash du Jour](#)

December 5, 2022

Quoted:

“Folks will criticize anything and everything,” said Nicole DeNamur, Hon. AIA, an attorney and the owner and founder of Sustainable Strategies. “There are valid criticisms of ESG because it is so nascent and so ripe for abuse.” But maybe we’re asking for too much, too early, she suggested. LEED and WELL, for example, which have always gotten plenty of criticism, “never purported to be perfect; they are just trying to move the market.”

BuildingGreen

[ESG: 6 Things Building Professionals Need to Know](#)

December 5, 2022

Quoted:

“If we don’t define green, someone will do it for us,” Nicole DeNamur, Hon. AIA, told BuildingGreen.

Nicole DeNamur, Hon. AIA, an attorney and the owner of Sustainable Strategies, agrees that AEC firms shouldn’t get too far ahead of themselves—but she does think it’s important to get in the game.

“There are lot of different layers on how you figure out where to start,” DeNamur told BuildingGreen. “I’m a huge advocate for ‘just start somewhere.’ Understanding what matters to

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the organization is a key part that sometimes gets overlooked.” DeNamur conceded that “ESG’s not perfect”—but, she notes, “nor are a lot of the things that all of us have worked under for years. The world’s on fire. Let’s move the needle.” She reiterated, “Do something. Start small; start somewhere. Don’t get that analysis paralysis.”

Bar News, Washington State Bar Association

[ESG and Law Firms: What Lawyers Need to Know about ESG – Environmental, Social and Governance](#)

February 9, 2023

ESG Deep Dive: a Virtual Roundtable

[Link to recording here.](#)

March 8, 2023

Invited to participate in live webinar with experts from ArcSKoru, Goodwin and GRESB.

While we have expertise in the ESG space, we also believe in constantly learning. To sharpen our skills, we have completed two leading courses in Environmental, Social and Governance (ESG).

Harvard Extension School

ENVR E-125, Creating, Implementing, and Improving Corporate Environmental, Social and Governance (ESG) Reporting; course completed, December 2021

University of Pennsylvania on Coursera

The Materiality of ESG Factors, four course specialization; certificate earned March 19, 2022

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QUALIFICATIONS OF KEY PERSONNEL



Nicole DeNamur
Owner, Managing Member
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Nicole DeNamur is the founder and owner of Sustainable Strategies, and we are currently a one-person consulting firm. Prior to launching Sustainable Strategies, Nicole practiced law in the Seattle area for thirteen years, with a focus on construction and insurance coverage litigation. She also spent nearly a decade speaking, writing, teaching and working on issues germane to sustainable building design, construction, operations, risk management and best practices. Nicole maintains the following professional credentials:

- LEED Green Associate (since April 2012)
- WELL AP (since July 2016)
- EcoDistricts AP (since April 2020)
- Fitwel Ambassador (since May 2020)
- Washington State, Licensed Attorney (since October 2006)

SELECT SPEAKING ENGAGEMENTS, PODCASTS AND PUBLICATIONS

Co-Author Blog Post, Stok

[Is Your Lease an Obstacle to Building Performance Requirements and ESG Goals?](#)

June, 2023

Co-Keynote, AIA Seattle

[Conference: Decarbonization for Healthy Equity and Community Resilience](#)

May 8 – 9, 2023

Presenter, Inside Practice

[Greenwashing: what every lawyer needs to know about environmental claims](#)

March 9, 2023

Co-Presenter, The Seminar Group

[Opportunities in Sustainable Design and Construction](#)

December 13, 2022

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Co-Presenter, 2022 NGLCC International Business and Leadership Conference

[What businesses owners need to know about the future of sustainability](#)

August 3, 2022

Panelist, Washington CleanTech Alliance

[How to Effectively Meet Sustainability Goals in the Built Environment](#)

March 17, 2022

Presenter, The Seminar Group

The Intersection of Ethics and Sustainability

March 4, 2022

Presenter, The Seminar Group

The Business Case for a More Sustainable Practice

December 7, 2021

Guest, The Ethical Evolution Podcast

[Ethical Healthy Buildings](#)

July 31, 2021

Presenter, USGBC Live

[Sustainable Advocacy: how to counter arguments and convince skeptics](#)

June 8, 2021

Autor, BuildingGreen

[Redefining the “Risks” of Sustainable Building](#)

July 8, 2020

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HEALTHY OFFICE SPACES

Given our background and experience, and our expertise in healthy buildings, we provide specific support for clients that want to create [healthy office spaces](#). We have presented on the topic of healthy, sustainable, safe and inclusive spaces to numerous bar associations and related entities including Wellbeing Week in Law, [Michigan State Bar Podcast](#), LawCare UK, LGBTQ+ Bar, MAMAs Seattle, Seattle Area Legal Recruiting Administrators, New York State Bar, and others. We also authored several articles on these topics, including:

- **Institute for Well-Being in Law, Author Guest Blog Post**
[Your Office Space Matters More Than You Think – Here’s What You Need to Know](#)
- **Mindful Return, Author Guest Blog Post**
[Heading into an Office? Key Strategies to Advocate for a Healthier Office Space](#)
July 30, 2022

EDUCATIONAL LEADERSHIP

We also demonstrate our leadership by developing and delivering high-quality educational content in the academic setting, at both the graduate and undergraduate levels.

University of Washington, Department of Real Estate

Affiliate Instructor, Risk and Reward in Sustainable Development, 2014 – Present

Developed first of its kind, graduate-level course on sustainable development; topics include: market drivers and innovation, the regulatory landscape, incentives, risk management, “green” leases, contracts, operations, marketing, legal issues, insurance, healthy materials, equitable and resilient design, and Environmental, Social and Governance. Course is now taught as part of the undergraduate major and minor programs.

Boston Architectural College, Master of Design Studies, Design for Human Health:

Course Developer and Instructor, Policy and Planning, 2015 – 2016

Developed curriculum for, and taught, first course within program that focused on the intersection of law and policy with health and wellness in the built environment.

- Worked with course designer to ensure online content was robust and accessible.
- Effectively translated complicated legal concepts for students with design backgrounds.

Instructor, Environmental Health, 2022 – 2023

Updated existing curriculum for, and taught, Environmental Health. In this course, students examine materials used in the built environment that are contrary to human health, including mold, asbestos and other known hazards, along with abatement procedures for these materials. Students also learn strategies to foster healthier environments and create more equitable and inclusive spaces.

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PROFESSIONAL REFERENCES

1. Stefanie Young, Principal and Director of Sustainability

Rushing
stefaniey@rushingco.com
206-285-1540

2. Candace Pearson, Director of Consulting Services

BuildingGreen
candace@buildinggreen.com

3. Chris Hellstern, Living Building Challenge Services Director

The Miller Hull Partnership
chellstern@millerhull.com
206-682-6837

4. Myer Harrell, Sr. Regenerative Design Advisor

Perkins Will
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“Sustainable Strategies brings a commonsense approach to corporate sustainability and ESG planning. They encourage the use of existing frameworks, never lose sight of the social metrics, and always meet the client where they are in their sustainability journey. I rely on Nicole to bring energy and laughter to virtual workshops, and she delivers deep research and thoughtful recommendations behind the scenes too.”

Candace Pearson, Director of Consulting Services,
BuildingGreen

COMMITMENT TO EQUITY, DIVERSITY AND INCLUSION

We work hard to ensure that everyone has access to safe and inclusive spaces.

In addition to our focus on equity work, as outlined above, we also know that diversity makes our company better.

We are proud to be members of the [Greater Seattle Business Association](#), Washington State's LGBTQ+ and allied chamber of commerce, and the largest in North America, and the National Gay and Lesbian Chamber of Commerce. We are also a Certified WBE (Washington State) and LGBT Business Enterprise (National Gay and Lesbian Chamber of Commerce).

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THANK YOU

Thank you for the opportunity to share more information regarding our work and experience. Below are some additional data points regarding our business:

- Certified Women’s Business Enterprise (WA): W2F0026638
- Greater Seattle Business Association: Member
- Certified LGBT Business Enterprise, National LGBT Chamber of Commerce: 18337
- UBI: 604544627
- Format: Member Managed PLLC, Washington State



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ASPECT	INFORMATION
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Medium Blog	https://medium.com/@sustainablestrategiespllc
Instagram	https://www.instagram.com/sustainablestrategiespllc/
Online Courses	https://sustainable-strategies.teachable.com/courses
YouTube	https://www.youtube.com/@sustainablestrategies