

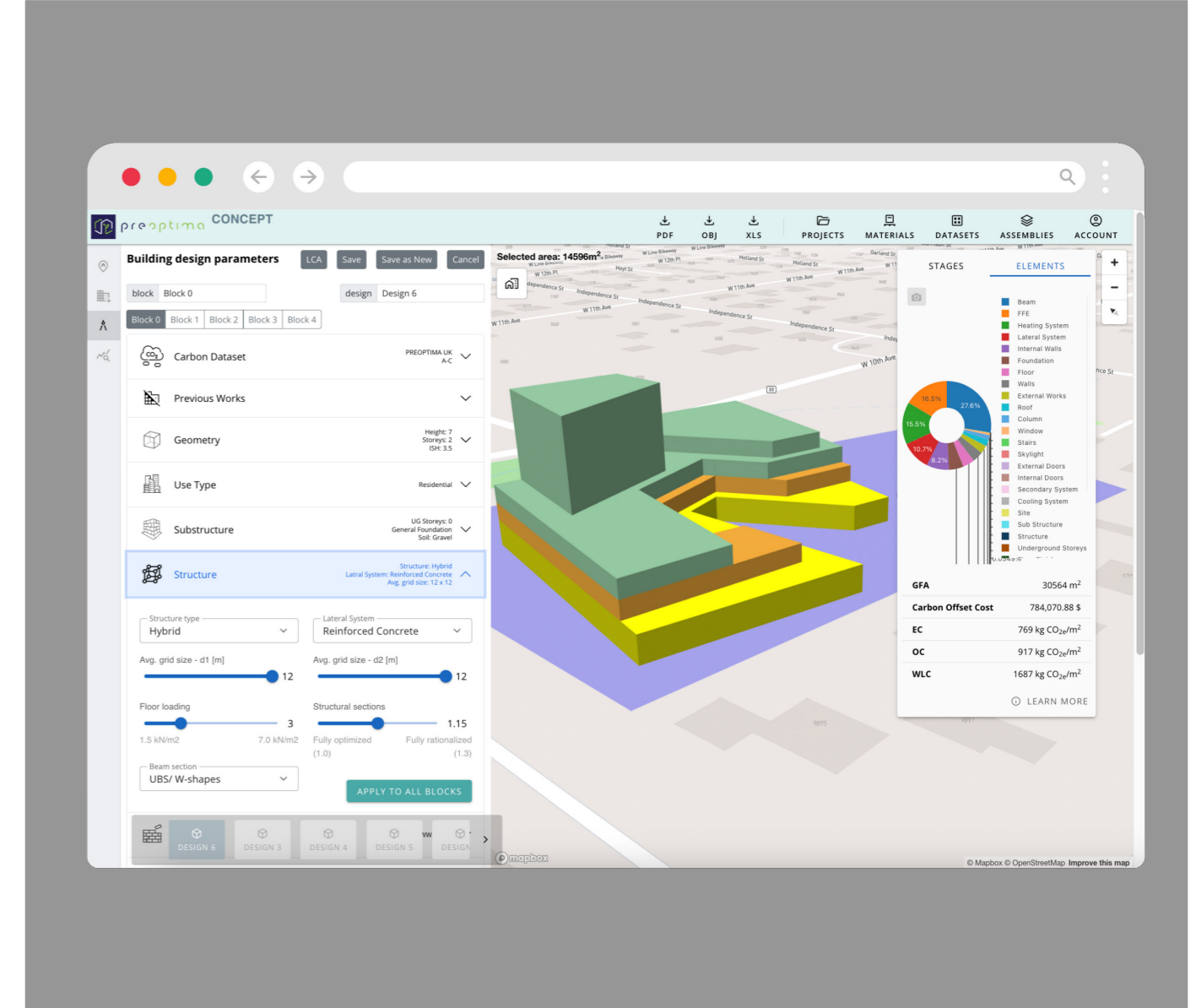
# Early-Stage Carbon Optioneering for Significant Emissions Avoidance



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Finalist

Initiative category



Watch the video  
submission



[https://youtu.be/  
J5UeP7KI3RI?si=NXv5Kbby4TFh-o8N](https://youtu.be/J5UeP7KI3RI?si=NXv5Kbby4TFh-o8N)

In the face of the climate crisis, the construction sector requires transformative solutions that do not only address but anticipate the challenges of a sustainable built environment. However, current carbon assessment tools often neglect the crucial elements that underpin sustainable construction, by acting too little too late, within a limited scope, and using black-box methodologies and data.

Preoptima, with its pioneering approach, disrupts the conventional linear paradigm where late-stage assessments limit the scope for impactful carbon reduction. Preoptima uses over a decade of academic research to build and provide solutions that integrate real-time carbon optioneering into the early stages of building design, when the potential for carbon avoidance is at its peak, thereby rooting ourselves in the principles of whole life carbon, resource efficiency, ethics and transparency, and technical performance.

**“Our mission at Preoptima is not just to create intuitive yet powerful tools, but to make the journey to Net Zero simple and achievable for everyone in the building sector”**

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