



Southface Institute: Driving a Sustainable Future 2024 Year in Review

1978 → 2024

Since 1978, Southface Institute has promoted sustainable homes, workplaces, and communities through education, research, advocacy, and technical assistance. Guided by innovation and collaboration, we empower communities, governments, and businesses to create lasting, positive change. See our 2024 impacts below.

The Year in Numbers

2,224 individuals reached through **57** trainings, workshops, and events

47 nonprofit organizations saved an average **28%** on utility costs through GoodUse

27 projects were supported by Southface design consulting

29 projects and **774** multifamily units received green certifications

95 single-family homes and **3,170** multifamily units earned EarthCraft certifications

64 projects participated in BIT Building programs

2024

Education

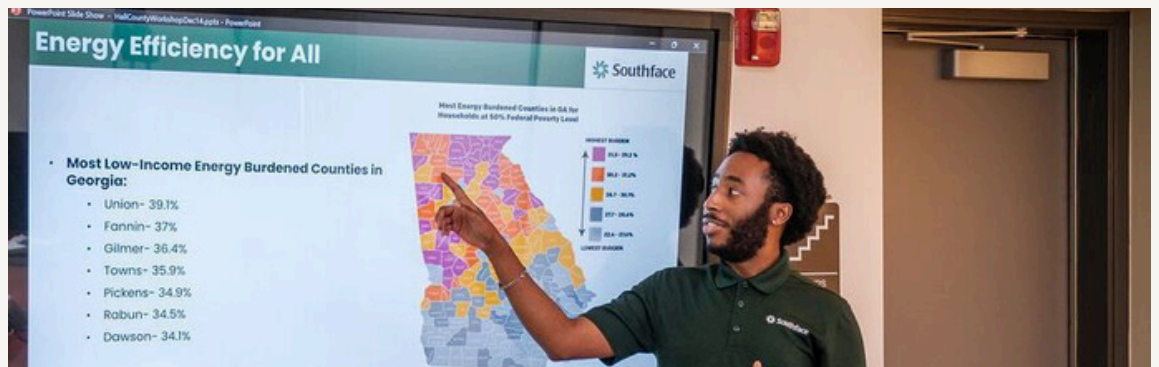
In 2024, Southface's Education team equipped 2,224 individuals with the knowledge and skills to advance within the green building workforce. Through 57 trainings, workshops, and events, participants earned professional credentials such as Home Energy Rater and Duct and Envelope Tightness Verifier, among others. Our instructor-led virtual and in-person courses ensure workers are prepared to thrive in the growing clean energy economy.



Technical Services performing blower door test

Advocacy

Southface's Advocacy team laid critical groundwork in 2024 to prepare for the 2025 Integrated Resource Plan (IRP) proceedings before Georgia's Public Service Commission. The team hosted five workshops to inform partners about key energy issues in the IRP debate. Our advocacy extended to vital warehouse solar research and building strategic partnerships with the Association of County Commissioners, Georgia Municipal Association, Carl Vinson Institute of Government at UGA, and Atlanta Regional Commission—fostering collaboration toward shared goals and future policy initiatives.



Advocacy presents on energy burden

Sustainable Communities

Southface has supported municipalities in creating customized sustainability plans that prioritize clean energy and equity. In 2024, Southface led the DeKalb Clean Energy & Transportation Transition Plan, driving progress through strategic writing, stakeholder

stakeholder engagement,
and ongoing municipal coordination.

Southface also hosted and supported Clean Cities Georgia, a nonprofit dedicated to advancing clean transportation. Our events, webinars, and outreach engaged approximately 1,600 people directly and reached an additional 10,000 across the state.



Southface President James Marlow speaks at a Sustainability in Action Roundtable (SART)

Research

Building America — HVAC AFDD

Southface is completing a multi-phase study on HVAC installation verification and monitoring tools across EPA climate zones 2–7. Results showed statistically significant improvements in system performance, pointing to transformative opportunities for the \$14 billion HVAC service industry. While past efforts to scale installation quality fell short, our findings demonstrated the market potential of emerging systems for high-performance HVAC.

DOE Energy Shed (Georgia Tech)

In partnership with Georgia Tech and funded by the U.S. Department of Energy, Southface is helping reimagine electric infrastructure planning to better meet community energy needs. As distributed renewable energy sources grow, this research explores future scenario-planning with localized strategies for energy generation, transmission, and storage.

Georgia Industrial Assessment Center (KSU)

Southface co-operates the Georgia Industrial Assessment Center (Geo-IAC) alongside Kennesaw State University and Clark Atlanta University. Since 2022, Geo-IAC has provided free energy and productivity assessments to small- and medium-sized manufacturers, resulting in \$4.88 million in cost savings and 0.59 trillion BTU in energy savings. The center also serves as a training hub, with 26 students participating in its programs.

2024

Core Programs

GoodUse

Formerly Grants to Green, GoodUse provides financial and technical assistance to 501(c)(3) nonprofits nationwide for facility upgrades that improve energy efficiency, overall building performance, and health. In 2024, thanks to a new U.S. DOE Renew America's Nonprofits grant, GoodUse expanded its impact, supporting 47 organizations with missions ranging from food security to disaster relief. To date, the program has reached over 615 nonprofits in 33 states, delivering \$4.5 million in annual utility savings and reducing emissions by over 24,000 metric tons of CO₂e. On average, participating organizations save 28% on utility costs—funds that can be redirected to critical community services.



Southface GoodUse team visits Salvation Army of Metro Atlanta facility

Technical Services

Southface offers fee-for-service support to improve the performance and sustainability of residential and commercial buildings:

- **Design Consulting:** Tailored guidance for new builds or major renovations, aligned with client goals and budget. In 2024, Southface supported 27 projects.
- **Green Certification:** Expert assistance in selecting and achieving optimal green certifications. In 2024, 29 projects and 774 multifamily units received certifications.
- **EarthCraft:** Co-developed with the Greater Atlanta Home Builders Association, EarthCraft certifies homes and buildings for energy efficiency, air quality, and durability. In 2024, 3,170 multifamily units and 95 single-family homes earned certification.

- BIT Building: A performance improvement program for existing buildings and tenant spaces, BIT supports buildings of any type, with accessible pricing and no minimum performance thresholds. In 2024, 64 projects participated.



ATL RESUP Session 1 attendees explore Southface's rooftop beehive

Driving Sustainable Futures: 2024 and Beyond

Southface Institute remains committed to building a more sustainable, equitable future each year—one project, partnership, and community at a time.



Southfacers at the 2024 Winter Solstice Celebration

2024