



Annual Report

2024



Our Mission

Buildings account for 40% of global carbon emissions – **but that can change.**

Phius passive building principles offer a solution for existing and new construction buildings that affords them the resilience and efficiency necessary to be part of the climate solution.

Phius works to foster a built environment that supports the health of people and the planet.

We strive to mitigate the climate crisis by advancing the adoption of healthy, efficient, and sustainable passive buildings.





A Message from our Executive Director

It is that time of year again – the new year. For us here at Phius there is a distinct rhythm to the year. The organization we have built together has solidified and diversified to maximize our mission's impact: creating buildings that are good for people and the planet commonplace as quickly as possible in as many places as possible.

Last year was a year of major progress for us. The world we envision started taking shape in front of our eyes in Massachusetts with the Specialized Opt-In Stretch Energy Code going into effect in cities comprising more than half the state's population. All multifamily and commercial buildings above 12,000 square feet in those jurisdictions are now being built to passive building standards.

To support the building industry in the Northeast, we experimented with a new conference format this past year. The Phius Pro Forum, held in Providence, Rhode Island, encouraged more experienced practitioners to share their hard-won lessons with the younger professionals stepping up to the plate as the new codes take hold in the region.

And, as part of a two-prong strategy and a first for us, we also partnered with the United States Green Building Council (USGBC) to widen the circle by bringing Phius projects and workshops to the 2024 Greenbuild conference.

And boy, were both events successful! More projects, wider reach and impact also mean scaling up for us. Our expansion and growth continued yet again in 2024. Full-time staff grew to 30 and necessitated more organizational infrastructure.

We refined roles and differentiated tasks to optimize them and do more faster with less by tapping into synergies without sacrificing quality – our specialty not only in high-performance and zero-energy buildings. It is all about systems design and thinking – the whole is greater than the sum of its parts.

My favorite organizational highlights of the year were Lisa White being named Co-Executive Director and Kimberly Llewellyn being appointed as the new President of the Phius Board of Directors. What a year!

And that takes us to 2025 – the world we want! And it is time. We are finally here.

We have proven on a large scale that our vision can be accomplished cost competitively while meeting climate goals – a proposition developers can no longer ignore. We have engineered the win-win. It is time to deploy and expand vigorously.

In addition, we are always looking ahead to accelerate the market transformation. We are implementing and paving the way for cutting-edge new initiatives that will help to do just that.

Katrin Klingenberg

Co-Founder & Executive Director



Project Certification

2024 continued the sharp upward trend in Phius project certifications, including all-time highs in Certified projects and square footage:

Key figures for 2024:

4.4 million square feet of projects Design Certified in 2024

1.6 million square feet Certified in 2024

78 projects Certified in 2024

133 projects Design Certified in 2024

500+ total projects Certified as of December 2024





Professional Training

In 2024, we continued building the Phius workforce with the launch of two new programs: Phius Trades Training and Passive Building Foundations. The latter serves as an accessible entry point into passive building for anyone – homeowners, real estate professionals, developers, or policymakers – no technical background or prior certification needed.

Key figures for 2024:

796 people trained

303 new Phius Certified Builders trained

296 new Phius Certified Consultants (CPHC®) trained

8 new Phius Certified Trades Professionals trained

27 people earned the Phius Associate designation

10,948 Phius CEUs earned





2024 Events

We reimagined our events calendar in 2024, hosting the solutions-based Phius Pro Forum in Providence, Rhode Island, and partnering with the U.S. Green Building Council to bring passive building content to the 2024 Greenbuild Conference.

More than 350 people attended the workshop-based Phius Pro Forum. The event focused on providing Phius professionals, specifically those in the Northeast, the tools necessary to optimize their Phius certification processes.

Phius' presence was also felt at **Greenbuild**, where the Phius Passive Building pre-conference summit drew hundreds of attendees and the Phius Pavilion in the exhibit hall was constantly abuzz.





Phius Alliance

The largest community of passive building professionals continued its rapid growth in 2024.

The Phius Alliance saw a **60%** year-over-year membership increase, with more than **1,600 current members**.





New Initiatives

We launched two new training programs and introduced an overhauled version of the Phius Certified Windows and Doors Database in 2024.



Phius Trades Training

The new, hands-on Phius Trades Training provides building construction professionals the knowledge and expertise to implement passive building designs in the construction of Phius projects.



Overview	
U-VALUE, WHOLE WINDOW	0.16 BTU/hr·ft²·°F 0.89 W/m²·K
U-VALUE, CENTER OF GLASS (U-COG)	0.10 BTU/hr·ft²·°F 0.57 W/m²·K
SHGC-COG	0.276
OPERATION TYPE	Operable
FRAME MATERIAL	Vinyl
IGU PANES	Triple
GLAZING NAME	SN 63HT / ARG90 / Extra CLR / ARG90 / CG Premium 2 (6mm/4mm/4mm)
REC. CLIMATE ZONE(S)	1 2 3C 3B 3A 4C 5C 4A 4B 5A 5B

Phius Certified Window and Door Database

The revamped Phius Certified Window and Door Database provides a streamlined interface with new functionality, greatly increasing its value for manufacturers and practitioners.

Passive Building Foundations Training

The self-paced Passive Building Foundations Training provides a baseline of knowledge on Phius and passive building. Those who complete the course and pass the exam earn the newly minted Phius Associate w.





Revenue Summary

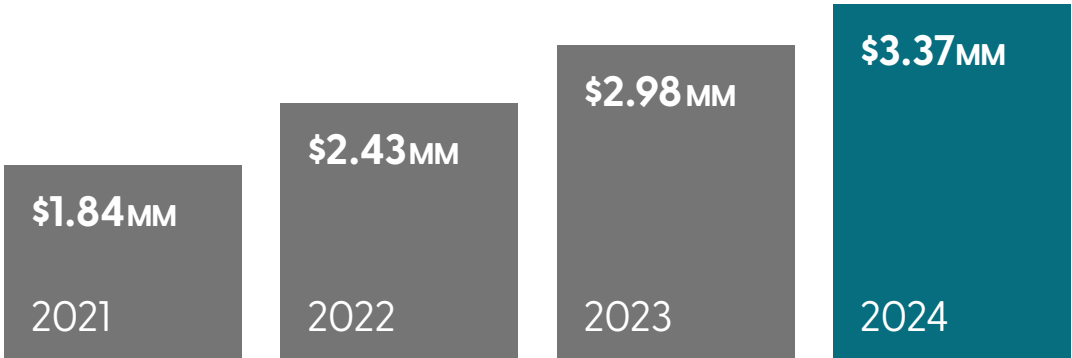
From 2021 to 2024, Phius achieved sustained revenue growth, with gross revenue rising from \$1.84 million to **\$3.37 million** – an 83% increase over four years, averaging roughly 22% annual growth.

This consistent upward trend reflects the growing recognition of Phius as a leader in the passive and high-performance building sector.

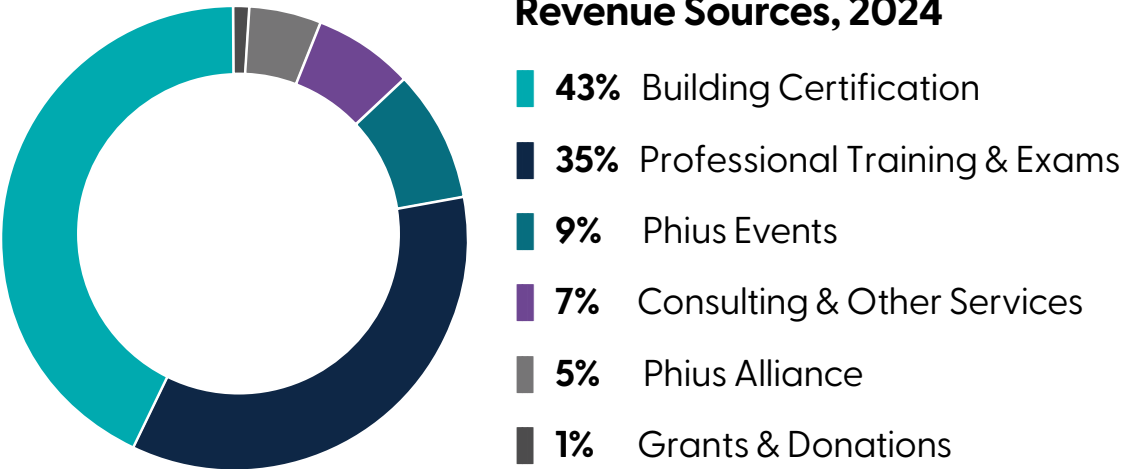
Our financial progress is a direct result of expanded engagement across our certification, training, and membership programs, as we advance the Phius mission and work to broaden our impact.



Gross Revenue, 2021–2024



Revenue Sources, 2024





Policy Advancement

The Phius Policy Team was hard at work in 2024 getting Phius integrated into building codes, incentive programs and Qualified Allocation Plans (QAPs) across the country.

Key figures for 2024:

24 states include Phius in their incentives, codes or QAPs as of January 2025

6 new states included Phius in their stretch codes or QAPs in 2024





Program Development

The market-leading Phius technical team pushed its passive building research and development forward in a significant way in 2024 with the release of the **2024 Phius building standards**.

The 2024 standard release included the new resilience-focused **REVIVE 2024 standard for retrofits** as well as a number of user-friendly updates to the Phius Certification Guidebook.





New Leaders

We proudly elevated Lisa White to the role of Co-Executive Director and Kimberly Llewellyn to the role of Board President in 2024. Both are experienced and influential industry leaders who will continue pushing Phius and passive building forward in their new roles.



Lisa White

Phius Co-Executive Director

Lisa White has been with Phius since 2012. She led the building certification team for seven years, serves as an instructor for Phius CPHC and WUFI® energy modeling courses, and was most recently Phius' Associate Director.

Kimberly Llewellyn

Phius Board President

Kimberly Llewellyn has been an influential figure in the construction industry since 2010. She previously served as the technical lead for the performance construction team at Mitsubishi Electric Trane HVAC US.



@phius