



## **PRESS RELEASE**

**29 September 2008**

### **DQI Licensed for Use in North America**

LONDON AND CHICAGO - SEPTEMBER 29, 2008 - The UK's Construction Industry Council (CIC) and DQI USA, LLC are pleased to announce the licensing of the Design Quality Indicator (DQI) - the pioneering online process for evaluating design quality of buildings - to DQI USA LLC for development and distribution in North America. The licence means that an American version of DQI is now being developed for use in the USA and Canada.

DQI USA LLC, a Chicago based organisation, have been successfully distributing the UK DQI in North America for two years, in which time it has been adopted by New York City for use on a variety of public building projects, some \$1Bn of capital works.

Marc Sallette, Founding Member of DQI USA LLC said "The first American version of DQI is planned to be launched in mid-October, in advance of further training sessions to be held in New York City".

"DQI USA was formed to commercialise and further develop DQI to improve the quality and productivity of our built environment. We are eager to accelerate our efforts to introduce the tool to strategic public and private sector clients who need critical feedback on design quality at all stages of their projects. With new features already available for the U.S. market, such as the ability to run the DQI on Apple's iPhone and iPod Touch, we are confident in achieving our goal of creating a nationwide network of DQI evangelists."

Graham Watts, CEO of CIC said "We have been working with Marc, his colleagues and the American users and practitioners of DQI for several years now and over that time we have been impressed by the way DQI has fitted easily into the project culture in the States. Naturally we are very pleased that we have been able to take this important step so that an American version of the tool can be created to encourage broader adoption of the DQI in North America. CIC is looking forward to assessing the knock-on benefits of the American DQI to be adopted for use in the UK. I'm also encouraged that, even in these times of financial uncertainty there is an ongoing commitment in the USA to procure buildings, especially public buildings, by best value and not just lowest cost."

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About CIC:

CIC is the representative forum for the professional bodies, research organisations and specialist trade associations in the UK construction industry.

CIC has a mission to serve society by promoting quality and sustainability in the built environment, giving leadership to the construction industry, encouraging unity of purpose, collaboration, continuous improvement and professional skills development and adding value and emphasis to the work of its members.

CIC provides a single voice for professionals in all sectors of the built environment through its collective membership of individual professionals and firms of construction consultants.

About DQI USA, LLC:

DQI USA, LLC IS A SOCIALLY RESPONSIBLE BUSINESS DEDICATED TO IMPROVING THE QUALITY AND PRODUCTIVITY OUR BUILT ENVIRONMENT.

The company is focused on enabling widespread use of the construction industry's first statistically validated design assessment tool, the DQI (Design Quality Indicator). The company was formed in 2006 to commercialize the DQI following its success in the U.K., where it was originally developed.

DQI USA aims to create a nationwide network of DQI Facilitators in the U.S. and establish the DQI as the industry standard for delivering high performing buildings. Available as a web-based tool, the DQI enables procurement teams to holistically define and evaluate design quality at all key stages in the development process. The quantification of "design intangibles" is a unique feature to the DQI enabling the delivery of fundamentally better and more sustainable buildings.

The company was founded with a vision that better designed buildings are fundamentally more valuable and a better use of resources. History shows that poor design results in high costs and low value for money. By capitalizing on the economic, social and environmental benefits of improved building design, the case can be made to unlock potential value, increase economic activity and enhance productivity. In short, investing in high quality buildings can improve the welfare of business and society.

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DQI – METRICS TO IMPROVE THE QUALITY OF OUR BUILT ENVIRONMENT

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