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**NEU:**  
AN ACI CENTER  
OF EXCELLENCE  
FOR **CARBON  
NEUTRAL  
CONCRETE**  
MEMBER  
PROSPECTUS  
**2026**

**neu** <sup>TM</sup>  
An ACI Center of Excellence  
for Carbon Neutral Concrete



# NEU: AN ACI CENTER OF EXCELLENCE FOR CARBON NEUTRAL CONCRETE

## VISION

A future where concrete construction is carbon-neutral, resilient, and sustainable, ensuring long-term durability and adaptability for current and future generations.

## MISSION

NEU leads a global concrete industry in advancing low-carbon and sustainable concrete technologies, empowering all stakeholders to create a resilient built environment.

## STRUCTURE

American Concrete Institute (ACI) handles oversight and administration. ACI is the concrete construction industry's standards developer, manager of certification programs, technical document developer and publisher, and provider of professional development education

## NEU's Core Values

### COLLABORATIVE

Unite global stakeholders to achieve shared climate and resiliency goals.

### ADAPTABILITY

Embrace innovation that enhances sustainability and resiliency.

### URGENCY

Act proactively while considering long-term environmental and societal impacts.

### INTEGRITY

Maintain accuracy, science-based decisions, and ethical practices.

### TRANSPARENCY

Share data and methodologies openly to build trust.

## How Do We Create Value for the Industry?

- **Commitment to education** on sustainable and resilient practices and climate adaptive strategies.
- **Global partnerships** to advance a carbon-neutral and resilient built environment.
- **Validation and verification** for technologies and environmental claims.



## MEMBERS AND ALLIED ORGANIZATIONS

Organizations across the value chain will financially and philosophically support and collaborate on executing the core functions and meeting NEU's objectives, for example:

- Concrete raw material suppliers
- Ready mixed concrete producers
- Concrete product manufacturers
- Construction companies and developers
- Architects/consulting engineers
- Owners (public/government, private)
- Universities, nonprofits, and associations

## BUSINESS MODEL

NEU is incorporated as a U.S. (Michigan)-based, 501(c)(3) nonprofit, professional organization and is wholly owned and managed by ACI. NEU has a Board of Directors (BOD), Advisory Committee (AC), and Task Groups (TG). The current staffing at NEU includes an Executive Director, supported by a Technical Director and administrative staff. NEU is located at ACI Headquarters in the United States and draws from ACI's technical and administrative support services. Funding for NEU will be provided by ACI and Sustaining, Supporting, Affiliate, Growth, and ACI Chapter Members.

## MEMBERSHIP LEVELS and BENEFITS

Membership fees are used to support the operation and core functions of NEU at five membership levels with differing Member benefits at each level:

Benefit	Sustaining	Supporting	Affiliate	Growth	ACI Chapter Members
Annual Fee	\$50,000	\$25,000	\$10,000	\$1,500	\$1,000
One seat on the NEU Board	✓	Opportunity	–	–	–
Consulting/educational opportunities	✓	–	–	–	–
One seat on the NEU Advisory Committee	✓	✓	✓	–	–
Access to NEU published documents (including The Low-Carbon Concrete Guide: Materials)	✓	✓	✓	✓	–
Invitations to networking events/summits	✓	✓	✓	✓	✓
Recognition on NEU website and during industry events	✓	✓	✓	✓	✓
One complimentary ACI membership	✓	✓	✓	✓	–
One complimentary ACI Concrete Convention registration fee	Spring and Fall	Spring or Fall	–	–	–
Complimentary program registration for NEU Low-Carbon Concrete Guide: Materials certification	2	1	1	–	–
One free ad in <i>Concrete International</i> magazine	1 pg.	1/2 pg.	1/3 pg.	–	1/4 pg. group ad
Online webinars from NEU	–	–	–	–	Up to two per year
Collaboration at ACI Concrete Conventions for networking events or sessions	✓	✓	✓	✓	✓

Please visit the NEU website for a membership application and more information. If you have any questions, please reach out to us at [info@neuconcrete.org](mailto:info@neuconcrete.org).

## NEU ALLIED ORGANIZATION BENEFITS

[Open by invitation only to industry nonprofits, government agencies, and select non-governmental organizations [NGOs]]

The Allied Organizations of NEU are nonmember, non-dues-paying industry organizations that have a vested interest in the production and placement of sustainable, resilient, carbon-neutral concrete in the built environment. To best advance our efforts, NEU will connect these partners with our members to collaborate and cross-pollinate ideas and best practices to reduce redundant efforts. NEU will engage these Allied Organizations by developing a Memorandum of Understanding for each organization, outlining the opportunities for both parties.

Please contact the NEU team at [info@neuconcrete.org](mailto:info@neuconcrete.org) for more information about becoming an Allied Organization. The NEU Executive Director will vet all Allied Organization applications.

## CORE FUNCTIONS OF NEU

NEU's strategic plan is the effort to transform the culture of the concrete design and construction industry from a fragmented, reactive industry to a proactive, unified group actively engaged in developing and employing existing and new technologies to reduce the carbon footprint of concrete construction and create a sustainable, resilient built environment. As an industry that is deeply ingrained in our society, the concrete construction sector has long been dominated by the supply side. While there are significant methods of reducing carbon emissions through supply-side efforts, the demand side of the industry also has a role in moving our industry toward more sustainable practices. NEU works with both the supply and demand sides of the construction industry to advance cross-cutting strategies that span the entire cement and concrete cycle.

To achieve this, NEU is establishing transparent policies, streamlining processes, and identifying specific activities within the boundaries of its strategic plan to reach these goals. NEU has begun working worldwide with industry partners, members, and Allied Organizations to implement





action plans aimed to address the needs of various industry “roadmaps” associated with creating a resilient, sustainable built environment by reducing the carbon footprint of cement and concrete. Within these general thrusts, several anticipated Core Functions are listed.

## ACCELERATE ADOPTION OF NEW TECHNOLOGIES AND MATERIALS

Historically, construction is an industry that is slow to adopt new technologies because new technology is typically viewed as a risk. Also, given the industry’s fragmentation, new technologies often struggle to find an opportunity or niche to demonstrate their value. Through its technical committees and entities such as the ACI Foundation’s Concrete Innovation Forum, ACI provides opportunities to showcase technologies or develop supporting technical information, but for accelerated technology adoption, these existing approaches are not adequate. NEU is envisioned as the gateway for new technologies to enter the industry and can help accelerate their adoption.

## COORDINATION WITH ACI COMMITTEES

The technical, educational, and certification committees of ACI are recognized worldwide as a resource for unbiased consensus information on topics related to concrete. NEU will be recognized as an entity that supports the resources developed by these committees, including dissemination.

NEU supports ACI committees by responding to research needs identified by their experts and providing investor feedback on new documents, codes, and specifications.

## TECHNOLOGY TRANSFER AND PROFESSIONAL DEVELOPMENT

Designers, contractors, and owners are not necessarily familiar with new technologies. Technology transfer is at the core of successful deployment. Technology transfer needs include short courses (virtual and in-person), webinars,



Photo courtesy of jacoblund

and other technical documentation. ACI is a recognized leader in this area, with an established network within industry and higher education institutions worldwide. ACI has robust professional education outreach capabilities through its Professional Development Department and its Educational Activities Committees. NEU has begun to capitalize on this capability. ACI currently holds several seminars on various topics related to design and construction throughout the year using its network of ACI Chapters and its headquarters in Farmington Hills, Michigan. With NEU's resources, these activities are significantly expanded.

ACI also has an established online presence in the professional education sector.

Through ACI University, ACI provides online educational opportunities to several thousand individuals across the globe every year. These opportunities include live webinars, on-demand recordings, and courses available 24 hours a day. Access to ACI University continuing education courses is now available free to ACI members, greatly increasing the reach of this online program.

NEU already capitalizes on ACI's live and on-demand educational abilities using ACI staff expertise and benefits from the already established network of professionals who look to ACI for the latest knowledge on construction industry issues.

## TECHNOLOGY ASSESSMENT AND VALIDATION/ VERIFICATION

An important function of NEU is to serve as the industry's resource for the evaluation of environmental claims associated with both new and existing materials and technologies. The construction industry is risk-averse, and one failure can quickly negate 1,000 successes. Also, some individuals will take advantage of the desire to decarbonize and offer solutions that have no technical merit. It is important that, as innovative technologies emerge, they are vetted and assessed for their efficacy. Although ACI cannot take on this responsibility and maintain its independent voice, NEU can and is taking on this responsibility. The process involves the use of technical assessment teams that will evaluate the environmental claims supported by objective evidence in an impartial manner in accordance with international standards and practices. Quite often, this task will simply require a critical review of existing publications or data. Sometimes additional testing or research may be requested from the client. The role of the technical assessment teams will be significant; they will not pick winners or losers, but instead will ensure the required information is made

available to allow the industry to make educated and informed decisions when selecting new or existing materials or technologies.

## EDUCATIONAL EFFORTS

Even though significant research and development (R&D) has been conducted on technologies that support a reduced-carbon footprint for the cement and concrete industry, more needs to be done to ensure that efforts to deploy these technologies are focused and effective. Education is needed across the industry so everyone along the value chain understands the materials and technologies needed to create a more resilient, sustainable world while reducing carbon emissions. NEU will continue to provide webinars, summits, certificates, and materials to reach future professionals and current participants in the built community. Through this education, the "why" and "how" can both be answered.

## TECHNICAL ADVOCACY AND SUPPORT

ACI has long recognized that advocacy for the adoption of its resources is a major component of the success of its mission. These efforts ensure that the resources developed by ACI are incorporated into model codes and jurisdictions' requirements worldwide.

Resources developed by NEU will be included in these advocacy efforts and are likely to benefit from direct references in ACI documents already adopted by local jurisdictions.



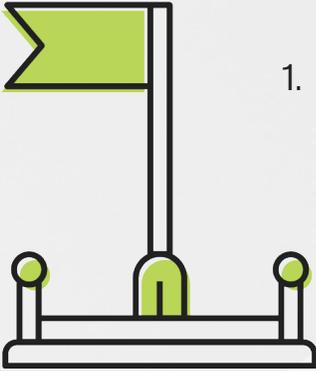


Photo courtesy of plovesempre

## INTERNATIONAL OUTREACH

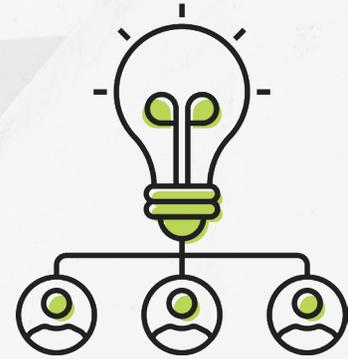
ACI will leverage the relationships it has built with its network of international partners and international ACI Chapters to meet NEU's global needs. This international network currently consists of 55 partners, 94 chapters, and 365 student chapters operating in more than 120 countries worldwide, providing the Center of Excellence with a solid base to disseminate knowledge and increase the acceptance of low-carbon concrete products and methodologies for sustainable, resilient construction worldwide.

## OUR GOALS TO ACHIEVE OUR MISSION IN THE CONCRETE INDUSTRY



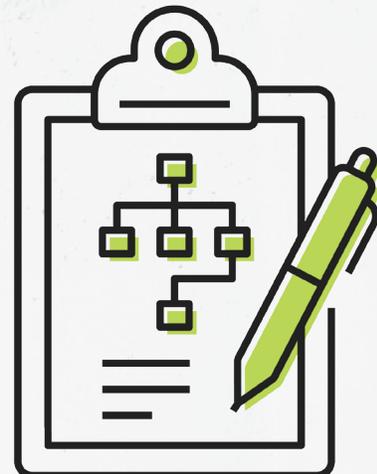
1. Establish NEU as a leading authority on sustainable, resilient, and carbon-reduction technologies, setting the standard for industry knowledge and innovation.

2. Forge and leverage strategic partnerships and alliances across the construction value chain to drive the widespread adoption of sustainable, resilient, and carbon-reduction technologies.



3. Position NEU as a premier educational resource, empowering industry professionals with insights and expertise on sustainable, resilient, and carbon-reduction technologies.

4. Validate/verify claims, helping the industry meet sustainability and resiliency goals.





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