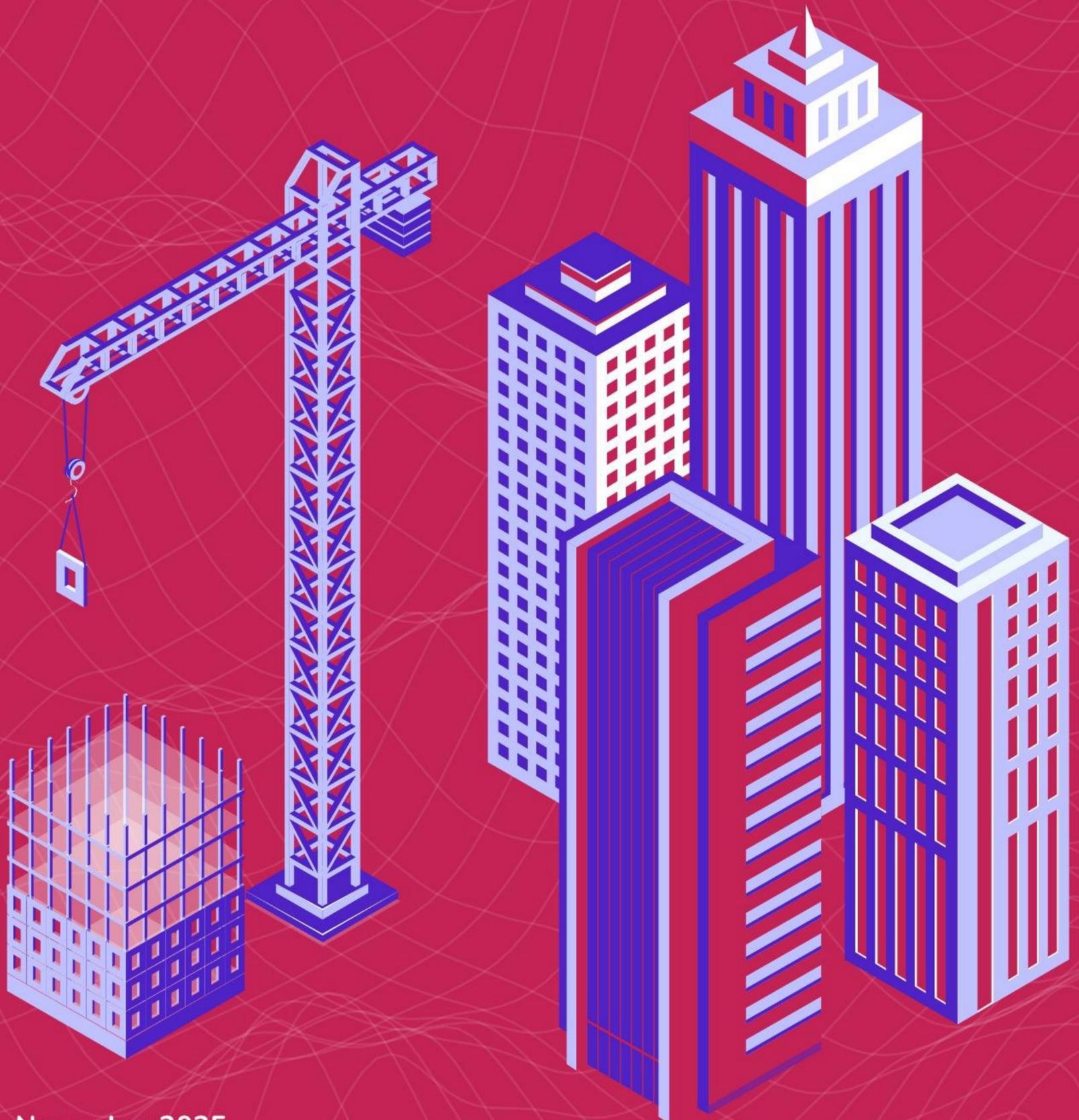




Ai Institute

GenAI Adoption in Built Environment Firms

Insights on AI Adoption across Ireland and UK



Executive Summary

The construction industry stands at a critical inflection point. While contributing \$10 trillion to the global economy, the sector has limped along at 1% annual productivity growth - less than half the global average. GenAI offers the first credible solution to this decades-long stagnation, by significantly enhancing productivity, accuracy, and automation across nearly every project phase.

Introduction

Between July and September 2025, AI Institute carried out twenty-nine semi-structured interviews with senior representatives from engineering, architecture, quantity surveying, and construction firms across the UK and Ireland. The goal was to get a snapshot of where the industry is at in terms of AI adoption: who's winning and what does that look like?

The interviews explored current adoption patterns, implementation challenges, perceived and measured returns, and organisational readiness factors.

The research was augmented by a PRISMA-based screening of 57 high-quality papers of peer reviewed research into the UK/Irish built environment or comparable professional services sector, published between October 2020 and October 2025.

The result is what you are looking at now. We would like to thank those who took part and shared their very valuable experience and insights. The playbook for AI hasn't been written yet. You are helping others by sharing your experience.

What's Really Happening with AI in Engineering, Architecture, and Construction

AI is already saving weeks, not hours

The productivity shift is measurable.

Built-environment firms using AI in daily workflows are reclaiming major time:

- Risk assessments: **157 mins → 36 mins**
- 10,000-word reports: **Summarised by Copilot in 30 mins**
- Bid preparation: **3 weeks → 3 days**

These aren't pilots - they're everyday live processes saving full work-weeks.

Mid-sized are setting the pace

Smaller consultancies remain cautious. Large multinationals are bogged down by HQ approvals and standardised Copilot setups.

But mid-sized companies are surging ahead - with dedicated AI roles, dashboards, and real ROI tracking.

"We were impatient to get there quicker so we just started it." ~ Architect practice, 500 employees

Custom AI beats generic tools

Tailored systems trained on internal data outperform off-the-shelf tools, reduce data security risks, and boost reliability and trust.

Measured gains:

- Quality **+5.2%**
- Relevance **+9.4%**
- Reproducibility **+4.8%**

The competitive edge now lies in what's built in-house.

Becoming AI ready is not a technology project; it is a people issue

Fear and policy inertia remain the strongest brakes.

- Only **20%** of firms have a formal AI policy
- Fewer than **one in three** invest in literacy training

Progressive firms move fast because leaders sponsor the change. Others are held back due to unclear rules and lack of leadership.

Those who govern well, gain first.

AI adoption is real, measurable — and uneven.

The **playbook for success** is being written right now by the early movers — the firms that invested early in:

- **Clear governance and policy**
- **AI-literate teams**
- **Custom or narrow AI solutions**

They're already realising the benefits — and widening the competitive gap.

For everyone else, the cost of waiting is rising fast.

AI has become the new measure of operational maturity.

The Playbook for AI Success

We recommend a structured 3-step approach to realise GenAI's full potential:



Three actions separate the firms getting real results from those still experimenting. This framework is built from evidence, and shows where to start, what to scale, and how to sustain momentum.

1. Establish Governance from the Top - Not from IT

Create an AI policy led by senior leadership, not IT or Legal.

As one CTO told us:

"This is not an IT problem to solve. This is an organisational problem to solve"

Your policy must address what you believe about AI; what is expected of employees, what is permitted and what is not, honesty around job intentions (augmentation not replacement) and include guidance on how to behave and learn.

AI Policy Checklist

- Permitted tools
- Data security protocols
- Training + licenses
- AI champions
- Change management

Appoint AI champions in every business unit to drive adoption momentum and identify clear use cases and ensure the senior leadership puts robust Change Management in place to build trust.

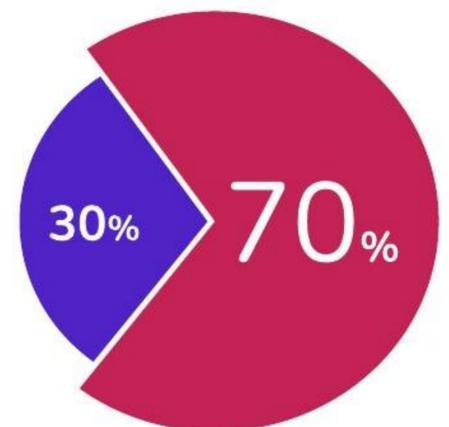
2. Train Everyone, Immediately

AI literacy is no longer optional.

Without training, productivity gains evaporate and risks multiply.

Only 30% of firms in our study have implemented company-wide training - leaving 70% exposed.

Four two-hour modules covering prompt engineering, data security, research methods, and AI agents will equip your entire workforce with the necessary core AI skills. Without training, productivity gains evaporate, and risk multiplies.



Prompt Engineering



Data Security



Research



Agents

The Playbook for AI Success

3. Invest in Custom or Narrow AI for Highest-Value Workflows

Move beyond ad hoc or “shadow” use of public tools.

Focus your investment where it matters most: the **high-value, high-risk workflows** that define your competitive edge:

cost estimation, contract review, engineering validation, and compliance reporting

Develop **secure, domain-specific AI solutions** built on your proprietary data.

This protects confidentiality, boosts precision, and delivers performance commercial tools simply can't match.

Why This Matters Now

The sector is at an inflection point. AI capability is increasingly becoming a client expectation.

In engineering, construction, and government contracts, firms are already being assessed on their AI maturity.

Early adopters report:

- ✓ **First-mover advantage** - faster bids, shorter delivery cycles, higher win rates.
- ✓ **Expanded capacity** - automation of “task-killers” like data analysis and document prep.
- ✓ **Compounding gains** - custom models trained on proprietary data improve over time, widening the competitive gap.

Those building secure, in-house solutions today are defining tomorrow's delivery standards.

Conclusion

The **playbook for successful AI adoption** is now clear:

- 1. Governance and policy** from the top.
- 2. AI-literate teams** across the organisation.
- 3. Investment in custom or narrow AI** for the workflows that matter most.

The early movers are already benefiting, saving time, winning bids, and redefining productivity.

The gap between them and the rest of the market is no longer theoretical. It's measurable.

AI has become the new standard of operational excellence - and the firms acting now are setting the benchmark.

1. Industry Context: A Sector Frozen Between Potential and Paralysis

The Productivity Crisis

Construction's \$10 trillion economic contribution masks a disturbing reality: productivity growth has stalled at 1% annually while the global economy advances at 2.8%. This isn't a recent phenomenon; it's a decade-long crisis that traditional digitisation efforts have failed to solve.

GenAI represents a fundamentally different solution: intelligent automation that handles high-volume, time-consuming administrative work while augmenting - not replacing - expert judgment.

The Adoption Paradox

Early adopters are moving rapidly, but the industry's foundational systems haven't adapted. Project procurement, liability assignment, and professional accreditation frameworks remain unchanged, forcing pioneers to operate in a regulatory grey zone.

This creates a polarised market:

Architectural firms lead: AI adoption

60%

of UK practice

90%

of Irish practice

Mid-sized innovators accelerate:

Creating dedicated AI roles, implementing measurement frameworks, and capturing

5-20%

productivity gains

Others hesitate:

Smaller firms lack resources; global multinational subsidiaries await headquarters direction

The skills gap compounds the problem:

81%

of construction professionals have only basic AI knowledge

46%

say lack of skills blocks adoption

The Regulatory Split

Ireland/EU: The EU AI Act classifies infrastructure-related AI systems as "high-risk," requiring continuous risk management, detailed documentation, and conformity assessments. Irish AI conferences focus obsessively on compliance and data security, creating a culture of caution that discourages experimentation.

UK: A "pro-innovation" framework adapts existing regulations (GDPR, Health and Safety at Work Act) to AI contexts while planning 20-fold increases in public compute capacity by 2030. This accelerates deployment but heightens ethical liability risks around algorithmic bias and transparency.

Cross-border firms must navigate both regimes simultaneously.

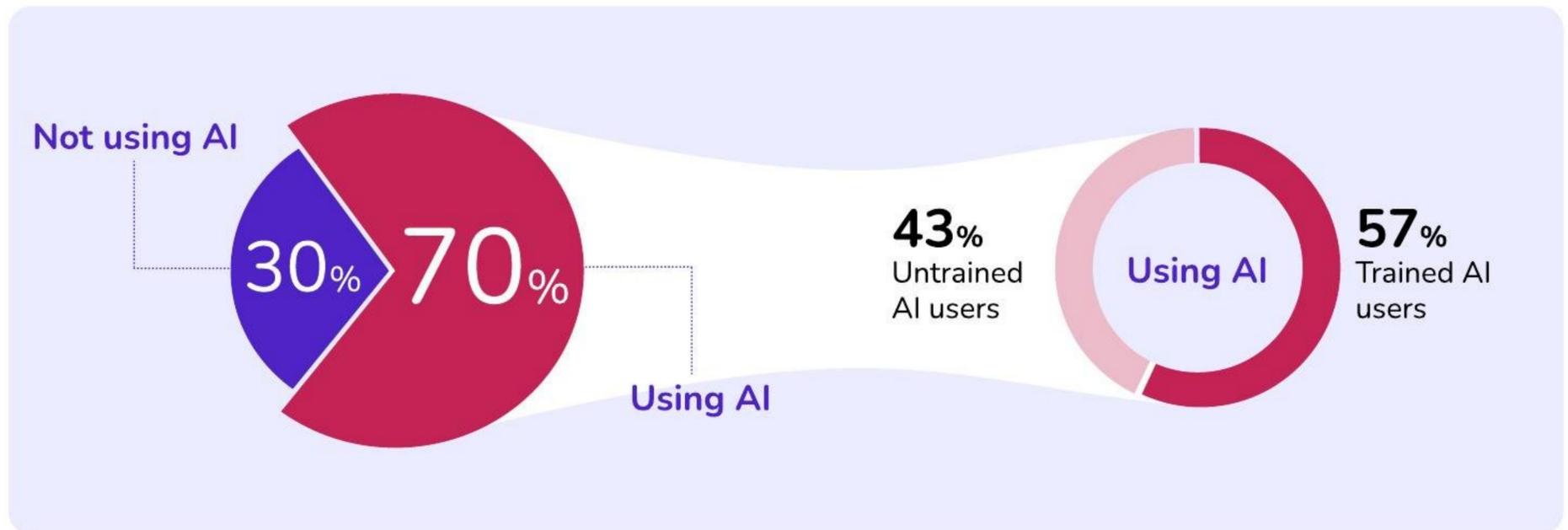
Three Constraints Blocking Scale

- 1. Skills Gap:** Only 30% of firms provide AI literacy training, leaving the majority unable to use tools safely or effectively.
- 2. Data Fragmentation:** Construction data lives in disparate systems with incompatible formats. AI requires high-quality, structured data—but siloed workflows prevent this. Data quality ranks as the most fundamental deployment obstacle.
- 3. Cultural Resistance:** Construction is historically the least digitised major industry. High initial costs hit SMEs hardest, while organisational inertia affects firms of all sizes.

2. Current Adoption: What's Working and What's Not

Adoption Patterns:

Our research reveals a clear maturity hierarchy:



Tools in use:

- ChatGPT and Copilot dominate (70-80% of usage)
- Specialised tools (Perplexity, Notebook LM) remain niche
- Custom solutions exist only in mature, progressive firms



Implementation Pathway

What is emerging is a consistent pathway of use:

Stage 1:

Integration first, meaning that if a piece of software already in use (e.g. BIM or Freddy) releases an AI tool, they will prioritise using that. This approach is favoured because it typically means fewer security and integration hurdles, as the vendor has already integrated the AI functionality with their existing structures. Easiest to activate because "you're not having to work out how to integrate an AI tool."

"you're not having to work out how to integrate an AI tool."



Stage 2:

Commercial Models – eg. ChatGPT, Copilot, Claude - pre-built solutions for specific needs where embedded tools fall short. Ideal for narrow focuses for a very specific need.



Priority 3:

Custom Solutions – Reserved for mission-critical applications where the business benefit justifies significant overhead: building, training, operating, managing. The business benefit, not the technical details must drive these decisions.

Proven Applications Across Construction Phases

Where AI is Already Delivering Value in the Built Environment

Our research validated **76 GenAI applications** across pre-construction, construction, and operations.

Engineering professionals report that AI tools **cut task times and remove repetitive work**, freeing people for more strategic tasks.



Information Management: Faster retrieval and regulatory clarity

AI **retrieves** information from dense, unstructured documents (contracts, specifications, regulations).

"Great for handling regulations e.g. what height should a reception desk be?" ~ QS respondent



Cost Estimation: More accurate pricing, less guesswork

Machine learning models (especially neural networks) are **improving** estimation accuracy and consistency.



Risk & Safety: Earlier detection and better prevention

AI **supports** hazard recognition, risk assessment, and sequence planning - improving on-site safety outcomes.



Design & Documentation: Smarter, faster reporting

AI **automates** feasibility reports, compliance documentation, and structural option generation - streamlining workflows.



Multimodal Analysis: Continuous visibility on project progress

AI **analyses** daily site photos and video frames for progress tracking and safety checks - turning visual data into reliable site insights.

Across all categories, AI's strongest impact is in accelerating manual review and reporting - areas once seen as unavoidable bottlenecks.

Quantified Productivity Gains

Risk Assessment:

AI-assisted (ChatGPT):

36 mins

average completion time

Traditional methods:

157 mins

AI identifies broader scope (e.g., cybersecurity risks) but human experts excel at context-specific, political dynamics

Content Creation:

Document drafting:

10 mins

reduced from 2-3 hours

10,000-word document summarisation:

30 mins

Goal:

3 days

bid submission time reduced from 3 weeks

Task Elimination: The highest-value applications target "task killers": menial, repetitive work that consumes expert time:

- Number crunching and data analysis
- Document summarisation
- Bid and proposal writing
- Specification refinement
- Daily progress reports
- Regulatory compliance checks

One quantity surveyor summarised it perfectly: "Handing menial repetitive tasks - freeing up resources for more strategic work."

The Measurement Gap

Few firms measure ROI systematically. The challenge: *"It's very hard to quantify benefits of usage unless you are super-quantifying and managing people's time."*

Best practice approach: *"AI performance is measured using case studies in a specified format that go to the operations board for review, including ROI calculations that measure the time saving."* ~ QS

Bid submission ROI example: Two compounding benefits:

1. Time efficiency enables more bid submissions
2. AI-tailored bids improve win rates

Both effects multiply competitive advantage.

Regional Maturity

UK: In the "managed phase" of AI adoption, supported by established government policies, mature industry standards bodies, and earlier mandatory adoption timelines. Scale advantages accelerate diffusion.

Ireland: Mirrors UK policy structures due to historical connections, but implementation remains shallower. Smaller market size slows innovation diffusion beyond early adopters.

3. Implementation Insights: Learning from Leaders

Case Study Validation

RAG for Contract Querying:

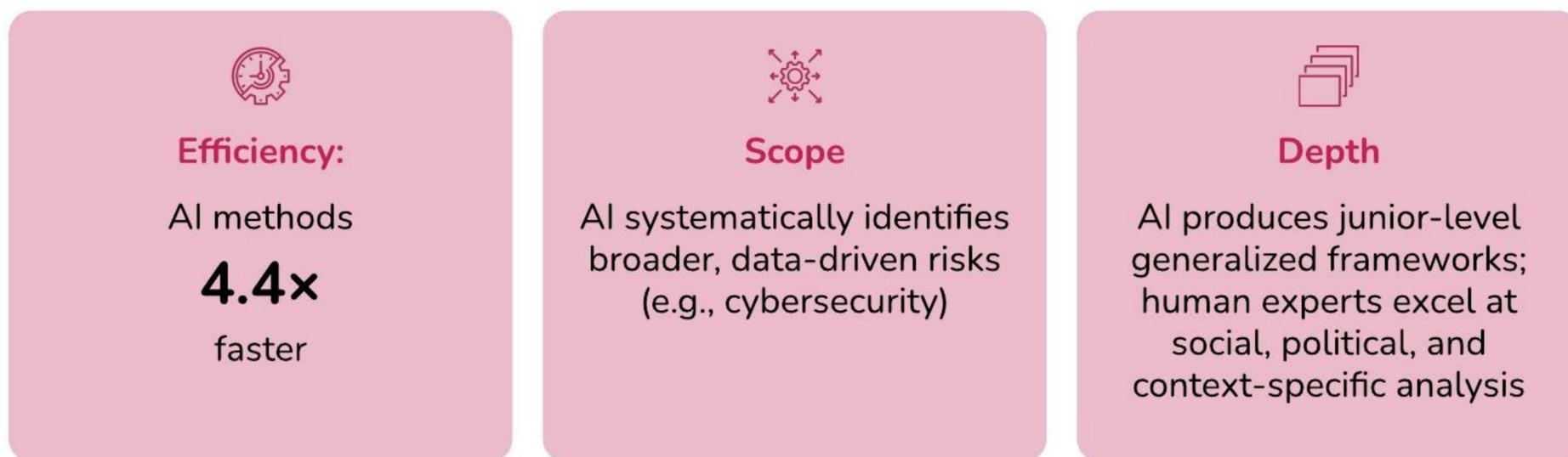
A controlled study compared baseline GPT-4 against RAG-enhanced GPT-4 for contract document queries:



Key insight: RAG eliminates hallucinations by grounding responses in actual contract context rather than pattern-matched approximations.

AI-Assisted vs. Traditional Risk Assessment:

Mixed-methods comparison found:



Verdict: Optimal approach combines AI breadth with human contextual expertise.

Organisational Change Management

Sequential rollout creates momentum:

"We're doing Copilot rollout in phases to create a sense of FOMO. So the early cohort feel like they're special and then they become change agents. It's like they've all got a bit of pride that they've been chosen." ~ QS

This approach deliberately generates enthusiasm while building internal expertise before scaling.

Frame as augmentation, not replacement:

"We want to supercharge your current position, not change it."

Fear is the enemy of adoption. Clear communication about job security enables cultural buy-in.

Champions drive adoption:

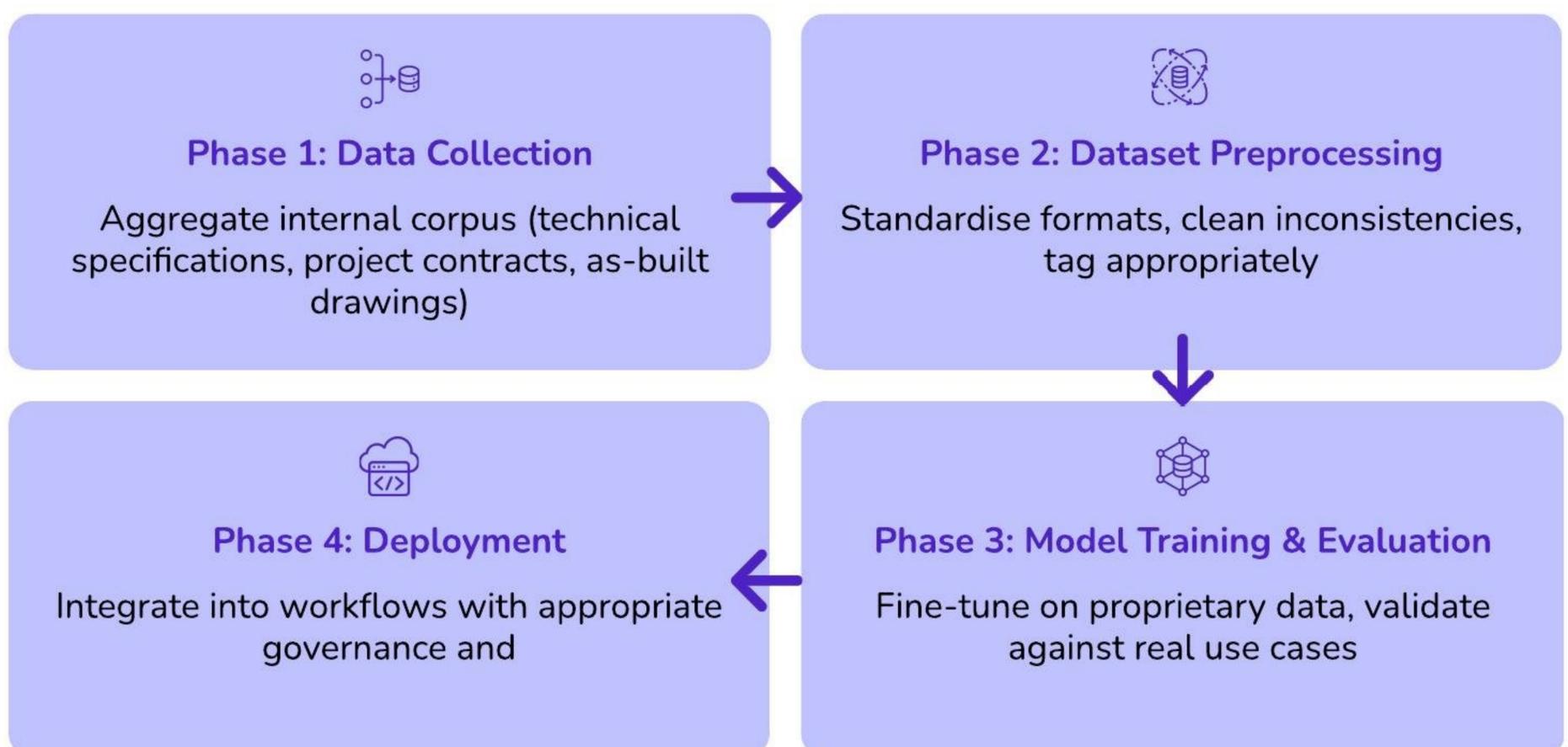
Volunteer task forces and internal champions lead implementation—not new departments or dedicated titles (yet). Champions with deep process knowledge identify "low-hanging fruit" for early wins that build momentum and justify further investment.

The Workflow Prerequisite

Clear workflow processes must exist before AI implementation. If they don't, establish them first. AI amplifies existing processes, both good and bad. Unclear workflows produce unclear AI outputs.

Four-Phase Custom Solution Framework

For firms building domain-specific solutions:



The critical success factor: data standardisation across business units and project phases. Without it, custom models cannot learn effectively.

4. Barriers: The Real Reasons Firms Aren't Moving

1. Security Concerns (Highest Priority)

Proprietary information and competitive cost data represent existential risks if leaked. Specific fears include:

- Loss of in-house intellectual property
- Accountability for AI-driven decision failures
- Ethical issues presenting AI-generated work as original

"Where's the stuff being stored? How's it being used? If we put something in there, is it being used to train something else?" – Architect

These concerns are legitimate - but solvable through proper tool selection progression and governance. The solution isn't avoiding AI; it's implementing it correctly.

2. Technical and Data Limitations

- Significant upfront investment is required in technology and training
- Fragmented data across incompatible systems
- High cost and complexity of training models on 2D/3D drawing data versus text
- Lack of industry-wide data standards

3. Contextual Depth and Trust Issues

Commercial LLMs like ChatGPT lack construction-specific context, producing "generic" mitigation strategies. Failures processing large, complex datasets necessitate manual checking, eroding trust.

Solution: Custom models built on proprietary data (via RAG or fine-tuning) provide construction-specific accuracy commercial tools cannot match.

4. Human Resistance

"If you've got a manager who sees AI as a problem or a threat, then that's the biggest barrier." – QS

Resistance stems from:

- Fear of job displacement
- Uncertainty about changing work patterns
- Lack of knowledge about AI capabilities and limitations
- Perception that AI removes human judgment from decisions

"Am I worried? I am, yeah. If people are doing it and I'm not, well, they'll be ahead of me. So yes I am worried about that." – MD of Engineering Co

Fear is natural when it comes to something as transformative as AI. But it's also a competitive vulnerability. **Firms that overcome fear first win.**

5. The Path Forward: Five Essential Actions

1. Create an AI Policy from Senior Leadership

Only 20% of surveyed firms have AI policies. This is the foundational gap.

"This is not an IT problem to solve. This is an organisational problem to solve." – IT Leader

Your AI policy must come from senior leadership and address:



What AI is and what it can do – Set realistic expectations
Training & implementation expectations – Make literacy mandatory
Permitted and prohibited uses – Specify approved tools and data handling protocols
Job security commitments – Explicit augmentation (not replacement) messaging
Governance structure – AI steering committee, champions in each business unit

Critical principle: AI doesn't absolve users of professional judgment. Policy should require staff to "maintain the same level of professional judgment" expected in their profession (e.g., RIAI standards for architects).

We provide an AI policy template in Appendix 2, but customisation is essential.

Or, as one participant noted with irony: *"When I have a blank page in front of me, I don't have a blank page in front of me anymore"* —use AI to help draft your AI policy.

2. Deploy AI Literacy Training Across the Entire Organisation

Less than one-third of surveyed firms provide company-wide training. This guarantees poor outcomes.

The AI Institute's **Core AI Skills** programme provides foundational literacy that equips staff not only to use AI tools effectively but to think strategically about where AI adds value in the business.

Our training covers four essential modules:



Prompt Engineering

How to communicate effectively with AI



Data Security

Understanding risks and proper tool usage



Research

Leveraging AI for information discovery and synthesis



Agents

Understanding autonomous AI workflows

Crucially, the programme also builds the capability to **spot and scope viable business cases for AI adoption** - enabling staff to recognise which workflows can benefit most from automation or augmentation, and where investment will deliver measurable returns.

Benefits of universal training:

- ✓ Immediate productivity uptick
- ✓ Higher quality outputs through better prompting
- ✓ Reduced security risk from improper use
- ✓ Lower employee fear and resistance
- ✓ Improved ability to identify and prioritise AI opportunities
- ✓ Knowledge flows freely across business units

Without training, firms get the worst of both worlds: shadow IT security risks with minimal productivity gains.

3. Introduce automation for specific processes

Engage AI steering committees and champions to identify "low-hanging fruit" - processes with clear pain points and measurable outcomes that can be automated.

Just 20% of surveyed firms have identified specific automation targets. This represents a massive opportunity.

Use case workshops combine internal champion insights with external expertise to:

- Identify optimal first targets
- Produce feasibility reports
- Create implementation roadmaps
- Specify required datasets and data preparation needs

Early wins build momentum. Clear payoffs from initial projects justify further investment and overcome organisational resistance.

4. Standardise and Clean Your Data

"It turned data into something that everybody can consume and got us to talk their language." – BIM Manager

The problem: Data scattered across business units in non-standardised formats, incompatible systems, and isolated silos.

The solution: Mandatory data standardisation policy ensuring:

- Consistent formats across business units
- Proper tagging and metadata
- Vectorisable structure for AI consumption
- Interoperable environment enabling knowledge sharing

The aspiration: Industry-wide (not just firm-specific) protocols for homogeneous data collection, quality, and sharing. This enables AI models to communicate reliably across build phases and between project stakeholders.

Built Environment-specific need: Spatial reasoning requires particularly well-structured data. Without it, AI cannot effectively navigate the 3D and temporal complexity of construction projects.

Clean data enables universal comprehension of technical information, improving communication across organisational levels and project teams.

5. Invest Strategically in AI Solutions

With policy, literacy, automation, and data foundations in place, the final step is targeted investment - deciding where to adopt specialised (narrow) AI tools and where to develop proprietary systems.

Two strategic routes emerge:

- Adopt specialised AI tools for defined use cases where reliable commercial options already exist - such as tender evaluation, translation, document review, or scheduling.

And/or

- Develop proprietary AI solutions for high-value, high-risk, or highly differentiated processes where ownership, accuracy, and confidentiality are critical.

Our research shows that mature firms take a tiered approach to investment, combining both paths to balance speed, control, and competitive advantage.

Examples from industry:

A multinational engineering firm has built its own custom AI tool for bid preparation rather than using an off-the-shelf system, noting that *“if there’s a market-leading company, then everyone’s going to use that one - so everyone’s bid will be the same.”*

An architectural practice operates its own instance of a Large Language Model (LLM), with custom agents and an internal prompt library, representing a substantial investment in bespoke AI infrastructure.

Two advanced firms are developing in-house AI applications scheduled for release in Q4 2025.

Strategic investment - whether in commercial or custom AI, marks the transition from experimentation to operational advantage, ensuring firms capture real value while safeguarding their data and intellectual property.

The Path to AI Maturity

Taken together, these five actions form a clear progression: establish policy, build literacy, automate processes, clean and standardise data, and invest strategically. Each step strengthens the next. Firms that move through this sequence with intent and pace will build lasting competitive advantage, not by chasing every new tool, but by embedding AI as a disciplined capability within the organisation.

6. Conclusion: The Window Is Closing

The built environment sector faces cautious optimism about AI's potential - but optimism without action equals competitive decline.

The growth path is clear:

1. **Shadow use** (current state for many): risky, unreliable, but happening
2. **Trained, secure use** (commercial tools with governance): safe productivity gains
3. **Custom or narrow solutions** (proprietary models): mission-critical accuracy and competitive moats

Firms stuck at stage one are vulnerable. Those racing through stage two and three are the ones building insurmountable moats.

Your five building blocks:



With these in place, AI projects flourish. Without them, they flounder.

Clients increasingly expect AI-enabled delivery. The question isn't whether to adopt AI; it's whether you'll lead the transformation or scramble to catch up after your competitors have already set new industry standards.

The window for first-mover advantage is open now. It won't stay open long.

The question your competitors are asking isn't whether to invest in AI - it's how quickly they can move before you do.



Why we conducted this research

Last year, AI Institute conducted cross-industry research across the UK and Ireland. Our report, "**Crossing the AI Chasm**," revealed that **16% of businesses were strategically embedding AI**. These firms were achieving **5-20% productivity gains**, with momentum building rapidly as success bred further adoption.

This year we have focused specifically on the **built environment**, to understand how this sector is **navigating its AI transformation**. This follow-up research explores where the built environment sector stands today: the characteristics of firms leading the way, the barriers others face, and crucially, we present a practical roadmap for successful AI adoption across the industry.



Methodology overview

This research is a combination of **peer reviewed sources and primary interviews**.

For the peer reviewed research, AI was used to conduct a meta-analysis of the latest research. A systematic meta-analysis framework was applied to aggregate existing research and identify patterns found across individual studies.

For the primary interviews, research was conducted with senior representatives from engineering, architecture, quantity surveying, and construction firms across the UK and Ireland between July – September 2025. Full details of the research methodology are included in Appendix 1.



Scope and limitations

The qualitative in person interviews conducted have allowed an empirical overlay to the meta-analysis conclusions. Although on a stand-alone basis the sample size does not provide statistically relevant conclusions, overlaid onto third party research it provides corroboration and illustration of many of the findings and insights

Appendix 1: Research Methodology

Peer-Reviewed Research

Source Identification: Deep research across Perplexity, Manus, and ChatGPT yielded 57 academic papers on AI adoption in UK/Irish built environment sectors. Papers required downloadable PDFs for inclusion.

PRISMA-Based Screening: Systematic reduction from 57 sources to 11 high-quality papers through rigorous evaluation:

Inclusion criteria (all required):

- Publication date: January 2020–October 2025
- English language
- Sector relevance: UK/Irish built environment or comparable professional services
- Empirical data, theoretical frameworks, or applicable methodologies
- Methodological transparency
- Measurable outcomes (productivity, efficiency, costs)

46 papers eliminated for failing criteria.

Quality threshold: Remaining 11 papers assessed on identifiable sample/setting, extractable findings, and acknowledged limitations. All met quality standards.

Evidence weighting by publication date:

- 2025: Highest priority (current empirical ROI data)
- 2023-2024: Moderate weight (early generative AI studies)
- 2020-2022: Contextual value only (pre-generative AI baseline)

Analysis structure: Three sequential tasks on final 11 papers:

1. Data extraction: systematic documentation of characteristics and findings
2. Evidence synthesis: cross-study pattern identification
3. Hypothesis evaluation: structured assessment of evidence, contradictions, certainty levels, gaps

Primary Interviews

Twenty-nine semi-structured interviews with senior representatives from engineering, architecture, quantity surveying, and construction firms across UK and Ireland.

Sample composition:

- Geographic coverage: UK and Ireland
- Sectors: Engineering, architecture, quantity surveying, construction
- Average duration: 45 minutes
- Format: Semi-structured
- Timeline: July–September 2025

Interviews explored current adoption patterns, implementation challenges, perceived and measured returns, and organisational readiness factors. Semi-structured format enabled consistent data collection while allowing flexibility for context-specific insights.

Appendix 2: AI Policy Template

Answer these questions and communicate:

What do we believe about AI?

What is expected of employees?

What is permitted and what is not?

We commit to legal and ethical AI usage, respecting the limitation of these technologies by:

Data Privacy

We ensure all our staff receive training and understand how data is used by the models and what kind of data is safe for sharing and where personal or proprietary data needs to be anonymised before use.

Responsible Use

All staff are required to adhere to the set of approved AI tools. We ensure that all staff are familiar with this policy which is continuously reviewed and updated to ensure adherence to regulations.

The current set of AI tools we currently utilise is as follows:

[Insert your approved set of tools]

These tools have been evaluated for their security, privacy, and compliance with GDPR and are deemed suitable for use in our educational activities.

As advancements are made and new tools emerge, we will update this list to reflect the most effective and secure options for our courses.

Bias Prevention

AI reflects the data it is trained upon, and we recognise the risk of perpetuating societal biases.

[Insert your name here] we are dedicated to producing AI-generated content that is inclusive and ethical. We customise our settings wherever possible to require diverse perspectives in our answers and we take active steps to identify and mitigate any biases, ensuring our content is accessible and fair to all.

Transparency

[Insert your name here], we are committed to transparency about our AI usage. This is in accordance with Article 52 of the EU AI Act. We communicate our use of AI on our website. And our commitment to transparency is fundamental to our approach to ethical use.

Human Oversight

AI is a complementary tool, enhancing, not replacing, human ingenuity and judgement. All our AI-generated content goes through human review before being used anywhere in our material. This ensures quality and alignment with our educational standards.



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