

The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

October for me always means a trip to ASTM's [E60 Committee on Sustainability's meetings](#). This year the meetings will be held in Philadelphia at ASTM headquarters, October 17 – 19, instead of as part of Committee Week. The meetings were moved, because Committee Week occurs at the same time as the [IGCC hearings](#). That makes October a great time to get involved in the development of green building standards! This month also provides opportunities for sustainability education, recognizing sustainable building designs, and more. Check out the articles below.

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GREEN BUILDING

2011 Beyond Green™ High-Performance Building Awards

Along with our sponsors, SBIC is proud to announce the 2011 Beyond Green™ High-Performance Building Awards. This unique program recognizes buildings, initiatives and products that shape, inform and catalyze the high-performance building market. The [2011 Call for Entries](#) includes a new category that recognizes High-Performance Products. If you have any questions about the program, please contact Kimberly Lowry by phone at (202) 628-7400, extension 200 or by email at sbic@sbicouncil.org.

Top 10 Green Architecture Projects of 2011

While some of these designs are too complex to be built anytime soon, there are few designs that have already taken shape and are showing glimpses of the future of sustainable building. [Read more](#) about ten of the best eco friendly architecture designs that took shape this year. Submit your video, article, case study or LEED project profile to iGreenBuild.com in minutes! Just [click](#) and follow the simple form instructions.

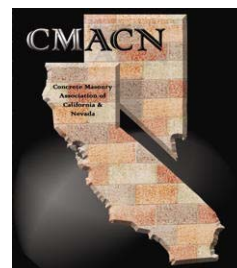
3 Building Initiatives Focus on Energy Efficiency

Three initiatives have emerged to reduce building

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Click on the links below to find out more about each of these organizations who have graciously sponsored this E-Newsletter

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energy consumption by 60% to 70%, eventually leading existing and new structures to net-zero energy by 2030. The International Code Council is in the midst of developing the International Green Construction Code, which aims to make sustainability and energy-efficiency mandatory for all buildings. The Architect 2030 Challenge seeks to gradually cut energy consumption from 50% to net-zero by 2030, while the President's Climate Commitment sets a LEED Silver Certification goal for college campuses and encourages educational institutions to adopt sustainable practices. Read more at GreenBiz.com.

MIT Work Suggests How to Make Concrete Buildings Greener

A report from the Massachusetts Institute of Technology [Concrete Sustainability Hub](#) suggests that there are several steps that can be taken to reduce or even eliminate the carbon footprint of concrete buildings. Changes could be implemented in both the concrete-making and construction processes, such as evaluating the fuel used in concrete kilns, and building structures that allow concrete surfaces to absorb sunlight so they can be used for heating in the winter, according to this [Deccan Herald \(India\)](#) article.

3D Modeling is a Critical Tool for Sustainable Building

About 80% of a building's effect on the environment comes from the way it's designed, writes Lynelle Cameron, director of sustainability at Autodesk, in this [Forbes article](#). For this reason, building information modeling software can be an important tool to help create more sustainable building. BIM lets users see the consequence of various choices in the design process before construction even starts.

OTHER "GREEN" NEWS

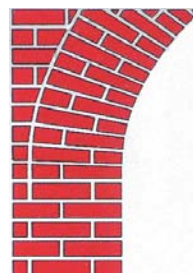
This month includes some tips for businesses trying to be more "green".~Tina

Want a Government Contract? You'll Need to Go Green

A 2009 presidential executive order requires federal agencies to be more environmentally friendly and energy efficient -- and it also requires the same of government contractors. Nearly all new contracts must meet some standard for eco-friendliness. "There will be a trickle-down effect from government to subcontractors. The incentive is to be a leader in



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the industry, and you might win some future contracts as a result of your investment in time and effort in developing a sustainability plan," says consultant Eileen Kent in this [BNA \(free content\)](#) article.

Want a Green Supply Chain? Here's How to Get Started

To make your supply chain more sustainable, start by making it more visible, writes Oracle executive Rich Kroes. Transparency and visibility are key first steps toward an efficient supply chain, Kroes argues, and sharing data has the bonus of added eco-effectiveness. "Organizations that run lean and green can be more productive, more profitable and less polluting," he adds in this [SupplyChainDigital.com](#) piece.

Conflicting Views on Green Jobs and Job Creation

The debate continues on the effect green industry will have on the job market. A 2009 study in Spain showed that for each green job created, 2.2 jobs are lost because the companies that lay off workers need to pay higher costs of becoming energy efficient according to [EnergyBiz.com](#). In America, retrofitting to improve energy efficiency will result in more jobs and more sustainable communities, according to the Center for American Progress. The question remains, will clean technology create the necessary green jobs to improve the economy?

Large Companies Rewarded by Acting on Climate Concerns

Most of the world's largest public companies are strategically reacting to climate concerns -- and benefit financially, according to the [Carbon Disclosure Project S&P 500 Report 2011](#). "Companies that embrace a new model -- one that moves away from short-term thinking to achieve more sustainable growth in the long term -- are blazing a trail to leadership in a low carbon economy," Paul Simpson writes, in this [The Guardian \(London\)/The Sustainable Business Blog](#).

EDUCATION

TMS offers numerous opportunities for you to expand your knowledge about masonry, from Society meetings to seminars throughout the country. For more information on some upcoming events, check out the links below.~Tina

Registration Now Open for the TMS Annual



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For information on how you can become a sponsor, please contact the [TMS office](#).

Meeting

The Masonry Society will hold its Annual Meeting in beautiful San Antonio at the Menger Hotel, Nov. 10-15. An informative and interesting program has been being planned for your professional development and enjoyment. There will be numerous opportunities to learn about historic masonry, sustainability, new masonry and masonry systems of the future. Plan to attend these significant meetings today. Learn more at the [TMS Annual Meeting](#) webpage.

TMS Masonry and Sustainable Design Seminar Featured

Visitors at Phoenix Brickyard's Open House on October 6th will have the opportunity to attend TMS's seminar "[The Role of Masonry in Sustainable Design and LEED](#)". Attendees will also have a chance to tour the facility. To learn more, contact [Phoenix Brickyard](#). If you'd like to sponsor a seminar on sustainable design or one of several other masonry topics, contact [TMS](#).

ASCE Offers Fundamentals of Sustainable Engineering Course

Understand a framework for strategic design and implementation of sustainability in your projects with the America Society of Civil Engineers' groundbreaking course, [Fundamentals of Sustainable Engineering](#). It covers critical issues associated with the "triple bottom line" approach to sustainable infrastructure development -- environmental, economic and social. Successful completion of the course will earn you a certificate documenting your mastery of the transformational concepts of sustainable engineering. This is an online course. After completing and passing a post test, you'll earn 1.5 CEUs. [Register and get started!](#)

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