

The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

As a consultant I often have businesses come to me for help in crafting their message with respect to sustainability and the environment. For some the final product may be a brochure, for others a white paper. Regardless of the final product though, I feel an important part of my role is to help businesses see what they are doing "right", even if it is not recognized by LEED or some other green program. The article below on Corporate Social Reporting (CSR) makes that point as well. It's important to benchmark and promote your successes, especially with masonry products that offer many benefits beyond the small box that is LEED.

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NOTE: Inclusion in this newsletter is not an endorsement of the products and materials featured, nor have these products been evaluated by TMS or the editor. Furthermore, the views expressed in the articles featured are those of the article authors.

GREEN BUSINESS TIPS

I've included a couple of links to good articles on obtaining and publishing information on sustainable attributes of your company. I hope you find them useful.
~Tina

4 Tips for Firms Considering Carbon Footprinting

Companies considering product-level carbon footprinting programs need to focus on using primary data from their own supply chain instead of settling for industry averages, write Robert Vos and Candace Hodder, in this [EnvironmentalLeader article](#). Doing so "will allow you to achieve results that are much more practical and actionable," they write.

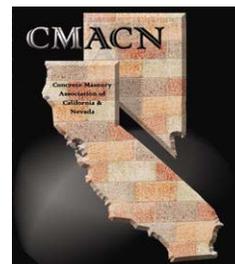
Here's How to Mess Up Your CSR Messaging

There are many common mistakes that can undermine your company's sustainability communications, writes Jen Boynton in [this article](#). One of the worst is seeking to communicate defensively rather than being forthright about your company's plans and aggressive about promoting successes. "Communicate openly and honestly, and you won't need a defense quite as often," Boynton promises.

Sponsors of TMS's Sustainability E-Newsletter

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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RESILIENCE

More on resilience in this edition. It appears to be the new hot topic. ~Tina

Passive Solar Design is Key Element of Creating Resilient Homes

A resilient home is extremely well-insulated, so that it can be kept warm with very little supplemental heat--and if power or heating fuel is lost, for some reason, there won't be risk of homeowners getting dangerously cold or their pipes freezing. A house designed and oriented in such a way that natural heating from the sun can occur, adds to that resilience and further reduces the risk of the house getting too cold in the winter. [Click here](#) to read more.

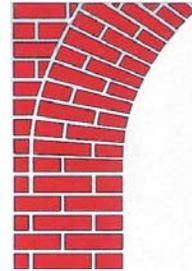
Resiliency Bill Before Congress

The Portland Cement Association and the National Ready Mixed Concrete Association, along with a growing coalition, are working to build support for legislation now before Congress that would provide a tax credit for resilient construction in federally declared disaster areas. On May 18, Representatives Geoff Davis, R-Ky., and Mario Diaz-Balart, R-Fla., introduced H.R. 5839, the Disaster Savings and Resilient Construction Act of 2012. The bill provides a tax credit to builders when a commercial or residential structure meets the 2009 or later International Building Code and has received the designation from the Insurance Institute for Business and Home Safety of FORTIFIED for Safer Living/Business. [Read More.](#)

Letter to the President Focuses on Resilient Construction

In the preface to their "2011 Annual Report," the National Institute of Building Sciences (NIBS) included a [Letter to the President](#) to highlight the work of the institute, which has focused largely in supporting the concepts and value of resilient construction with an emphasis on high-performance structures. The report highlights the work of the institute as well as related federal agencies and organizations that provide design tools and resources and support policy discussions about investing in not only reducing damage to communities during a disaster, but also to maintain its critical operations during the crisis and return to normal operations as soon as possible after the event. For a copy of the annual report and to learn more about available resources on resilient construction and high-performance buildings, check out the [NIBS website](#).

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GREEN NEWS

TMS Member Kurt Siggard to Serve on CHPS Executive Board

The Concrete Masonry Association of California and Nevada (CMACN) director and The Masonry Society member Kurt Siggard will participate as an advisory director on the Collaborative for High Performing Schools (CHPS). CHPS promotes high-performing and sustainable school design. For more information about CHPS, [click here](#).

Philadelphia to Require Energy Benchmarking

Under the new law, submitted as Bill No. 120428-A, owners of non-residential buildings of more than 50,000 square feet will be required to measure energy and water consumption and post the results publicly starting June 1, 2013. [Read more](#).

ASTM Sustainability Subcommittee Works on Resource Depletion Standard

ASTM Subcommittee E60.80 has proposed a new standard that describes a method for calculating the length of time that a non-fuel mineral commodity can be extracted from its reserves and resources. [Learn more](#) about this work.

Businesses Discuss Global Issues

The B20, an international forum aimed at fostering dialogue between governments and the global business community, aimed to provide government leaders of the G20 with meaningful recommendations from the private sector to contribute to the achievement of global economic growth and social development. The B20 is composed of CEOs and Chairmen of leading global companies, as well as experts from international organizations and universities. At the mid-June G20 Summit in Los Cabos, Mexico, the B20 generated recommendations on: Green Growth; Information and Communication Technology and Innovation; Food Security; Trade and Investment; Employment; Anti-corruption; Financing for Growth and Development. [Read more here](#).

BUILDING NEWS

Buildings patterned after nature and a couple of green masonry buildings are featured in the links below. If you have projects to share, please let me know. ~Tina



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Natural Processes Provide Pattern for Sustainable Buildings

Natural processes found in nature can be used as a blueprint to make buildings more sustainable, writes Jon Walton in [this article](#). The biomimicry approach takes note of how organic systems turn waste materials into raw resources for others. Biomimicry has been applied in an industrial overhaul project known as "The Plant" in Chicago, and in a wind turbine design that condenses water from air, Walton notes.

Masonry Residence Hall Earns LEED Gold

Figge Hall, the newest residence hall at the College of the Holy Cross, has earned LEED Gold certification by the U.S. Green Building Council (USGBC). [Check out](#) this brick clad building.

Brick Building is Showcase for Reuse

A Silicon Valley developer who specializes in sustainable office buildings becomes his own client with a LEED Gold-certified renovation. Instead of a demo job, Dostart thought that a serious renovation could make the midcentury modern structure into an exemplary showcase for reuse, not to mention an ideal workplace. [Read more](#).

EDUCATION

There are several opportunities over the next few months to expand your knowledge of sustainability, masonry and more. Check out the links below. ~Tina

TMS Annual Meeting Provides Educational Opportunities

Mark your calendar for [TMS's 2012 Annual Meeting](#), which will be held on September 13-18 in Greenville, SC. A full slate of presentations and activities is planned. We hope you'll be able to join us as we celebrate TMS's 35th "birthday" as a professional society.

Resilient Buildings Workshop: Integrating Materials, Systems, Resilience and Sustainability

The U.S. Department of Homeland Security Science and Technology Directorate and the Concrete Joint Sustainability Initiative invite you to attend the Resilient Buildings Workshop: Integrating Materials, Systems, Resilience and Sustainability. The workshop is free of charge and will take place at the National Building Museum on Oct. 18. The Resilient Buildings Workshop is a collaborative effort between federal government and private sector. To learn more, [click here](#).

Register for Greenbuild 2012 Today

Registration is open for the [Greenbuild International Conference and Expo](#) — the world's largest conference and expo dedicated to green building, to be held November 14-16, 2012 in San Francisco, California. Learn about what education will be available at Greenbuild 2012 and [access the education program »](#)

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