

The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

I mentioned in our last newsletter that I planned to attend the ASTM E60 Committee on Sustainability meetings in Atlanta. A lot happened in those meetings, including the first meetings of a new subcommittee on Sustainable Manufacturing. The scope of this new subcommittee includes all types of manufacturing, not just building product manufacturing. In addition, ASTM announced their plans to become a program operator to develop Product Category Rules (PCRs) outside of the ASTM standard development process. Read about these activities and more in the links below.

As we enter the final quarter of 2012 it is also time to consider your support for TMS' Sustainability E-News. This newsletter is made possible entirely through sponsorships, and your support is needed! To learn more about sponsorship for 2013, [contact the TMS office](#).

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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 BUILDING NEWS

Last week USA today publishes a series that took a critical look at LEED and green building. Check out the links below for various stories on this topic. ~Tina

USA Today Takes a Critical Look at Green Building

USA TODAY

USA Today last week featured a special report "Green Inc. - Environmentalism for Profit" beginning with October 24 article that asks, "In the U.S. building industry, is it too easy to be green?" The series takes a critical look at LEED and the industry that surrounds it. With the ASTM E60 meetings last week and Greenbuild only a few weeks away, the timing of the series couldn't have been better. Read the [article](#) and the [response from Building Green Inc.](#)

LEED Revisions: Raising the Green Standard

OSHKOSH

NORTHWESTERN

If the U.S. Green Building Council's membership approves revisions to LEED guidelines next year, builders will start using it by June 2015. "The bar is getting raised, but that doesn't necessarily mean it's harder to meet because of the way the whole industry is evolving," said Nadav Malin, president of BuildingGreen, a consulting firm that publishes LEED user's guides. One key change to earn certification is a requirement that makes it necessary for building operators to provide a five-year energy and water efficiency plan, according to [this article](#).

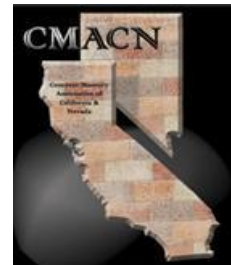
PRODUCT NEWS

In somewhat of a surprise move, ASTM announced that their certification division will begin developing product category rules (PCRs) and certifying Environmental Product Declarations (EPDs). This activity will occur outside of the standards development process and the work going on in ASTM E60 Committee on Sustainability on these very topics. According to ASTM staff, the certification division will likely consider the work being done in standards development, but will operate independently. One might speculate that the slow process of standards development and the business potential likely factored into their decision. ~Tina

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ASTM Launches a New Initiative to Address the Environmental Impacts of Products

ASTM International

ASTM International announces its [new initiative](#) as a Program Operator for Product Category Rules (PCRs) and Environmental Product Declarations (EPDs), which will provide the venue for developing PCRs and verifying EPDs. "The ASTM International program will provide scientifically based, quantifiable information about product parameters such as resource consumption and ozone depletion, which will give both businesses and consumers an understanding of a product's real impact on the environment," says Timothy Brooke, vice president of certification, training and proficiency testing at ASTM International. Through ASTM's certification program, technical advisory committees will oversee the development process for PCRs.

More on ASTM International's Committee on Sustainable Manufacturing

ASTM International

According to Amy Costello, environmental sustainability manager, Armstrong World Industries, and E60.13 chairman, Subcommittee E60.13 evolved out of a presentation on the nature of sustainable manufacturing given by representatives of the National Institute of Standards and Technology during the April 2012 E60 committee meeting. The purpose of the presentation was to discuss the need for sustainable manufacturing standards and E60's potential role in developing those standards. "As manufacturers embark on the journey of benchmarking and developing sustainability metrics, they will quickly realize that they are in uncharted territory," says Costello. "While there are many sources of information about sustainable manufacturing, few standards exist," according to [this announcement](#).

CJSI Publishes Guide to EPDs

The Concrete Joint Sustainability Initiative (CJSI) has published a document for members on the ins and outs of Environmental Product Declarations. Check it out at http://www.cement.org/pdf_files/EPD.pdf.

How to Make the Most of the FTC's Green-Marketing Guidelines

HOME CHANNEL NEWS

The Federal Trade Commission's green-advertising guidelines represent a window of opportunity for aspiring eco-brands, says former FTC official Thomas A. Cohnin [this article](#). In terms of branding and eco-certification, the new rulebook will give a competitive edge to marketers that focus on honest, transparent messaging. There will be "a shakeout in which the bad operators go out of business and the legitimate ones differentiate themselves and prosper," Cohn predicts.

Fly Ash and AAC Featured in GreenSpec Newsletter

The October 25th GreenSpec Insights newsletter has articles on classifying fly ash and the use of autoclaved aerated concrete (AAC). [Read more](#).

EDUCATION

Greenbuild 2012 Registration

Registration is open for the [Greenbuild International](#)

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