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The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

This month features several articles on the topic of greening your business, operations and manufacturing. As many manufacturers have noted, being green means saving money in the long run. It's worth the effort to determine where improvements can be made. Has your company taken any steps toward sustainability? If so, I'd love to hear your story!

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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.

PRODUCT NEWS

Brick, clay and otherwise, are featured in the links below, as well as a cautionary tale about green marketing claims. ~Tina

Thin Brick System Featured in Green Building Products News

GREEN BUILDING PRODUCT NEWS

What green building products are hot in the midwest? According to Jon Edwards, Director of Building Products Group in St. Louis, Missouri, Thin Brick is seeing a quick burst in popularity. That's true for projects that are going for green certification, but also for conventional building and remodeling projects that want a cost-effective approach to sustainable construction. [Read more.](#)

"Bricks" from India Made from Recycled Paper Mill Waste, Cement

INHABITAT

Two Indian researchers have developed bricks made of recycled paper mill waste and cement that can be used to make partition walls and false ceilings. These bricks are half the price of regular bricks, are lighter and reduce waste, according to [this article.](#)

Home Insulation Firm Fined \$350,000 for Deceptive Green Claims

TRIPLE PUNDIT

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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. Sponsors designated with an Asterisk(*) are also TMS Members at the following levels:

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- * designate that at least 1 person is an Associate or Professional Member of TMS.

Platinum Level



The Federal Trade Commission has penalized a Florida company for making unsubstantiated claims about its products and services. [Read more.](#)

GREEN BUILDING NEWS

In the links below you can read more about cities requiring energy use reporting for buildings and a look at LEED on its 13th birthday. ~Tina

87% of Seattle's Large Buildings Now Tracking & Reporting Energy Use to City

GREEN BUILDING ELEMENTS

The vast majority of large building owners and managers in Seattle, WA, are now tracking and reporting building energy performance to the city under Seattle's Energy Benchmarking and Reporting Ordinance. [Read more.](#)

Minneapolis Approves Green Building Benchmarking

FINANCE & COMMERCE

In coming years, it is going to become crystal clear which Minneapolis commercial buildings are efficiently consuming energy and water – and which are not. The Minneapolis City Council voted to adopt an ordinance that will require building owners to submit energy and water efficiency reports – with the city publicly disclosing the information. Phased in over coming years, the program by 2016 will result in efficiency disclosure for all commercial buildings in the city over 50,000 square feet – with an estimated 470 privately owned buildings affected, according to [this article.](#)

LEED Going on 13: Pushing the Green Building Envelope

THE DAILY COURIER

[This piece](#) takes a look at the successes, failures, pros and cons of building green to meet the U.S. Green Building Council's LEED rating program 13 years after it was launched. The verdict? Despite its imperfections, "the LEED Green Building Rating System continues to deliver building owners and the tax-paying public alike the tools they need in order to take their facilities to the next level of occupant health and productivity, as well as for evermore effective ways to conserve our nation's vital energy, material, and environmental resources," writes architect Matthew Ackerman.

USGBC Adds "Clean Construction" Credit to LEED

ASSOCIATED GENERAL CONTRACTORS OF AMERICA

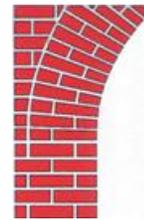
The optional pilot credit rewards projects that take specific steps to reduce emissions from diesel engines during construction. To learn more [click here.](#)

3 Green-Building Standards Assessed for GSA Facilities

TRIPLE PUNDIT

The General Services Administration is evaluating three green-building rating systems to see which one it will follow for construction and upgrades to federal facilities. The agency is looking for public input on the LEED 2009 rating system, the Green Globes system and the Living Building Challenge. The move has raised concerns that this could weaken the influence of

[Concrete Masonry Association of California and Nevada](#)***



[Western States Clay Products Association](#)***

Gold Level



[Masonry Institute of America](#)***



Silver Level



LEED on the GSA and prompt it to shift to the Green Globes rating system, which some say is too favorable to certain industries, according to [this article](#).

Holistic Approach Could Produce More Sustainable Buildings

GREEN BUILDING ELEMENTS

A holistic approach to building is needed, writes engineer Dino Green. Because buildings are a major energy hog, we need to build green, but at the same time provide structures that improve quality of life, he says. In [this piece](#), Green looks at some solutions such as the elimination of "energy waste" and passive design features.

5 Factors that Could Push Sustainability to the Fore this Year

GREEN BIZ

A focus on sustainability could grow this year, writes Dan Probst, chairman of Energy and Sustainability Services at Jones Lang LaSalle. There are more buildings seeking green certification and more legislation that encourages energy efficiency. Probst suggests that interest in resilience and the smart grid, along with energy-use data, smart building technology and renewable energy will make sustainable construction a mainstream approach. [Read more](#).

GREEN BUSINESS NEWS

The links below include several articles on tips for greening your business...including one from ASTM on how standards can play a role. Also of interest is the first article, related to tax credits for energy efficient manufacturing. ~Tina

Feds Unveil \$150M in Clean-Energy Manufacturing Tax Credits

HOUSTON BUSINESS JOURNAL

The departments of Energy and the Treasury are offering \$150 million in tax credits for clean-energy and energy-efficiency manufacturing businesses. The tax credits come from unspent funds under the Advanced Energy Manufacturing Tax Credit. "Manufacturing the clean energy products of the future in America will create good, middle-class jobs right now and help lay the groundwork for the long-term resilience of our economy," said acting Treasury Secretary Neal Wolin in [this article](#).

Standards Help Corporations Get Greener

ASTM INTERNATIONAL

The January/February 2013 edition of ASTM's *Standardization News* features an article on Corporate Sustainability beginning on [page 32](#). Armstrong World Industry's environmental sustainability manager Amy Costello notes "Being efficient with resources and sustainability go hand in hand, and being efficient saves money."

How to Make Your Business More Eco-Friendly While Cutting Costs

FORBES



Bronze Level



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Making your business more environmentally friendly isn't just good for the planet -- it can also help you reduce your expenses, writes Kate Harrison in [this piece](#). She suggests tactics including installing energy-efficient appliances, using public transportation and buying compact-fluorescent or LED lights.

More Companies are Making Money by Going Green

BLOOMBERG

A survey of 2,600 executives reveals that 37% of companies are making a profit from sustainability programs, according to MIT Sloan Management Review and the Boston Consulting Group. That's up from 31% a year ago, with nearly half of companies saying they adjusted their business plans to take advantage of CSR-related programs according to [this report](#).

How Your Business Can Eliminate Waste

ENTREPRENEUR

The first step to cutting down waste at your office is to figure out what sorts of things your business is throwing away. Nonprofits and government agencies may be able to help with this step, says Jay Coalson, executive director of the Zero Waste Alliance, in [this blog](#). Afterward, make a plan to reduce waste and set goals for your company.

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