

# The Masonry Society

## Sustainability E-News

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SPONSORED EDITION

### From the Editor

An interesting link came across my desk a little while ago. It is a [list of over 100 construction related Twitter accounts](#). The author, Rachel Goodwin, compiled the list "so that those in the construction field won't miss out on the latest news and industry trends." The list included many companies and blogs that I must admit I don't follow. In fact, I'm reluctant to join the Twitter bandwagon at all. And I know that means I am missing out on some things. Social media is an integral part of many people's lives, especially those under 40, and many companies have seized the opportunity to connect with consumers and clients that way. What about you? Do you follow work-related accounts? Does your company invest resources in maintaining a social media presence? I'd like to hear what you are up to. Just don't expect me to follow you!

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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.*

### CODES and RATING SYSTEMS NEWS

While LEED dominates green building discussions, there are alternatives. Two other programs are highlighted below - Minnesota's B3 guidelines and the Enterprise Green Communities Criteria. ~Tina

#### Sustainable: B3 Guidelines are MN's Alternative to LEED

FINANCE-COMMERCE.COM

The "Buildings, Benchmarks and Beyond" (B3) guidelines, Minnesota's homegrown alternative to national building performance programs, has aimed at collecting energy data and helping architects and builders to create more efficient buildings. "What we always liked about B3 was it was performance-based in terms of energy use, and LEED was about products," said Wende, principal of Lunning Wende. "B3 talks about assemblies — wall assemblies, roof assemblies, performance of windows, mechanical systems and lighting. We liked the system better than other sustainability guideline programs." Read more [here](#).

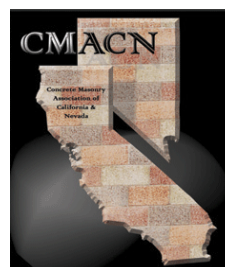
#### LEED Continues to Evolve as it Focuses on Sustainable Construction

### Sponsors of TMS's Sustainability E-Newsletter

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#### Platinum Level



[Concrete Masonry Association of](#)

## TREEHUGGER.COM

The Leadership in Energy and Environmental Design standard continues to evolve, [writes Lloyd Alter](#). The set of green building standards has passed through fire with critics on its unsightly buildings, as well as from the lumber, chemical and petroleum industries for its requirement to disclose materials in building products. LEED has been pitted against Green Globes from the Green Building Initiative, but it has fared better as its standards maintain the focus on healthy buildings that have less impact on the environment, Alter notes.

### Enterprise Green Communities Criteria Being Updated

## GREEN BUILDING LAW UPDATE

In 2015 the use of LEED v4 will become mandatory, a new 2015 International Green Construction Code will be available, an updated ASHRAE 189.1 will be published, the new ICC 700 National Green Building Standard will be approved, and there will be a 2015 Enterprise Green Communities Criteria. In the arena of green building standards, green rating systems and green codes among the widely respected residential rating systems is the Enterprise Green Communities Criteria. While the Criteria was developed by Enterprise to “provide a clear, cost-effective framework for all affordable housing development types in any location in the country, including new construction and rehabilitation in multifamily as well as single-family buildings,” the Criteria are used in more than just affordable housing. [Read more](#).

### Litigation Over First Ever LEED Platinum Building Tarnishes Green Building

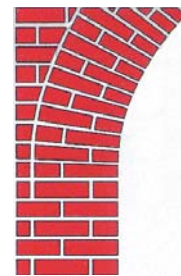
## GREEN BUILDING LAW UPDATE

Recently, a federal appeals court brought back from the dead, a more than \$6 Million lawsuit filed over materials supplied in 2000 for the first ever LEED certified Platinum building. Despite that the unpublished opinion is not binding precedent, it will have a chilling effect on green building and in particular on the selection of new or untried materials and products that are the keystone of many sustainable projects according to [this article](#).

### PRODUCT NEWS

ASTM E60 Committee on Sustainability is a broad-based committee that goes beyond standards for buildings. Subcommittee E60.13 focuses on sustainable manufacturing. Check out the link below for some recent activity in that area. ~Tina

#### [California and Nevada](#)\*\*\*



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

#### Gold Level



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



#### Silver Level

## Sustainable Manufacturing

ASTM

The ever-increasing cost of resources and the threat of adverse environmental impacts indicate that the time for sustainable manufacturing processes to emerge is now. A proposed new ASTM International standard will help industry adopt more sustainable and environmentally friendly practices by informing manufacturers how they can incorporate sustainability into their daily operations. ASTM WK35702, Guide for Evaluation of Environmental Aspects of Sustainability of Manufacturing Processes, describes methods to enhance resource efficiency, considering environmental impacts, at the manufacturing process level. To learn more, [click here](#).

## Interlocking 3D Printed PolyBricks are Mortar-Free

INHABITAT

Cornell University students along with Sabin Design Lab and Jenny Sabin Studio have created a ceramic brick that can lock together like Legos using no mortar, and can even create curves. The PolyBricks are 3D printed, lightweight and eliminate construction waste, according to [this article](#).

## Evaluation to Study Impacts of the Cement & Concrete Sector

WBCSD.ORG

On the basis of robust data, models and evaluation tools provided by its members, WBCSD's CSI (Cement Sustainability Initiative) will conduct a broad analysis of the externalities (impacts and benefits) of the cement and concrete sector. To learn more, click [here](#).

## New Guide to Help Cement & Aggregate Sector Better Manage Biodiversity

WBCSD.ORG

WBCSD's CSI contributed to IUCN's (International Union for Conservation of Nature) new guide "Biodiversity Management in the cement and aggregates sector" which aims to encourage companies to responsibly manage biodiversity throughout their operations. [Read more](#).

## GREEN BUSINESS NEWS

## Small and Minority-Owned Businesses Can Make Green by Going Green

ENTREPRENEUR ONLINE



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## Bronze Level



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Small businesses shouldn't treat CSR as a PR stunt, but rather as an opportunity to find new efficiencies and drive sales, write Doug and Polly White in [this article](#). "Being trendy is nice. Paying the bills is an imperative," they note.

## **EDUCATIONAL OPPORTUNITIES**

### **TMS Annual Meeting**

The Masonry Society's Annual Meeting will be held in Scottsdale, AZ from October 10 - 14. In addition to committee meetings, General Education Sessions will be held on Saturday, October 11. Topics include EPDs, seismic design, Direct Design, storm shelters, and more. Other educational opportunities include Masonry Testing training and certification programs, and LEED v4 for Manufacturers. To learn more, visit the [TMS website](#).

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