

The Masonry Society

Sustainability E-News

Economical, Sustainable Design

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SPONSORED EDITION

From the Editor

I've always said that something can't really be sustainable if it doesn't make economic sense. That's why I love the first article below in which a designer shares real life examples of how to marry environmentally conscious design with economic sense. What has your experience been? Do you find it costs more to build "green"? Have you tried integrated design (one of the recommendations in the article)? I'd love to hear more about your experiences. You can reach me at the email below.

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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

The first two articles below may at first glance not seem to be related, but I think both share insights on keys to economical (sustainable) designs. The first focuses on the project level. The second looks at programs with a large-scale focus, an area that is ripe for exploiting economies of scale. ~Tina

Sustainable Construction Doesn't Have to be More Expensive

BUILDING DESIGN + CONSTRUCTION

Sustainable, or green, buildings conventionally have been considered more expensive to construct, but proponents say owners make up the difference over time on building-operations savings. However, HOK's Anica Landreneau says construction of sustainable buildings now can cost the same as or less than conventional buildings, noting ways to reduce costs through design and construction, then citing some examples in [this article](#).

Scaling Up Sustainability from Buildings to Cities

ARCHITECT MAGAZINE

A new era of programs aims to apply high-performance design practices to entire communities. Neighborhoods, for instance, can explore district-wide energy systems and community solar facilities instead of confining projects to a particular building. And neighborhood-scale initiatives can link building-scale concerns, such as energy and water use, with big-picture sustainability goals such as urban greening, transportation investment, and economic resiliency. Read more [here](#).

U-factor Design for Better Energy Performance with Masonry

SMART DYNAMICS of MASONRY

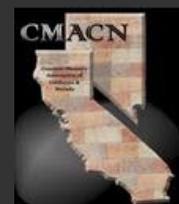
Not known for their high R-values, masonry materials are not thought of as good insulators. Masonry materials do, however, have thermal mass, the ability to store heat and release it later. As such, mass masonry wall systems have better energy performance than light-framed wall systems of equal thermal conductivity. This quality provides a great benefit by maintaining occupant comfort levels and lowering energy and equipment costs over the life of the building. [Read more](#).

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GREEN BUSINESS NEWS

The article below explores how to take the next step in "greening" your business. ~Tina

Embedding Sustainability

THECRO.COM

Achieving a lasting, sustainable, competitive advantage through sustainability itself requires both consistent and persistent efforts on the part of every business and industry. As its respective market performance bars are constantly raised, an organization's efforts will need to go far beyond just upgrading to energy-efficient light bulbs or recycling office paper, for example. To fully embrace sustainability as a competitive advantage, businesses must create transformative change in traditional approaches and practices. [Read more.](#)

EDUCATIONAL NEWS

Lots of opportunities for education! ~Tina

Conferences and Symposium

Standards; Enabler of Sustainability

ASTM.ORG

An Academic-Industry Workshop, sponsored by the National Institute of Standards and Technology, Michigan State University, NSF International, and Northwestern University. May 17 and 18, 2017. For more information, visit the workshop website: <https://www.nist.gov/news-events/events/2017/05/standards-enabler-sustainability>.

Symposium on Building Science and the Physics of Building Enclosure Performance

ASTM.ORG

To be held October 21, 2018 in Washington, DC, this symposium will provide a forum for the exchange of ideas on current research, both nationally and internationally, regarding building science and the physics of building enclosure performance, with an emphasis on testing and assessment of heat/air/moisture transfer, energy use, and the environment. It will also explore the growing influence of building science on material selection and detailing in both new construction and the adaptive re-use of existing buildings. For more information on the objectives and abstract submission please visit: http://www.astm.org/E06_D08CFP1018.

Symposium on Whole Building Air Leakage: Testing and Building Performance Impacts

ASTM.ORG

This Symposium, to be held April 8, 2018 in San Diego, CA, shall provide for the exchange of ideas on current air leakage research relative to modeled or measured performance; a forum to review and discuss and focus attention on trends in whole building air leakage, in design criteria, construction, and performance verification; and identify new opportunities for new and revised standards and/or their incorporation or adoption into design criteria and regulations. For more information on the objectives and abstract submission please visit: <http://www.astm.org/E06CFP42018>.

The 13th [Canadian Masonry Symposium](#) (CMS) is quickly approaching, and will be held in Halifax, Nova Scotia from June 4-7, 2017. Registration is now open.

In 2018 the [10th International Masonry Conference \(IMC\)](#) will be hosted by the Technical University of Milan on July 9-11 in Milan, Italy. Abstracts are due June 30, 2017.

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