

# The Masonry Society

## Sustainability E-News

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### From the Editor

The durability of masonry products is evidenced by their long-lasting endurance in historic and ancient structures around the world. So it's only natural to think you already know all you need to about masonry. The BrickStainable Design competition aims to dispell that notion by encouraging innovative, sustainable designs with brick. The results are far from ordinary. I urge you to check out for yourself these new approaches to an ancient material in the link below.

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### BUILDING PRODUCTS

Before most manufacturers have even come to terms with EPD's and LCA's now Architecture2030 has targeted building products for carbon footprinting. Carbon only considers one aspect of the environment, as compared with LCA's which look at the whole picture. Read more in the links below. ~Tina

#### **BrickStainable Winners Announced**

Potomac Valley Brick has announced the winners of the 2010 BrickStainable Design Contest. To see the complete list of winning entries, images, and jury comments [CLICK HERE](#).

#### **ASTM Ballots on Sustainable Products to Close March 10th**

Just a reminder that ASTM E60 Committee on Sustainability is currently balloting product category rules for Environmental Product Declarations (EPD's) for buildings and Communication of Sustainable Attributes of Products. Both close March 10. Visit [www.astm.org](http://www.astm.org) for more details.

#### **New 2030 Challenge for Products Targets Carbon Footprint of Building Materials**

Architecture 2030 has announced one of its most ambitious initiatives to date--launching the 2030 Challenge for Products and setting in motion the organization's push for a 50% reduction in the carbon footprint of building materials. Read [MORE](#).

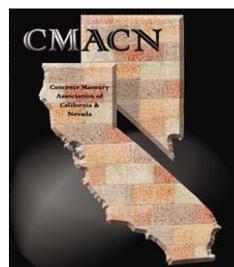
#### **Do You Want to Improve Your Organization's Carbon Management?**

If so, plan on attending this carbon management webinar. This webinar will help you understand

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how you can improve your organization's carbon management practices and your CDP response. [Register here](#). The webinar takes place on March 2, 2011 from 1:30-2:30pm EST.

## **BUILDING NEWS**

### **San Francisco Existing Commercial Buildings Energy Performance Ordinance**

San Francisco, CA, has passed a landmark energy Ordinance requiring owners of commercial buildings to perform energy benchmarking. [Click here](#) to read more about the San Francisco Existing Commercial Buildings Energy Performance Ordinance.

### **Where "Green" and "Smart" Buildings Converge**

Delivering smarter buildings depends on how engaged the tenants, developers and contractors are -- they can either be the weakest link or the greatest opportunity, say the attendees of the State of Green Business Forum in Washington, D.C. More training in facilities management also is needed to help keep smart buildings green because their automation is becoming more complex, writes Rob Watson, executive editor of GreenerBuildings.com and the chairman, CEO and chief scientist of the EcoTech International Group. Read more at [GreenBiz.com](#).

### **Architects Aim to Define "Green Building"**

Architects recently met to discuss green building at the Intelligent Infrastructure conference in New York. The upshot seemed to be that energy efficiency is not enough to make a building green. One also must consider engineering, water, human and green infrastructure, as the conference's chairman, Llewelyn Davies Yeang, explained in this [SmartPlanet](#) article.

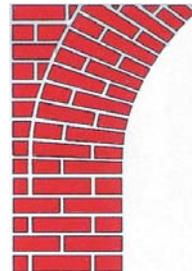
### **Q&A: On Design, Delight, and Long-term Sustainability**

Carroon has written a resource guide for those involved in preserving existing buildings, and aligning their work with sustainability strategies. A principal at Goody Clancy, a multidisciplinary Boston firm, she has long been a passionate, articulate advocate for activity in the area of sustainability. Read [MORE](#).

### **Better Building Analysis Needed to Improve Sustainability**



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The energy performance ratings currently used in most of the world are insufficient to prevent climate change, writes Don McLean, founder of Integrated Environmental Solutions. He believes a more holistic approach should be taken when determining the sustainability of building designs, and suggests the push toward sustainability should be a more collaborative effort by all parties responsible for the construction of buildings. Read more at [GreenBuildingPro.com](http://GreenBuildingPro.com).

### **LEED Certification is Costly for Green Buildings in Minnesota**

Some cities in Minnesota incorporate sustainable design in municipal buildings but don't get LEED certification because the application costs \$50,000 to \$80,000. Leased buildings that need to attract tenants benefit from LEED certification, but not public facilities, said Dave Wisnewski, division manager for design and construction in Hennepin County, MN, in this [Star Tribune article](#).

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