

# The Masonry Society

## Sustainability E-News

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SPONSORED EDITION

### From the Editor

The big news this month is the agreement signed by the U.S. Green Building Council (USGBC), the International Code Council (ICC), and the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE). These developers of the LEED rating system, the International Green Construction Code (IgCC), and the Standard for the Design of High-Performance, Green Buildings (Standard 189.1), respectively, have joined forces to coordinate their respective programs and chart a new path forward. Essentially, ASHRAE Standard 189.1 will become the baseline for green building, fulfilling prerequisites in LEED. And to quote the article linked below, "The IgCC (for which 189.1 is already an alternative compliance path) will cease being developed as an independent system and will instead become an adoptable, code-enforceable version of 189.1." LEED will continue to be developed independently, but meeting prerequisites will now be as simple as meeting the IgCC code. I have talked about the possibility of this happening since ASHRAE 189.1 and the IgCC were first developed, and now the time has come! I think this is a great step forward in simplifying the myriad of green building options out there. What do you think?

Christine "Tina" Subasic, PE, LEED AP  
CSubasicPE@aol.com

*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**

As noted above the big news is a partnership with USGBC, ICC and ASHRAE. USGBC is also now working with the American Chemistry Council, the consortium that was against the new restrictions on materials in LEED v4. See the link below. ~Tina

### **One Standard to Rule Them All: LEED, IgCC, 189.1 to Be Parts of Single System**

BUILDING GREEN / CE NEWS

A new agreement among five major U.S. standard developers in the U.S. will coordinate ASHRAE 189.1, the International Green Construction Code (IgCC), and the LEED rating systems. The unprecedented cooperation aims to create a comprehensive framework for jurisdictions looking to implement and adopt green building regulations and codes and/or provide incentives for voluntary leadership programs such as LEED. Read the

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### **Platinum Level**

[Building Green article](#), this article in [CE News](#) or this [press release](#).

## USGBC and the American Chemistry Council to Work Together to Advance LEED

USGBC

The U.S. Green Building Council (USGBC) and the American Chemistry Council (ACC) recently announced a new initiative designed to ensure the use of sustainable and environmentally protective products in buildings by applying technical and science-based approaches to the LEED green building program. This new initiative acknowledges USGBC's success in leading the transformation of the built environment and sets up a pathway to take advantage of the materials science expertise of ACC and its members. [Read more.](#)

## GREEN BUILDING NEWS

### Is "Building Resiliency" Becoming a Movement?

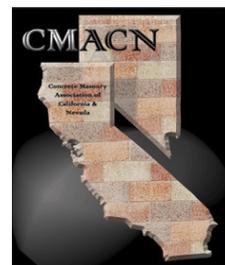
ICC VIEWPOINT

Mother Nature is teaming up with a collection of green building advocates and industry groups to propel a movement that home builders generally support but that they also fear could give rise to onerous new codes as well as rules favoring certain construction products. The movement goes under the general label of "resiliency" and refers to a building's ability to withstand natural disasters like hurricanes, earthquakes, tornadoes, wildfires, flooding and severe winter storms. The threats are nationwide, but so are resiliency's benefits: One oft-quoted study by the Federal Emergency Management Agency suggests that for every dollar spent on disaster mitigation, society saves four. [Read more.](#)

### Local Energy Profiles Now Easier with DOE SLED Tool

BUILDING GREEN

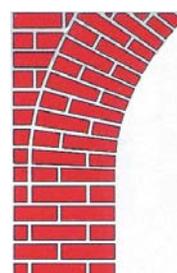
A new tool from the U.S. Department of Energy (DOE) provides local energy profiles to aid in planning, development, and renewable-energy projects in the U.S. The tool collects state and municipal data in a central location to help streamline research on a variety of energy metrics. Users type in a zip code or city name, and the [SLED tool](#) (short for State and Local Energy Data) returns results on the local electrical grid, potential for renewables, utility costs, and more. To learn more, [click here](#).



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

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## International Union of Architects Declares Commitment to Phasing Out CO2 Emissions in Built Environment

EDC MAGAZINE

The International Union of Architects (UIA), representing approximately 2.3 million architects worldwide through 124 national member sections, has unanimously adopted the 2050 Imperative, committing to environmental and social sustainability. [Read more.](#)

## Energy-Efficient Homes Make Up for Building Material Impacts

EDGE ENVIRONMENT (AUSTRALIA)

Energy-efficient homes reduce their operating energy costs and carbon emissions, and new design principles and technologies are making them ever more efficient. Yet some of the materials used to build them are themselves energy- and emissions-intensive to make. Does that matter? [Read more here.](#)

## GREEN BUSINESS NEWS

What exactly does "zero waste" mean? It can mean different things to different people. The article below discusses one standard, and ASTM E60 Committee on Sustainability has a task group focused on classifying waste (E60.13 [WK38312](#)). ~Tina

## Is Your Company Drowning in CSR Initiatives?

McKINSEY QUARTERLY

Companies are struggling to develop practical CSR strategies, with many having more sustainability initiatives than they can feasibly manage, write Sheila Bonini and Steven Swartz in [this article](#). That means streamlining processes are needed to create a more coherent and focused green strategy, they write.

## Why Every Company Needs a CSR Strategy

HARVARD BUSINESS SCHOOL

Every corporation needs an integrated corporate social responsibility (CSR) strategy that plays on its core strengths and institutional capacity. But what is the best way to craft a program that reflects your company's business values and address its societal challenges? Harvard Business School Professor Kash Rangan and colleagues provide a strategic framework for successfully managing your CSR initiatives. ([Free article](#), but registration required.)



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## **Firms Pour Millions into Recycling Campaign**

GREENBIZ.COM

A group of major corporations including Coca-Cola, Goldman Sachs, Johnson & Johnson and Wal-Mart have invested \$100 million to launch the Closed Loop Fund, which is intended to promote recycling in the manufacturing sector. The project is expected to drive down manufacturing costs and ultimately the prices paid by consumers, says Rob Kaplan, Wal-Mart's director of product sustainability according to [this article](#).

## **What Does "Zero Waste" Actually Mean?**

TRIPLE PUNDIT

Different companies' zero-waste claims aren't necessarily equivalent, [writes Scot Case](#). That's where third-party validation comes in, helping to make claims both more credible and more internally valuable. "Companies are finding value in the audit itself beyond the well-recognized public relations benefits," Case writes. "Waste diversion is not just a "good for the planet" activity. It can also turn waste streams into profit streams because there is "cash in the trash." A formal audit can identify potentially profitable waste streams that are not being captured or identify instances in which the company is not receiving full value for the materials it is recycling."

## **ODDS and ENDS**

A great article to follow up on my editorial on social media in the last edition of Sustainability E-News. The link below gives practical advice on social media for businesses.

~Tina

## **What Social Media Might Do for You**

CE NEWS

Do you need to expand your company's reach, showcase your projects or build your brand? Consider using social media, urges Hugh Smith, director of community outreach at Sam Schwartz Engineering. He cites a survey by the American Association of State Highway and Transportation Officials that found departments of transportation in most states use social media to share information about construction projects, traffic incidents, opportunities for public involvement and safety initiatives. "Used strategically, you can harness it to grow your business and your reputation, and enhance your efforts on behalf of your clients," [Smith writes](#).

## **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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