

WHAT MAKES "GREEN"

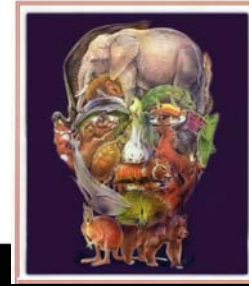
Sustainable design,
development,
architecture, & high
performance buildings

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Making the Case

Global Warming

- Changes everything familiar
- Calendar
- Food
- Species/biodiversity
- Politics
- Populations shifts - war
- And We don't yet know

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Making the Case

Population

- Impacts of Population
 - Resource depletion
 - Waste
 - Externalities
- Environmental FootPrint
- Politics

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Making the Case

Waste

- A consumer society,
- Disposable,
- Convenience
- TV the Father of Advertising
- Recycling consciousness?

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High Performance Design

- Whole building system approach
- Mandated by law
- Endorsed by the "Community of Reason"
 - **Architects**
 - **Cultural creatives**
 - **Children**

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CHALLENGES

- **TRADE OFFS**
- **LCA**
- **HIDDEN COSTS**
- **EXTERNALITIES**
- **Green Effects vs Non- Green Products**
- **GREEN PRODUCTS & BUILDINGS**

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PRODUCT COMPOSITION

- **Salvaged products**
- **Post consumer recycled content**
- **Post industrial content**
- **Certified wood products**
- **Rapidly renewable products**
- **Agro products**

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GREEN BECAUSE OF WHAT ISN'T THERE

- Products that reduce material use
- Alternatives to Ozone-depleting substances
- Alternatives to Products made from PVC & polycarbonate
- Alternatives to preservative treated

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PRODUCTS THAT REDUCE ENVIRO IMPACTS DURING CONSTRUCTION, RENOVATION, DECONSTRUCTION OR DEMOLITION

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PRODUCTS THAT REDUCE ENVIRO IMPACTS

- PRODUCTS that reduce the impacts of new construction
- Products that reduce the impacts of Renovation, T.I.'s, remodeling
- Products that reduce the impacts of De-Construction, Demolition

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NEW IDEAS



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PRODUCTS THAT CONTRIBUTE TO A SAFE, HEALTHY INDOOR ENVIRONMENT

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- Products that don't release significant pollutants into the building
- Products that block the introduction, development, or spread of indoor contaminants
- Products that remove indoor pollutants
- Products that warn occupants of health hazards in the building
- Products that improve light quality

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MANUFACTURER'S ENVIRONMENTAL RECORD, PROCESS

- Environmental Standing –
 - Record –
 - Image –
 - Sponsorship –
 - Corporate Annual Environmental Report
 - ISO 14000 Certification
 - Awards –
 - Progress –
 - Membership showing support

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