



2010 Green Building



Kathy Abusow
September 2010
Sustainable Forestry Initiative, Inc.

 **SUSTAINABLE FORESTRY INITIATIVE**
Good for you. Good for our forests.™



Green Building

- SFI Green Building Position:
 - Wood use should be encouraged
 - Forest certification offers a proof point of responsible mgmt
- Green building industry projected to be \$140 billion industry by 2013; support nearly 8 million US jobs in the next 3 years
- Vast majority recognize all forest certification standards and wood
- USGBC LEED recognizes only FSC and discourages the use of wood certification



SFI's Issues with LEED

A double standard

- Steel and concrete do not need to meet a 3rd party certification standard to achieve a credit.
- Wood and paper products have to clear 49 mandatory benchmarks just to be considered for a single LEED point.

Approximately 2/3rds of the certified forests in North America are excluded

- Three quarters of the certified forests in North America are certified to SFI, ATFS or CSA.
- None of these are recognized by USGBC and LEED.

The majority (60%) of FSC's supply is from offshore

- An unintended consequence of an FSC-only policy is that builders, architects and designers may source FSC-certified products from offshore instead of domestic.



Governors Take a Stance on LEED Wood / Forest Certification Credit



Arkansas



Idaho



Maine



Michigan



Minnesota



Mississippi



Montana



Oklahoma



Oregon



Virginia



Washington



Members of Congress

- 79 Members of Congress – 35 states – signed onto letter led by Schrader (OR) and Goodlatte (VA)
- 9 additional Members of Congress sent letters
 - Chairs of Congressional Timber Caucus
 - Chairs of Senate and House Committees on Agricultural, Nutrition and Forestry



Congress of the United States
House of Representatives

United States Senate

COMMITTEE ON
AGRICULTURE, NUTRITION, AND FORESTRY



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™



Canadian Statements

Canadian Institute of Forestry Letter to USGBC, April 2010

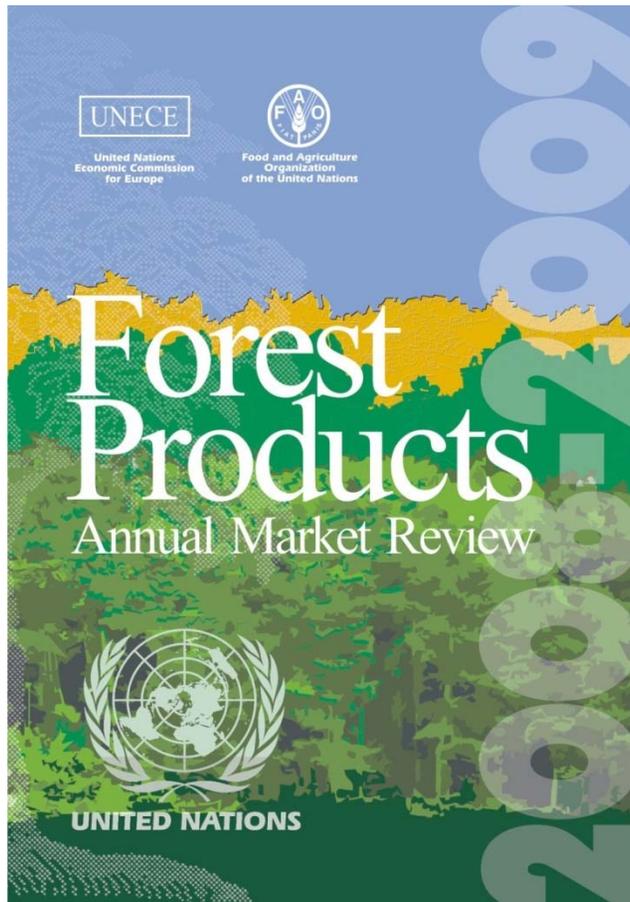
*“We **urge the USGBC** to recognize all certified legal and sustainable wood...in doing so you will be giving due recognition to the contributions of all certification programs towards sustainability, **expanding the use of certified wood**, and encouraging the other 90% of the world to manage their resources sustainably”*

Public Works & Government Services Canada

*PWGSC requires all wood products used in its building projects to be certified under one of the **three certification programs** that operate in Canada: SFI, the Canadian Standards Association or the Forest Stewardship Council. The department believes all three programs **effectively promote** more **sustainable management** of Canada’s forest resources*



UNECE/FAO Forest Products Annual



UN report says green building initiatives are mixed blessing for wood products:

- Discrimination – wood is often the only material that needs to demonstrate responsible sourcing
- Exclusive recognition of one forest certification program may drive demand to that brand “at the expense of wider appreciation of the environmental merits of wood”

Source:

<http://timber.unece.org/index.php?id=208>



Petition

<http://www.sfiprogram.org/leed/index.php>

Join the thousands
who've urged USGBC to
recognize all credible
forest certification
standards. Learn why.

 SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.™

- SFI petition for USGBC to recognize ALL credible systems
 - Over 6000 signatures
 - Urged USGBC to open up the forest certification wood credit
 - Signatures from across North America and the world
- Resource web page with latest information, news and more



Animation

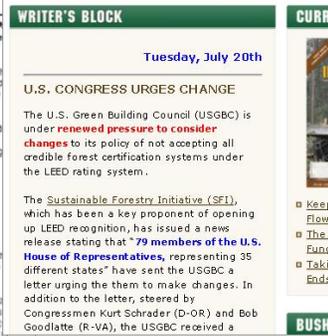
SIGN THE PETITION





Coverage of LEED Issue

- SFI frames the message “Pressure Mounts on USGBC to Open LEED to SFI, Other Credible Standards”
- Strong coverage by key trades – construction, wood and graphic design, and others
- Radio tour conducted across US



ACTIVE



Green Building

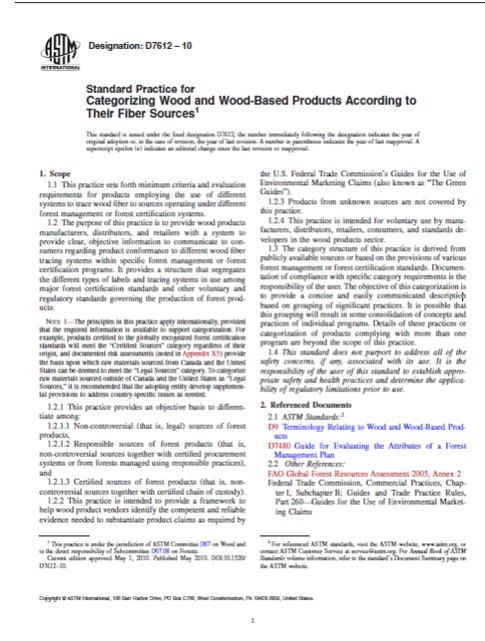
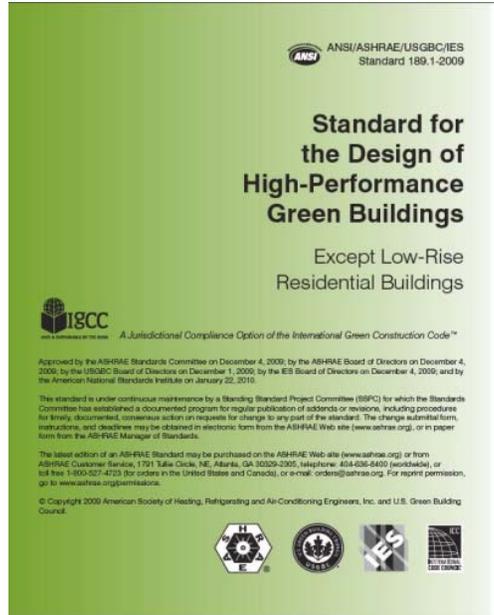
- We can all agree green building is positive
- Means many different things to many different people.
- A variety of rating tools, standards, codes exist



- Where these tools and standards take the time to research forest certification, they are inclusive
 - Except for the USGBC's LEED

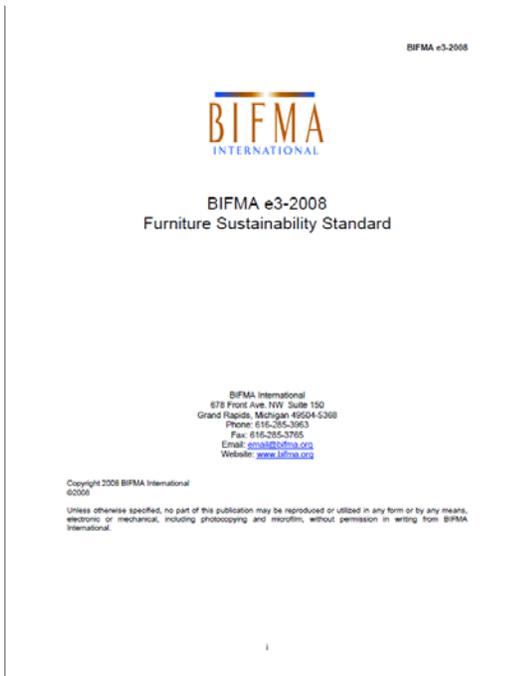


Inclusive Green Building Codes





BIFMA Furniture Standard



- BIFMA (Business and Institutional Furniture Manufacturers Association) revised the exclusive certification language in their standard.
- Old language gave preference for FSC over SFI and CSA.
- Public comment period ends September 26th and an email was sent to SFI stakeholders encouraging them to submit comments in support of the new language.
- New language does not mention any certification programs, but instead leaves it up to the manufacturer to decide which one to use.



Trend Towards Inclusivity in Green Building Rating Tools

Rating System		Location	Recognizes all credible certification programs (including SFI)
ANSI/ICC 700-2008: National Green Building Standard			YES
ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (formerly Green Globes U.S.)			YES
Built Green Program			YES
Green Globes			YES
CASBEE			YES
Green Star Program			YES
BREEAM			YES

THANK YOU

