

Product Category Rule Development for Building Components Workshop

Organized by the Institute for Environmental Research & Education and U.S. EPA Region 10
Red Lion Hotel, 1415 – 5th Avenue, Seattle, Washington (5th Floor Lopez)
November 4-5, 2009

Workshop Attendees:

Paul Bertram, Jr.	Kingspan Insulated Panels, Inc.
Eden Brukman	Cascadia Region Green Building Council
John Burshek	MindClick SGM
Alberta Carpenter	National Renewable Energy Laboratory
Amy Costello	Armstrong World Industries Inc.
Michael Deru	National Renewable Energy Laboratory
Kim Farnham	U.S. EPA Region 10
Heather Gadonniex	MindClick SGM
Richard Gelb	King County, Washington
Tom Gloria	Industrial Ecology Consultants
Melissa Hamilton	EarthShift
Bill Heenan	Steel Recycling Institute
Connie Hensler	Interface
Gary Jakubcin	Owens Corning
Juliet Johnson	Institute for Environmental Research & Education
Richard Krock	The Vinyl Institute
Anne Landfield Greig	Four Elements Consulting, LLC, representing NIST
Lang Marsh	Institute for Environmental Research & Education
Lisa McArthur	U.S. EPA Region 10
Katherine O'Dea	GreenBlue
Jordan Palmeri	Oregon Dept. of Environmental Quality
Pat A. Picariello	ASTM International
Sandra Poulson	U.S. EPA Region 10
Jessica Sanderson	USG
Bev Sauer	Franklin Associates
Rita Schenck	Institute for Environmental Research & Education
Wayne Trusty	The Athena Institute
Gabe Wing	Herman Miller
Melissa Winters	U.S. EPA Region 10
D'Lane Wisner	American Chemistry Council
Liila Woods	PE Americas

Wednesday, November 4, 2009

I. Welcome and Opening Remarks

Rick Albright, U.S. EPA Region 10's Director of the Office of Air, Waste, and Toxics and Washington State Representative Hans Dunshee welcomed attendees to Seattle and emphasized the importance of workshop outcomes to respective organizations and constituents.

II. Background for Workshop – Puyallup Tribe and Institute for Environmental Research & Education's Clean Technology Building

Rita Schenck shared her vision of the Clean Technology Building she is working on with the Puyallup Tribe and desire to build a basket for PCRs and serve as a clearinghouse for PCR development.

III. Partnership with ASTM International

Pat A. Picariello described his role as Development Director at ASTM International (ASTM) and the objectives of the E60 Sustainability Committee. E60 now has over 650 members and is divided into three subcommittees: (1) Building and Construction, (2) Hospitality (Green Meetings), and (3) General Sustainability Standards.

ASTM supports consensus standards and develops multiple types of standards, including practices, guides, or specifications. ASTM has historically been known more as a developer of test methods, but now has a broader focus, including systems and services. They are at the workshop to support standards developing activities that the group decides upon.

Pat described the difference between ASTM and the International Organization for Standardization (ISO). ASTM is member based (individuals, organizations) whereas ISO is member-country based. ANSI is the U.S. representative to ISO. Even though ASTM is based in the U.S., it can also be a developer of international standards like ISO. ISO is usually macro in perspective and ASTM often elaborates on ISO standards, filling in additional details for implementation. Their goal is for ISO to refer to ASTM standards in their documents and ASTM sometimes refers to ISO standards. They try to work collaboratively.

IV. Group Visioning Exercise

All attendees were asked to share why PCR development would be beneficial to them as individuals, to the group, and ultimately to the world. See flip chart notes for compilation of responses.

V. Guiding Principles for Model System of PCR Development

As a result of the group visioning exercise and after further discussion of the goals of the workshop, guiding principles for a model infrastructure for PCR development were identified:

1. Transparency
2. Science based

3. Open source and inclusive
4. Collaborative
5. Single source
6. Harmonize with existing programs and systems
7. Result oriented

VI. Infrastructure Design Elements

At the end of day 1, design elements of an effective PCR infrastructure were identified for further exploration on day 2:

1. Collect, compile, make available PCR library
2. Identify need for PCRs
3. Creating and maintaining new PCRs
4. Address practical barriers
5. Validation
6. Collaborative process
7. Governance, accountability, integrity

The design elements were consolidated into five groups and volunteers requested to lead table discussions (table leads in parentheses) next day:

1. Governance, Accountability, and Integrity (Lang Marsh)
2. PCR Repository (Melissa Hamilton)
3. Identify Gaps and Create New PCRs (Rita Schenck)
4. Validation (Alberta Carpenter)
5. Addressing Practical Barriers (Katherine O’Dea)

All attendees were asked to select a group to participate in on day 2. All were asked to think overnight about their design element and come ready on day 2 to further define the design element, scope the work, identify issues, and determine clear next steps.

Thursday, November 5, 2009

VII. Groups Meet and Discuss Scope, Issues, and Actions; Groups Report Back to Larger Group

Group 1 – Governance, Accountability, and Integrity

Scope/Functions:

- maintain integrity of the repository

- endorse the PCRS
- establish the criteria for above
- establish / steer principles

Possibilities: ASTM, NIST, NREL, ACLCA, new/virtual organization

Issue: Should there be a function of having a standard for program operators to avoid the problems of redundancy and program shopping?

Principles:

- Incorporate peer review
- Harmonize with other countries
- Voluntary and inclusive
- Needs to be collaborative and inclusive where at least periodically government, NGO, and industry voices are heard.

Group 2 – PCR Repository

Scope:

- Need for repository in U.S./ harmonize internationally
- Recommended home: Department of Commerce

Why Department of Commerce?

- Only agency that is industry friendly
- Has concern for trade relations both ways
- Part of their charter to facilitate industry success
- Already on this path for green building

Next Steps:

1. Contact appropriate people and sell idea
2. Set up international linkage (i.e., GEDnet)

Group 3 – Identify Gaps and Create New PCRs

Scope/Functions:

- Identify PCRs gaps and needs
- Maintain PCRS
- Spark Creation of new PCRS
- Outreach/marketing to end-user of fully-functional repository (industry groups all know and use repository).

Issues:

- International competition / better decisions for bldg industry
- Lack of knowledge of need
- Lack of market driver
- If you do the EPD, are you managing info properly?
- Trade associations / program operators develop EPDs

Next Steps:

1. Federal mandates
2. Need to make business case / marketing
3. Shift to pull system, not push
4. Pilot project GSA/NREL/IERE/ACC/CS
5. Look into policy recognizing EPD for EPP
6. Start skeleton of repository

Group 4 – Validation

Scope: Validate PCRs and program operators but not EPD.

Issues:

- Quality check on current PCR validation.
- Uncertainty about # of current program operators and anyone can play.
- Incentive of program operators to be involved in an “association” or be validated

Next Steps:

1. Inventory program operators (U.S. and international)
ACLCA convenes program operators meeting
2. Collaborate with GEDnet and repository group on validation of PCRs being included; Use consistent methodology of validation.

Group 5 – Address Practical Barriers

Issues:

- Cost – large upfront costs (identified as the biggest barrier)
- Knowledge
- Technology
- Confusion/complex
- Risk/fear (need success stories as cost is not balanced with return on investment. The value of an EPD must be balanced with the cost to develop an EPD).

- Lack of incentives
- Politics

Cost solutions:

- Government subsidies/incentives
- Industry incentives
- Cost sharing for group LCA and LCI primary data
- Risk sharing
- Economies of scale
- Grants

Risk solutions:

- Share / partner industry average
- Success stories – what is the benefit to the manufacturer
- Demonstrate value
- Internal risk – minimize by communication

Raw material producer incentive:

- Provide incentive
- Credible third party to collect average data, provide to manufactures
- Develop LCI data
- Design for the Environment shares data

Next Step: Articulate the value proposition and feasibility of PCRs and type III EPDs. This is the marketing piece and should speak to a wide range of stakeholders. It should be not about PCRs specifically but rather the value of consensus based marketing claims of type III ecolabels. [Paul Bertram, Jr.: Has a white paper on the value of Type III EPDs that he will share. Heather Gadonniex: In 6 mos. to a year, will have a case study on Type III EPDs from work with Vetrazzo.]

VIII. Next Steps – Task Sign-Up

Task 1 PCR Repository - Contact Dept. of Commerce - Contact GEDnet	Paul Bertram, Jr. Melissa Hamilton Bill Heenan Rita Schenck Melissa Winters
Task 2 Articulate Value Proposition of PCRs and Type III EPDs	Paul Bertram, Jr. Heather Gadonniex Richard Gelb Tom Gloria Rita Schenck
Task 3 Demonstration Project	Paul Bertram, Jr. Alberta Carpenter Michael Deru Don Horn Rita Schenck D’Lane Wisner
Next Meeting Planners	Melissa Hamilton Rita Schenck Wayne Trusty Melissa Winters

In addition, ACLCA will work to:

- Set up approach for Program Operators for PCR Development (potentially for ASTM Standardization);
- Develop technical guidance on issues such as allocation and recycling, and impact assessment models;
- Outreach to GEDnet; and
- Other PCR activities.

If you would like to participate on any of the above mentioned task groups or help to plan future meetings, please contact Melissa Winters, winters.melissa@epa.gov, (206) 553-5180.