



Verification of Manufacturer's claims

Construction Products

Specifying Sustainable Construction

- Pressure on the construction industry to move to more sustainable ways of building is now coming from all directions

Specifying Sustainable Construction

- Increasingly, clients, government and the general public are expecting the industry to address issues such as resource consumption, embodied energy, health and safety of operatives, water use and pollution emissions.

Specifying Sustainable Construction

- The specification of materials and components in buildings is becoming more complex due to a variety of conflicting claims by competing manufacturers about the sustainability credentials of their materials or products.

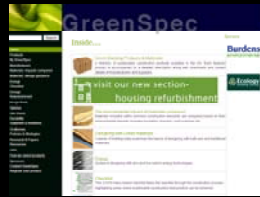
Specifying Sustainable Construction

- But can their claims be believed, and how can designers and specifiers be sure that the decisions they make are truly sustainable?



Green & Violet Definitions

Another GreenSpec CPD file to download soon



Greenwash

Green v Violet

Whitewash Greenwash

Manufacturers' Claims

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Advertising & Marketing

Quotes & Rules
Greenwash
Pitfalls
Case law

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UK Consumer law is weak

- To BS 1234 in a product XYZ
- The product need only comply with one clause to claim “To BS...”
- MK Electrical & components
- Case law supports non-compliance with all the other clauses

“PERFORMANCE CERTIFICATES”

“Many suppliers claim conformity to British Standards or other test standards but have no certificates or in house testing procedures. If such is important, then ask for the number and date of the certificate”

“PERFORMANCE CERTIFICATES”

“If Agrément test certificates are claimed, make sure they are current and relate to the proposed product, not another in the range”

“DON'T FALL DOWN ON FOLLOW UP”

**“Innovative design
to be successful
requires adequate research”**

Liability alert No. 30

“Innovative materials tend to be launched without adequate testing or their virtues over emphasised and possible failings played down”

Liability alert No. 30

Salesmen rely on lack of knowledge to fool you

- If you don't know
- they can tell you porkies
- and you won't know any better
- or know how to challenge them

"LACK OF EXPERIENCE"

“A recent legal judgement has shown that part of an Architect's duty must be to collect information about materials or systems of which they lack knowledge or experience and then to form a view about them”

LIABILITY ALERT No.5

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“LACK OF EXPERIENCE”

“If an Architect feels that he or she cannot form a reliable opinion then the client must be advised to take additional specialist advice”

LIABILITY ALERT No.5

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**“Seek specific reassurance about
product performance claims
from directors of supply companies
and state in writing you are placing
reliance upon their advice”**

Liability alert No. 30

Technical Specification Sales Representative

- Are a different animal
- they are not trying to sell the product
- just trying to help you design and specify it properly
- Don't ignore their manufacturer's recommendations and requirements
- But temper what they say with your own judgement, question it, understand it

No time or resources to find out more detail

- What we want is simple unambiguous information at our finger tips
- Is it there?
- How easy is it to find?
- In some sectors its sorted

Checking

- Always go to the source of the information
- Internet websites allow current information to be provided and maintained
- Check Certification lists, Databases, etc. for currency.

WWW

- World Wide Carboot sale
- Never sure of the quality of what is there and its inconsistent too

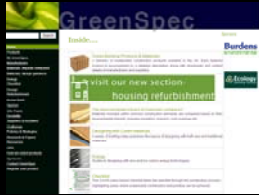


www.greenspec.co.uk

Useful Websites

Waste, Exchange, Recycled, Local
& Green Construction Product
Websites

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Useful Information Websites

Environmental Profiles

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What about the Construction Industry

- So what can you look for or ask for or use
- 3rd Party Accreditation?
- Published tables
- Green labels
- Sold by Green Merchants
- Environmental Profiles?



**Construction Product Directive
3rd Party Accreditation**

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www.greenspec.co.uk

Component Life Manuals

HAPM, BPG, BPL,
SPON combined
Defects Checklist

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DEFRA to the rescue

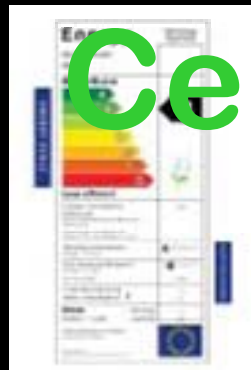
- Green Claims Practical Guidance
- Publication from Defra website

Green Claims – Practical Guidance

How To Make A Good Environmental Claim

Supported by the CBI, British Retail Consortium, Local Authorities
Coordinators of Regulatory Services, and British Standards Institution.





Certification Labels

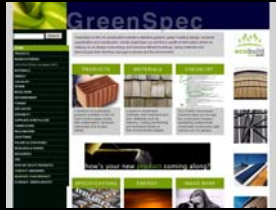


Certification, Issuing bodies
Websites, Logos, Objectives

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Green labels



Endorsements



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Interior Materials



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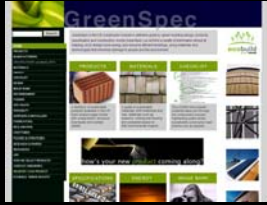


White Goods Energy Labelling



Energy		Washing machine
Manufacturer		
Model		
More efficient		
A		A
B		
C		
D		
E		
F		
G		
Life cycle efficiency		
Energy consumption kWh per cycle	1.85	
Water consumption litres per cycle		
Washing performance	A B C D E F G	
Spin-drying performance	A B C D E F G	
Spin speed (rpm)	1400	
Capacity (front) kg	9.0	
Water consumption litres per cycle	9.5	
Noise (dB(A) re 1 pW)		
Washing	52	
Spinning	70	
Further information is contained in product brochures		
From the year 2011, washing machines must have the EU label		

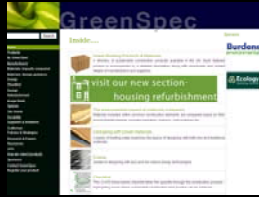
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Environmental Profiling

BRE's Green Guide to Spec
Environmental Profiles
Invest2 BREEAM CEEQUAL

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Green Material Olympics

BRE Green Guide to Specification

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BRE Green Guide to specification

- Buildings generally
- And Housing in particular
- ABC tables
- Violet industry product range
- AECB conference workshop outcome:
- Suggestion: Relegate ABC to DEF
- Needed to Add ABC

BRE Green Guide to Spec Environmental Issues

- Climate Change
- Fossil fuel depletion
- Ozone depletion
- Human Toxicity to air and water
- Ecotoxicity (limited)
- Waste Disposal
- Water disposal
- Water Extraction
- Acid deposition SO₂
- Eutrophication
- Low level ozone creation
- Mineral extraction
- Embodied energy

GREEN BUILDING HANDBOOK

- Volume 1 © ACTAC 1997 Spon
- Volume 2 © T Woolley 2000 Spon
- Issues, Alternatives, Solutions,
- Manufacturers, Contact details
- Product references and descriptions
- Generic score system of blobs

National Consumer Council

- www.ncc.org.uk
- The Green Claims Code: Is It Working?
- Report describing eco-labelling.

EU Consumer Council

- Dissatisfied with EU CEN Technical Committees for Environmental Profiles
- TC 350 and TC 351
- Committees full of manufacturers wanting status quo prevails
- Consumer Council want consumer focus
- TCs reviewing their scope



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