

# Forest Stewardship Council *U.S. news & views*

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Please contact Katie Miller with ideas for stories or to get on our mailing list. Please call 202.342.0414 or email [kmiller@fscus.org](mailto:kmiller@fscus.org)

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## Market Interest in Green Building Promotes Forest Conservation



Canyon Oaks residential building project in Pleasanton, CA utilized almost 1 million board feet of FSC-certified framing lumber

When you think of "green building," most people tend to think of things such as energy efficient lighting, increased water efficiency, integrated recycling centers, and more "pleasant" work atmospheres for employees. What is often overlooked, and has become a very important issue, is the wood used in building and construction processes, and how this directly translates into forest conservation.

Materials selection, not just construction site selection, is one of the most important factors in making a project "green." According to an article that appeared in *Environmental Building News*, Vol. 10, No. 5 (May 2001) titled "Buildings and the Environment: The Numbers":

*"through careful design and material selection, the impacts that buildings have on the environment can be significantly reduced... Beyond size and material efficiency, we should specify products that carry minimum environmental burdens, including FSC-certified wood products."*

### FACTS AND FIGURES

<b>508</b>	Chain-of-Custody certificates issued in North America
<b>145</b>	Forest Management and FM/COC certificates issued in North America
<b>21.3M</b>	Acres of FSC-certified forests in North America
<b>2480</b>	Chain-of-Custody certificates issued globally (68 countries)
<b>497</b>	Forest Management and FM/COC certificates issued globally (55 countries)
<b>90.9M</b>	Acres of FSC-certified forests globally

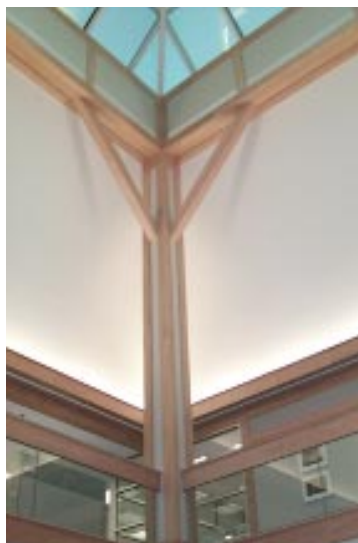
Thanks to the LEED™ program of the US Green Building Council, there has been a definite surge in the specification of FSC-certified wood for use in commercial construction projects.

Clay Seale of Rulon Company based in Brunswick, GA, said that, due to green building initiatives, "in the past 6 months we have seen \_\_\_\_\_ ... continued on page 3

## Wolf Trap: In Harmony with FSC

The Center for Education at Wolf Trap, designed by the architectural firm Robert Wilson Mobley Partnership of Great Falls, VA, is a brand-new, non-profit, national, arts-in-education resource center for children, parents, educators and performing artists. The Center, dedicated on May 19, 2003, is the new home to Wolf Trap's acclaimed education programs, the Wolf Trap Opera Company and Wolf Trap Foundation administrative staff.

The Wolf Trap Foundation for the Performing Arts is a non-profit organization that presents music and education programs in the greater Washington, D.C. area. It was originally founded through a private donation of 100 acres of a Vienna, Virginia farmland to the U.S. Government, as



well as funds for a foundation to begin construction of a theater. Wolf Trap's performance venues opened as a public/private partnership between the Wolf Trap Foundation and the National Park Service. The National Park Service owns the land and the facilities, and the Foundation coordinates and presents the programs.

Creating a "green" building was very important for this organization given their unique mission. For example, the facility makes extensive use of energy efficient lighting. The 54,000+ square foot building called for more than 7 miles of oak trim, and the builders for the project, Westport Corporation of Ashburn, VA, recognized the opportunity to make the building even "greener" by utilizing FSC-certified products, which they had worked with in the past. — ... continued on page 2





**OUR MISSION:** Global leadership in promoting environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

## LEED™ Gives FSC Credit



The Leadership in Energy and Environmental Design (LEED™) program of the U.S. Green Building Council is a commercial building design guideline and third-party certification tool that aims to “improve occupant well-being, environmental performance and economic returns of buildings using established and innovative practices, standards and technologies” (LEED™ Rating System version 2.1). Incentives for companies to choose to use the LEED system include establishing leadership in the “environmentally friendly” community, as well as qualifying for a growing number of local and state government incentives.

Under the LEED system, points can be awarded in five categories: sustainable sites, water efficiency, energy & atmosphere, materials & resources, indoor environmental quality, and innovation & design process. Credit 7 under the materials & resources category addresses the issue of certified wood, with the intent of encouraging environmentally responsible forest management. The requirements for the credit are:

“Use a minimum of 50% (based on cost) of wood-based materials and products, certified in accordance with the Forest Stewardship Council’s Principles and

Criteria, for wood building components including, but not limited to, structural framing and general dimensional framing, flooring, finishes, furnishings, and non-rented temporary construction applications such as bracing, concrete form work and pedestrian barriers.”

A partial list of LEED™ certified projects to date that have used the certified wood credit include:

- Herman Miller C1 Main Site and Herman Miller MarketPlace; Zeeland, MI
- IslandWood: A School in the Woods; Bainbridge Island, WA
- Ecotrust-owned Natural Capital Center; Portland, OR
- Third-Creek Elementary School; Statesville, NC
- The William and Flora Hewlett Foundation; Menlo Park, CA

A central component of the LEED™ program is the tracking and documentation of materials used in the building project. In the case of the certified wood credit, this involves documentation of wood purchase invoices and FSC Chain-of-Custody certificates from suppliers. To help organize and ease in this process, the Certified Wood and Paper Association (CWPA) has developed a Project Toolkit titled “Achieving Wood-related Credits under LEED™.” The Toolkit explains the wood related credits (include other credits dealing with recycled and reclaimed wood), as well as providing sample documentation forms and invoices. To receive this Toolkit, or for help with specifying and using FSC-certified products under the LEED™ system, CWPA can be contact at 1-866-SPECWOOD or [www.cwpa.info](http://www.cwpa.info).

**For more information about the LEED™ program, visit [www.usgbc.org](http://www.usgbc.org)**

### Wolf Trap ... continued from page 1

Because the project architects had given Westport enough lead-time, all 7-miles of the oak trim were able to be supplied as FSC-certified by Northland Forest Products of Manassas, VA.

Stephan Mullaney, president of Westport, noted that, “We have a responsibility to future generations to pass along to them the opportunity to enjoy the same resources which benefit us. Businesses need to recognize that responsibility and to adjust their



business plans accordingly. The FSC affords us an opportunity to do just that. Wolf Trap is a great example of a project where we had the choice to participate in prudent management practices. In this case, the cost of utilizing FSC materials resulted in a flat cost to the Owner. However, if in fact, the cost was greater, we have to consider the benefit of investing in the future. We put money in all

types of investment accounts for our retirement, our children and our grandchildren. Why wouldn't we invest in knowing that we are not passing along the burden of more limited resources and a less healthy environment?”

**For more information, visit [www.wolftrap.org](http://www.wolftrap.org).**



FSC-US president Roger Dower (far left) visits the new Wolf Trap Education Center with (left to right) architect Matthew Arnold, Chris Eckert of Wolf Trap, and Chris Butkiewicz of Westport.





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FSC-US Senior Forester Bill Wilkinson was recently elected to the board of the Forest Stewards Guild, and attended his first board meeting at the annual meeting in TN last month. Congratulations Bill!

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a marked increase in architects specifying FSC certified materials. In our company, that directly translates into more business. We're the only Chain-of-Custody certificate holder in our small niche, so that allows us to bid on a lot of projects from start to finish." Rulon Company manufactures custom architectural wood ceilings and wall systems.

Mark Slezak of Columbia Forest Products, a Chain-of-Custody certified company and an FSC Member, says that the green building market is "showing a steady increase." As one example, they have supplied some FSC-certified materials for projects at Middlebury College in Vermont. According to Slezak, "the market interest is growing, we just need to keep feeding it."

EcoTimber, of San Rafael, CA, an area known as a "hotbed" for green building, has seen definite positive impacts as a result of having an FSC certification. Cael Kendall, EcoTimber CEO, stated that, "the FSC certification system has given EcoTimber the ability to offer credible, meaningful third-

party verification of the sustainability of our products. Without it, our efforts in marketing our woods to the green building community would be lost in the sea of bogus claims and "greenwashing" that are now rampant in the forest products industry."

This trend is not just in commercial construction—residential construction is also beginning to go "green" as well, and opening up new markets for FSC suppliers. For example, In March of 2000, the homebuilding corporation KB Home, headquartered in Los Angeles, CA, agreed to work with the non-profit environmental group Natural Resources Defense Council (NRDC) to eliminate their use of wood that comes from what NRDC considers to be endangered forests. As a first step to make sure it wasn't using lumber from these regions, the company agreed not to use wood from the Tongass National Forest in Alaska.

Building on this commitment, NRDC's Senior Resource Specialist, Debbie Hammel, worked with KB Home and its major supplier in California, Golden State Lumber, to take this idea even further by supplying one of KB Home's largest northern California projects with FSC certified wood. NRDC successfully facilitated an arrangement whereby Canyon Oaks, a 124-home subdivision project located in Pleasanton, California, will be built using almost 1 million board feet of FSC framing lumber—the largest volume of FSC wood ever used in a homebuilding project in the United States. Approximately 50 percent of the total wood used in these single-family homes is FSC-certified.

According to Hammel, "KB Home has clearly taken a proactive approach to implementing their endangered forest policy. They recognize the dual importance of protecting forests that are critically endangered from commercial harvest, while taking significant steps to source their wood from well-managed forests that have been

certified to the FSC standard. No other national builder can make such a claim."

The Grand Opening for Canyon Oaks is scheduled for June 6. In order to educate prospective home buyers about the wood used in the construction of these homes, they will be able to watch a video tape on FSC certification provided by Certified Wood and Paper Association, read a 1-page informational piece on what "FSC certified wood" means, and Rick Zaslove, President of Golden State Lumber, will be in attendance to answer questions.

The Certified Wood and Paper Association (CWPA), based in Portland, OR, is helping this growing green building initiative by linking FSC-certified landowners and Chain-of-Custody manufacturers with architects and builders who are interested in using wood materials from sustainable sources. As Jon Pampush of CWPA noted, "CWPA is focused

on the market that is really creating demand for sustainable forest products, and that's LEED and other 'green-building' programs. We help architects specify available FSC, certified recycled, and certified reclaimed products, and then connect them with the companies that supply these products."

**"...the market interest is growing, we just need to keep feeding it."**  
Mark Slezak,  
Columbia Forest Products

**For more information on green buildings, visit the following link at the US Green Building Council, which provides many useful links to green building sites: [www.usgbc.org/Resources/links.asp](http://www.usgbc.org/Resources/links.asp).**

<b>KEY CONTACTS</b>	<b>FSC-U.S.</b>	<b>FSC International</b>	<b>FSC Canada</b>	<b>SCS</b>	<b>SmartWood</b>
	Roger Dower 202.342.0413 <a href="http://www.fscus.org">www.fscus.org</a>	Heiko Liedeker ++49.228.367.660 <a href="http://www.fscoax.org">www.fscoax.org</a>	Jim McCarthy 416.778.5568 <a href="http://www.fscscanada.org">www.fscscanada.org</a>	Robert Hrubes 510.452.8000 <a href="http://www.scs-certified.com">www.scs-certified.com</a>	Robert Beer 802.434.5491 <a href="http://www.smartwood.org">www.smartwood.org</a>

