

The background of the entire page is a photograph of firefighters in a forest. They are wearing dark gear and yellow helmets, and are actively engaged in firefighting. The scene is filled with smoke and the glow of fire, creating a sense of urgency and danger. The overall color palette is dominated by warm, earthy tones like browns, oranges, and yellows.

HOLD THE LINE

Big Timber and the chemical and plastics industries are trying to weaken green building standards and confuse the marketplace.

HOLD THE LINE AGAINST THE VESTED INTERESTS

DON'T BE DECEIVED BY GREENWASHED STANDARDS:



The Green Building Initiative's (GBI) **Green Globes** assessment and certification program for commercial buildings (which GBI openly touts on its website as "flexible, affordable alternatives to LEED"). This is the industry knock-off of LEED's family of commercial rating systems.



NAHBGreen, the National Association of Homebuilders standard for single-family and multifamily homes and residential remodeling projects. This is the industry's alternative to LEED for Homes.



The **Sustainable Forestry Initiative** (SFI), originally launched by the American Forest & Paper Association, the major trade association representing the country's largest pulp, paper and wood products companies. This is the industry knock off of the Forest Stewardship Council (FSC).



Follow the money and you will find trade associations and lobbying groups like the American Forest & Paper Association, the Vinyl Institute, the American Chemistry Council, and the Society of the Plastics Industry. And from there, the money trail will take you to the vested interests themselves—huge and powerful companies that include: Weyerhaeuser, Sierra Pacific Industries, Plum Creek, Dow, DuPont, and BASF.

Undermining Progress, Sowing Confusion

The chemical and plastics industries have joined forces with Big Timber in a campaign to weaken standards for green building and undermine progress toward a healthier, more sustainable economy. At the center of their strategy are industry-sponsored knock-offs of true leadership standards. The former serve multiple purposes - they protect their sponsors' vested interests and pass off business-as-usual practices and products as "green." They also provide a rallying point for paid lobbyists, PR flacks and politicians as they pressure federal agencies and state governments to favor their systems. And they confuse the marketplace, blurring the important distinctions between their watered-down standards and the high-bar standards that actually challenge industry to improve.

The Clock is Ticking

We don't have time for this. We are heading toward a serious crisis: catastrophic climate change, the collapse of ocean ecosystems, the destruction of rainforests, and the steady accumulation in our bodies of chemicals that are persistent, carcinogenic, and endocrine-disrupting. We cannot afford to be slowed by deception and denial or obstructed by industries and companies whose current business models are the DNA of disaster.

If the green building movement has proven anything, it is that we can save money, grow our economy, increase our competitiveness, and build employment through the honest pursuit of healthier and more sustainable built environments. This can best be achieved by advancing standards in green building and other sectors that drive actual change. Our future lies in market transformation to sustainability.

United We Transform

We urgently need the chemical, plastics and timber industries to embrace true leadership standards and transform. But as long as they continue to thwart us, we must remain united in exposing their lies and advancing toward a more just, healthy and sustainable world.

Thankfully, USGBC is showing determination and leadership in facing down the vested interests. This summer, USGBC mobilized more than 1,200 leading businesses and organizations across all 50 states to sign a support letter asking the General Services Administration (GSA) to continue to use LEED. Around the same time, the Huffington Post ran a hard-hitting piece by USGBC President, CEO & Founding Chairman Rick Fedrizzi entitled "The Scoundrel's Handbook" which reads in part:

"[S]coundrels come in a variety of shapes and stripes. The ones that concern me most are those who attempt to savage a mountain of scientific evidence in favor of obfuscation and innuendo. They cloud what's clear because the light of day would expose them for what they are - scoundrels of the worst sort. In their effort to protect a status quo that is good for them but not so much for the rest of us, they...loudly proclaim that to question their self-interest is somehow un-American."

Hear, hear! Stay the course, USGBC! Keep to the high road, and we will march with you, shoulder to shoulder!

SHOW YOUR SUPPORT

- Tell USGBC to hold the line on standards that protect our environment, our health and our economy. Ask them how you can help.
- The vested interests are pressuring Congress to water down standards for green building. Contact your elected representatives and tell them to oppose anti-LEED legislation.
- Design and build to the highest LEED standards.
- To learn more, visit the Sierra Club at Greenbuild in Moscone North, Booth T-31.

