

MICHALEL POLLAN'S 'FOOD RULES'

## start with people and all

 else follows.the default is never the greenest, safest option.

## IF THEY WON'T TELL YOU WHAT'S IN IT, YOU PROBABLY DON'T WANT WHAT'S IN IT.

managing data is difficult and we are not doing a good job.

> consult your nose -- if it
> stinks, don't use it.

> use both carrots (rewards,
> incentives, trips to Vegas?) and
> sticks (Red Lists?) to get exposure.
what are the unintended consequences of Red Lists?

# JUST BECAUSE ALMOST ANYTHING CAN KILL YOU DOESN'T MEAN THAT BUILDING PRODUCTS SHOULD. 

innovation is the opportunity
for manufacturers to take more market share.
there is a product we are using
today that we don't know is making
us sick.
need for an information filter and how to compare material values (e.g., toxicity vs habitat)

# AVOID MATERIALS THAT ARE PRETENDING TO BE SOMETHING THEY ARE NOT. 

Include the manufacturer in design and integrated team partnership (us + us)
standards that are agile and robust.
put PCRs and EPDs in certification programs, with toxicity information included.
embrace decay + transformation.

# USE CARBOHYDRATE-BASED MATERIALS WHEN YOU CAN. 

We should be able to eat buildings.
nature is the teacher. biomimicry for content, not just function.
why are healthy products
make it personal: value health more than $\mathrm{CO}_{2}$ and energy.

# QUESTION MATERIALS THAT MAKE HEALTH CLAIMS. 

can we make buildings biologically active?
use the precautionary principle.
bring this discussion into design education.

# revise the rule to read: "take only what you need.' 

## 

using more should contribute to the greater good.
will saying "no" get us where we want to go?
do we have to choose between lead time and quality/handmade/ supporting local companies?

# IF IT IS CHEAP, <br> IT PROBABLY HAS HIDDEN (EXTERNALIZED) COSTS. 

what you buy gets produced.
economy puts profits over
"value to the world".
create incentives, recognition and celebration for healthy products.
ask what we are trying to accomplish with materials in the first place.

# REGARD "SPACE AGE" MATERIALS WITH SKEPTICISM. 

move forward by looking back.
what will we wear in the future?
what if all new manufacturing is "dead"?
can we really do better than nature?
less processed is better than more processed.

## USE MATERIALS MADE WITH SUBSTANCES YOU CAN IMAGINE IN THEIR RAW OR NATURAL STATE.

make it with your hands.
use things that can be repaired, not just replaced. (don't support forced obsolescence)
approach manufacturing as ecology: the interaction of biological + non-biological elements in systems process.

# QUESTION THE GENERATION OF HAZARDOUS WASTE INSTEAD OF WHERE TO USE IT IN YOUR PROJECT. 

 make it with your hands.educate your family first...
then your clients.
be open to moving beyond "doing less bad".

## the <br> Health Product DECLARATION is...

a consistent language for product ingredient reporting
an essential part of the materials ecosystem
a free online tool for manufacturers




Context for reporting product information


Context for reporting product information


## CONTINUOUS IMPROVEMENT... START WHERE YOU ARE

## Health Product Declaration Variable disclosure levels

[^0]

## Health Product Declaration Variable disclosure levels

[^1]

Health Product Declaration Hazards Summary


## Health Product Declaration Ingredient Inventory

www.HPDcollaborative.org



Priority Hazard Lists and information on the GreenScreen Benchma ss can be found at www.hpdc Maborative.org/hazardlists. GS: GreenScreen Benchmark; RC: Recycled Content, PC: Post C onsumer, PI: Post Industrial (Pre-d nsumer), BO: Both post industrial and post consumer, Nano: comprised of nanoscale particles or $r$ notechnology.

| Ingredient Name |  | CAS numt | \% Weight | GS | RC | Nano | ole |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Hazard A | Warning A |  |  |  |  |  |  |
| Hazard B | Warning B |  |  |  |  |  |  |
| Hazard C | Warning C |  |  |  |  |  |  |
| Hazard D | Warning D |  |  |  |  |  |  |
| Hazard E | Warning E |  |  |  |  |  |  |

fity Hazard Lists, regardless of disc hmarks can be found at www.hpdcollabd pst Consumer, PI: Post Industrial (Pre-conse or nanotechnology.

## INGREDIENT-SPECIFIC DETAILS

SPACE FOR
GREENSCREEN BENCHMARK + LIST TRANSLATOR INDICATOR

## Health Product Declaration Ingredient Inventory

[^2](we apped oniy)
Recycled
Other



## Health Product Declaration Accessory Materials

www.HPDcollaborative.org



Health Product Declaration Notes

CREDIT INTENT
To encourage the use of products and materials for which life-cycle information is available and that have environmentally, economically, and socially preferable life-cycle impacts. To reward project teams for selecting products for which the chemical ingredients in the product are inventoried using an accepted methodology and for selecting products verified to minimize the use and generation of harmful substances.


To reward raw material manufacturers who produce products verified to have improved life-cycle impacts.



 .












2-


 Complete HPD assesses the individual contents of potes accessory installation materials. The HPP is al
 The repoting sequiriements of the anticipated LLEED v
 The HPD is designed to furction as a complement to EPO) protocol that facilcates the consittent develop
arbon, water and ocher politants from product theracterizes pelated environmental impacts. Other

$\qquad$
saruar 24, 2013
Reopipent Name
Reoivert Comeary
Addess Ime 1
adoss ine
City, State ell
Rei Trangerency and Heslth Product Dectasations

## Cers (Matre)

Pockirsavill beleeses that productst trat are hamtrul to tu

 Ratee than use products unich coctan these substancos. recautomasy ynncipe, in an ettor to be fesponsive to nom Ehearth of thive geveratians tan. We bebeve that it is af electirg ard specifying products and materiats in ight of
scillites we despr. We will seek to, were positile and ap
 mell as costand ite
Nie are xhang pu to stare intemstan ataut yaur produc mill pre preference to to manculacturess that powide te ne mill pre preferince to ntad
He Hoult Procuct Doctastion open Standard (MPO) is wectire lureuaep to erabe the consstert dicclosere ot 0



 sed to domencstste compliance with The Luirg Buddirg Chserge Red Lut futa the repating requirenerts of the


## LETTERS OF COMMITMENT ISSUED BY DESIGN FIRMS



TRANSPARENCY FORUMS - "REVERSE LUNCH AND LEARNS"

## inpro.

"We at Inpro believe Environmental Product Declarations (EPDs) and Health Product Declarations (HPDs) are the most effective tools to communicate product content and environmental impact."

## Carnegie

"Carnegie is a firm believer that product transparency is an essential component of sustainable design. The generation of HPDs fits seamlessly with our product development approach. We are proud to be the leading provider of HPDs in the textile industry."

## view

WHY DID WE PURSUE AN HPD?

1. "It was a growing interest with thought leaders and our leading customers."
2. "It is absolutely the right thing to do."


MANUFACTURERS CHAMPIONING THE CAUSE
"3form as a company has been working for a long time to do the right thing simply because it is the right thing. HPDs give us a way to showcase these efforts in a fact-based platform outside of marketing materials, which can be construed as green washing."

## Teknion


"Our biggest commitment has to be that we are willing to listen and react to industry partners that have evidence based science on these issues; and to address the issues quickly and cost effectively. We have to push forward and continue to change and evolve as good stewards of the planet and the people who occupy it.
It sounds simple. But it's a difficult task."
"While a single elevator product can easily contain over 10,000 parts, we are committed to the highest level of transparency with our customers."

## MAP: 51 companies, and counting!

## ThyssenKrupp

Dear Health Product Declaration Collaborative

Thyssenkrupp Elevator Americas would like to express its interest in becoming an active member in the Health Product Declaration Collaborative (HPDC) through its Manufacturers' Advisory Panel. As the leading manufacturer of elevator and moving wallway systems in the US, we produce a complex product that is necessary in every multi-level building, and an
increasing staple as high-density urbanization proliferates.

While a single elevator product can easily contain over 10,000 parts, we are committed to the highest level of transparency with our customers. To this end, we hope to work closely w HPDC and other industry professionals to create a new standard in material and health transparency for complex building products.

Please consider our application for entry into the Manufacturers' Advisory Panel and accept our sincerest appreciation for your organization's objective.
Sincerely,

ThyssenKrupp Elevator Corporation
和期
Brad Nemeth, VP of Sustainability
Thyssenkrupp Elevator Americas



"We believe it should be easy for designers and building owners to know what is in building products. This is the promise of the Health Product Declaration."

- Mikhail Davis, Interface (2012)


[^0]:    www.HPDcollaborative.org

[^1]:    www.HPDcollaborative.org

[^2]:    www.HPDcollaborative.org

