

**“WELCOME TO GREEN”**

**Pellet Fuels Institute  
2008 Annual Conference**

# **PFI and the Importance of Being Green**

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# Introduction

- ◆ Environmental consciousness of being “green” – a movement sweeping our nation and the world at all levels of society.
- ◆ Legislation, regulation, and other supporting ideals are influencing industries to become as “green” as possible.

# What is Green?


- **Problem:** There is not a clear, simple or universally accepted definition of Green.
- Everyone in this room – and the world – has a different interpretation of what is Green
- Green energy is a term describing what is thought to be environmentally friendly sources of power and energy.
- Typically, this refers to renewable and non-polluting energy sources.
- It also includes the reduction of energy we use, i.e. efficiency and the “non-use” of energy.

# GREENWASHING

- ◆ “Greenwashing is the unjustified appropriation of environmental virtue by a company, an industry, a government, a politician or even a non-government organization to create a pro-environmental image, sell a product or a policy, or to try and rehabilitate their standing with the public and decision makers after being embroiled in controversy.”

(SourceWatch Encyclopedia)

# The Important Questions

- Do PFI products **perform** in a Green way?
  - Are PFI products **manufactured** in a Green way?
  - Are PFI products **delivered** in a Green way?
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# HPBA & PFI Get Involved

- Codes, standards, regulation and legislation
- Government Affairs and Technical Committees
- Participation in discussions with groups working on green policies.

# How Have Others Defined Us?

- Healthy Homes placed us in the Indoor Air Quality (IAQ) section in 1988
- EPA Energy Star House also focused on our IAQ impacts in 2004
- LEED places EPA certified products in IAQ section
- NAHB also places EPA certified products in IAQ section of its Green Building Standard (GBS)



# What We Have Done:

- National Association of Home Builders (NAHB) Green Building Standard (GBS)
- Leadership in Energy and Environmental Design (LEED) Standard for homes
- US Green Building Counsel (USGBC)
- Education/lobbying efforts
- Helping define what Green is
- Working with consultants

# Organizations with which we are Working on Green Policies

- EPA “Energy Star House”
- Leadership in Energy and Environmental Design (LEED) for Homes
- 25 x '25
- Air-Conditioning, Heating, and Refrigeration Institute (AHRI), formerly GAMA
- National Federation of Independent Business (NFIB)
- National Association of Manufacturers (NAM)
- U.S. Chamber of Commerce
- National Association of Home Builders (NAHB)
- Every organization to which HPBA belongs has a Green component in their policy structure.

# NAHB Green Building Standard (GBS)

- ◆ What is the purpose?
- ◆ How did our industry fare?
- ◆ What did we do?

# NAHB Green Building Standard (GBS)

cont'd

## Chapter 9 "Indoor Air Quality", Section 901.2

- ◆ Natural gas & propane fireplaces & stoves that meet Z21.88 or Z21.50
- ◆ Solid Fuel
  - Wood-burning fireplaces with gasketed doors and tight dampers, that burn with doors closed.
  - Factory built fireplaces meeting UL 127 & EPA certified
  - Woodstoves and fireplace inserts meeting UL 1492, EPA certified and Washington state certified
  - Pellet (biomass) stoves and furnaces meeting ASTM E1509 or EPA certified
  - Masonry Heaters meeting ASTM E1602

# NAHB Green Building Standard (GBS) cont'd

## Chapter 7 "Efficiency", Section 704.4.2

Space heating and cooling is provided by a system that does not include air ducts.

15 points

# The GBS Points System

- ◆ To qualify for the program there is an initial environmental mandatory performance level that must be met.
- ◆ Additional points are received by higher levels of performance than the mandatory.
- ◆ The point system will use four levels of performance, in ascending order:
  - Bronze..... 222pts
  - Silver..... 406pts
  - Gold..... 558pts
  - Emerald..... 697pts

# USGBC & LEED

- Five years ago, Leadership in Energy and Environmental Design (LEED) Program of the U.S. Green Building Council (USGBC) created the LEED New Construction Rating System, the industry's first green guidelines.
- NAHB created Green Building Guidelines for building energy efficient homes.
- HPBA gets our EPA-certified wood burning (zero-clearance) stoves and direct vent fireplaces included in Green Building Guidelines.
- Consumer interest in being "green" peaks; NAHB begins creating a national standard.

# LEED

- Masonry heaters meeting ASTM E1602
- Factory built wood burning fireplaces emitting 4.1g/hr with catalyst or 7.5g/hr without or EPA-certified
- Wood stove or fireplace insert meeting certification numbers or EPA-certified
- Natural gas, propane or alcohol stove meeting safety standards that is power vented or direct vented with permanently affixed or gasketed door
- Pellet stove meeting ASTM E1509 or EPA Certified



# REGREEN

## **Strategy included in: Major Addition, Deep Energy Retrofit**

It may be possible to totally eliminate central distribution systems and rely instead on simple space heating and space cooling equipment. A space heating system could be short sections of baseboard electric resistance heat (the lowest first-cost option), a through-the-wall-vented gas wall heater or visible-flame gas fireplace, or a wood stove or pellet stove.

# LEED vs. GBS

Nationally, we need to consider all green building proposals and not focus on just one.

# Legislation Concerning Green

Bills regarding some form of Green introduced in the 110<sup>th</sup> Congress:

Currently around 150 pieces of Federal Legislation dealing with some aspect of green

State and local measures: very many.  
Oregon and Washington among them.

# HPBA & PFI Influence

- On including our products in ALL green standards
- On current GBS language and continued revision to GBS
- On how “green” the industry has become (and will be)

# How Green is PFI?

It depends on:

- What legislation/regs are enacted, if any
- Who establishes the definition of Green
- What is a product's total Green (carbon) footprint
- Green assertions made by each company, are they green or just green-washed?

# How Green ... continued

**Question:** Can PFI and its members define Green for themselves?

**Answer:** Maybe, but probably not

**Question:** Will the general public and our customers accept our own definition?

**Answer:** Probably not

**Question:** What is the *total Green (carbon) footprint* of PFI products?

**Answer:** We need an outside consultant to help define how Green PFI & HPBA products are.

# Questions?

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