



Green Home
It begins where you live.

Presentation To:
Department of Housing and Urban Development
Denver, CO

Where We Stand: How do we Convince
Middle America to Go Green?

Presented By: Sierra Club Green Home
June 23rd, 2011



Session Description

- ▶ To educate designers, architects, homebuilders, students, NGO's, etc. on how to deliver the message that healthy homes are attainable for everyone. This panel will discuss reaching the mass market.



Welcome

- ▶ **Welcome everyone, I'm Jennifer Schwab from SCGH.com.**
 - Background on how SCGH began; story of Carl Pope trying to green his own home, could not find resources/contractors/expertise (5 minutes)
 - So, why not Sierra Club as “green teacher to the masses”?
 - A lot has changed since we dreamed this up in 2007, at the peak of the financial and homebuilding boom

Welcome (continued)

- The green movement has without question been adversely affected by the Recession
- This has caused the average citizen to put going green on hold; they are sympathetic to the cause, but not actively participating, according to intelligence gathered by SCGH.com.
- Of course, the enormous cuts in new home starts and remodeling has hurt sales of green products and services
- (all of the above items, 2 minutes)

Objectives

- ▶ **“Knowing Your Audience – Connecting With the Full Green Spectrum.”**
 - This refers to understanding how light or dark green your target audience may be, and designing your message and content to everyone’s level, accordingly.
 - WALK THROUGH ITEM BY ITEM THE SCGH GREEN SPECTRUM– next slide (5–7 MINUTES)

Objectives

THE GREEN SPECTRUM. Steps you can take towards greater environmental sustainability:

LIGHTLY GREEN

1. Replace incandescent light bulbs with Compact Fluorescent Lamps (CFLs)
2. Recycle aluminum, paper and plastic
3. Turn off lights when not in use
4. Use recycled paper goods
5. Use a programmable thermostat
6. Use your own reusable bags for groceries and other purchases
7. Purchase natural consumer necessities: green cleaning products, recycled paper products, etc.
8. Unplug chargers when not in use
9. Turn off water when brushing teeth
11. Seal your home

MODERATELY GREEN

1. Drive a Hybrid / Electric car
2. Compost
3. Reject products with BPA plastics
4. Purchase Energy Star™ rated appliances
5. Install low flow faucets and toilets
6. Replace old HVAC units with more efficient ones
7. Use only low VOC paints, adhesives and sealants
8. Eat less meat
9. Reduce air travel
10. Reuse and repair goods instead of buying new
11. Utilize passive solar strategies

VERY GREEN

1. Bike and walk instead of driving
2. Install home solar panels or employ other renewable energy strategies
3. Employ Xeriscape landscaping methods
4. Install a rainwater catchment system
5. Install a grey water recycling system
6. Install a green roof
7. Install a solar hot water heater
8. Downsize home if possible
9. Reduce consumption considerably
10. Use drip irrigation
11. Add 'green' insulation to your home

Objectives

- ▶ **Being resourceful by using the internet**
 - It's free and accessible
 - Recommended sites for education and contractors
 - www.healthyhouseinstitute.com
 - www.ewg.org
 - www.mascohomeservices.com
 - <http://www.lohas.com>
 - www.howstuffworks.com
 - Talk about/show other recommended sites (5 minutes total)

Objectives

- ▶ The Healthy House Institute® (HHI) provides consumers information to make their homes healthier. HHI strives to be the most comprehensive educational resource available for creating healthier homes. To this end, HHI treats the home like an ecosystem with many interrelated parts, covering topics in-depth such as air and water quality, building, remodeling and furnishing, cleaning and housekeeping, health and safety, ventilation, lighting, energy efficiency and more.
- ▶ Rather than preaching to the converted, HHI seeks to reach a mainstream educated consumer with credible information merging the best of 'green' with the best of healthier homes research, indoor environmental data, health and medical science, into a practical, timely, easily digestible but comprehensive message. HHI strives to be a truly authoritative voice that has the 'ear' and trust of major media, influentials, and most importantly, the intelligent consumer.

Objectives

- ▶ The mission of the [Environmental Working Group](#) (EWG) is to use the power of public information to protect public health and the environment. EWG is a 501(c)(3) non-profit organization, founded in 1993 by Ken Cook and Richard Wiles.
- ▶ In 2002, we founded the EWG Action Fund, a 501(c)(4) organization that advocates on Capitol Hill for health-protective and subsidy-shifting policies.
- ▶ EWG specializes in providing useful resources (like [Skin Deep](#) and the [EWG's Shopper's Guide to Pesticides™](#)) to consumers while simultaneously pushing for national policy change.

Objectives

- ▶ www.mascohomeservices.com
- ▶ Focusing exclusively on improvements for existing residential homes, WellHome is a business of Masco Home Services, Inc. WellHome offers all-in-one service to improve home energy-efficiency and comfort. WellHome Building Performance Institute (BPI)-certified advisors start by providing home performance assessments to owners of existing homes. Advisors then offer improvement recommendations and implementation, and assistance in identifying rebates and incentives. WellHome launched in 2009 under the Masco Home Services name and launched the WellHome brand in the spring of 2010.

Objectives

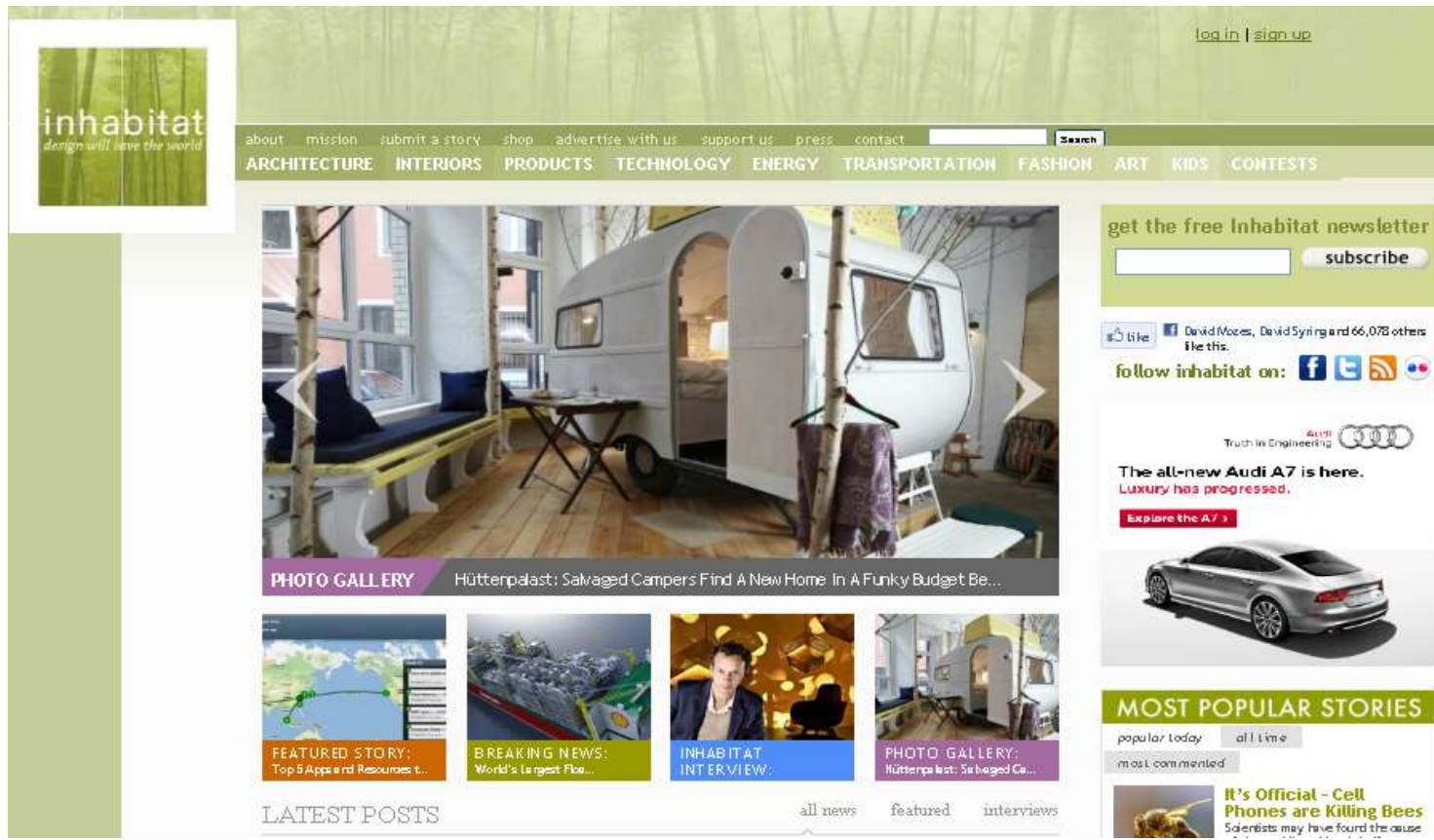
- ▶ **Lifestyles of Health and Sustainability (LOHAS)** describes an estimated \$290 billion U.S. marketplace for goods and services focused on health, the environment, social justice, personal development and sustainable living. The consumers attracted to this market represent a sizable group in this country. Approximately 13–19% percent of the adults in the U.S. are currently considered LOHAS Consumers. This is based on surveys of the U.S. adult population estimated at 215 million.
- ▶ Research shows that one in four adult Americans is part of this group—nearly 41 million people. These consumers are the future of your business and also the future of progressive social, environmental and economic change in this country. But their power as a consumer market remains virtually untapped.
- ▶ The industry that serves these consumers has been identified in a research report by The Natural Marketing Institute and given the moniker of Lifestyles of Health and Sustainability, or LOHAS—a market conservatively estimated at \$290 billion in the U.S., and growing. Cultural Creatives are the basis of the LOHAS market. LOHAS is not a sexy acronym, but one that we think aptly describes what this movement, and our mission, is all about.

Objectives

- ▶ [HowStuffWorks](#), a wholly owned subsidiary of Discovery Communications, is the award-winning source of credible, unbiased, and easy-to-understand explanations of how the world actually works. Founded by North Carolina State University Professor Marshall Brain in 1998, the site is now an online resource for millions of people of all ages.
- ▶ From car engines to search engines, from cell phones to stem cells, and thousands of subjects in between, HowStuffWorks has it covered. No topic is too big or too small for our expert editorial staff to unmask ... or for you to understand. In addition to comprehensive articles, our helpful graphics and informative videos walk you through every topic clearly, simply and objectively. Our premise is simple: Demystify the world and do it in a simple, clear-cut way that anyone can understand.

Objectives

► Inhabitat.com



The screenshot shows the Inhabitat.com website interface. At the top right, there are links for "log in" and "sign up". Below the header is a navigation menu with categories: ARCHITECTURE, INTERIORS, PRODUCTS, TECHNOLOGY, ENERGY, TRANSPORTATION, FASHION, ART, KIDS, and CONTESTS. A search bar is also present. The main content area features a large photo gallery titled "Hütterplast: Salvaged Campers Find A New Home In A Funky Budget Be...". To the right of the gallery is a newsletter sign-up form with a "subscribe" button. Below the newsletter form are social media sharing options for Facebook, Twitter, RSS, and LinkedIn. Further down is an advertisement for the Audi A7, featuring the Audi logo and the text "The all-new Audi A7 is here. Luxury has progressed." Below the ad is a "MOST POPULAR STORIES" section with tabs for "popular today", "all time", and "most commented". The bottom of the page has a "LATEST POSTS" section with filters for "all news", "featured", and "interviews".

Objectives

- ▶ Tapping into rebates and tax incentives that exist in your area
 - Translating the bottom line to the consumer
- ▶ Widgets/tools including those included on SCGH.com
 - Masco “Environments for Living”
 - <http://www.environmentsforliving.com/EFLPublicSite/index.jsp>
 - SCGH Fuel Cell Center
 - <http://www.sierraclubgreenhome.com/fuel-cell-center/>
 - (5–7 minutes)

Objectives

- ▶ **Attracting the “newbies” to the green movement – reaching the general public**
 - Need for ALL the GREEN CHARITIES to work TOGETHER not try to appeal to the same donors!?
 - How to do this?
 - We are preaching to choir, NOT winning new hearts and minds
 - Green product pricing MUST reach parity before we will have major success on this issue (2 minutes)

Objectives

- ▶ Now that we have IDENTIFIED the audience (Green Spectrum) let's figure out how to PERSUADE them to participate:
 - Ta-da! **CRAWL-WALK-RUN** (5-7 minutes)
 - **CRAWL**
 - Cfl's
 - Recycle
 - Air Seal
 - Water Off while brushing teeth
 - Lights Off

Objectives

- ▶ **CRAWL-WALK-RUN (5-7 minutes)**
 - **WALK**
 - Water Fixture Replacement
 - Appliance Replacement
 - Low and No VOC purchases
 - Kill Plastics #3, #6, and #7
 - **RUN**
 - Renewable Energy
 - Utilize Greywater and Rainwater systems
 - New Insulation and Windows

Crawl, Walk, Run

Tiers of Home Sustainability and Price Comp Chart

By Jennifer Schwab

CRAWL-WALK-RUN	GREEN ITEM	Price (\$)	CONVENTIONAL ITEM	Conv. Price (\$)
Cfl's	n:vision CFL 32 Watt 3 Way Bulb Soft White, 1 Pack	9.95*	GE Reveal 30-70-100 W; 3-Way A21 1 Pk	\$3
Recycle	N/A	N/A	N/A	N/A
Air seal	Titebond Sealant	\$10	DAP 10.1 Oz. White Kwik Sealant	\$5
Water Off while brushing teeth	Turn off the faucet while brushing your teeth. 1-yr. effect 2,880 gal.	N/A	N/A	N/A
Lights Off	On average save 20%-35% of power bill;	N/A	Vacancy Sensors: If 100M HH's had 1/60W bulb with 1/vacancy sensor, this would save 500 million energy kWh, \$50M/yr @ avg. .10/kWh & a 1B lbs of CO2.	N/A
Water fixture replacement	Oxygenics TriSpa Low-flow Hand Held Showerhead	\$53	Waterpik Medallion 12-Spray Showerhead Chrome	\$50
Appliances replacement	GE energy star washer	\$449	GE WJRE5500 washer uses 2X H2O & 2.5 times the electricity as Energy Star model.	\$649
Low and no-VOC purchases	The Freshaire Choice™ Paint contains no volatile organic compounds —	\$35	BEHR PREMIUM PLUS Interior Semi-Gloss Enamel Paint - Ultra Pure White, Gallon	\$23
Kill plastics #3, #6, and #7	N/A	N/A	N/A	N/A
Renewable Energy	http://www.sierraclubgreenhome.com/solar-center/		http://www.sierraclubgreenhome.com/solar-center/	
Utilize greywater and rainwater systems	Saves up to 80% of exterior water use	N/A	N/A	N/A
New insulation and windows	American Craftsman Windows, Slider 36 x 24. LoE Insulated Glass; recycled denim insul. 85%recycled, No formaldehyde or irritants, no itch	\$134/\$32	Tafo Windows 36 In. x 36 In. Owens Corning R 30.0 pink fiberglass insulation 50.67 sq.ft.	\$77.50/\$44

*Prices from Home Depot, Green Depot, and Ace Hardware.

DIY References

- Sierra Club Green Home suggested articles:
 - ▶ How to Seal Holes
 - ▶ How to Seal Rim Joists
 - ▶ How to Seal Air Ducts
 - ▶ How to Seal Windows
 - ▶ How to Seal Doors
 - ▶ How to Seal Gaps and Cracks

Q & A:

- ▶ **Materials:**
- ▶ Green Spectrum handout (see attached)
- ▶ CRAWL–WALK–RUN presentation