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The Sponsors of Energize Connecticut, and in partnership with Connecticut Passive House, are pleased to offer Passive House & All-Electric Homes Initiative to support workforce development and help transform the energy efficiency and building construction industries in Connecticut.

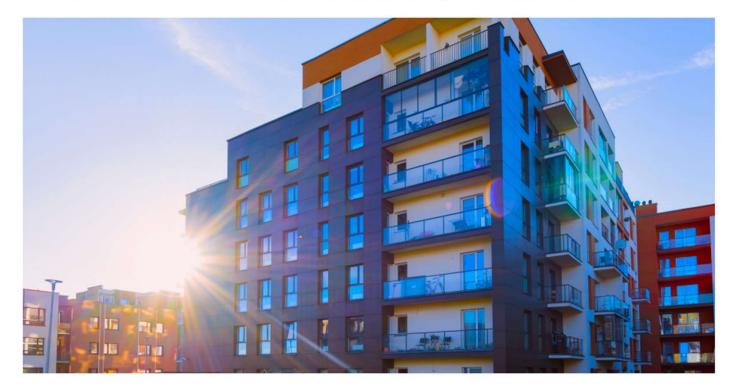


For more information, please visit EnergizeCT.com/passive-house or email PassiveHouseTrainingCT@icf.com



Take energy efficiency to a new level

Residential New Construction Passive House Multi-family buildings with five units or more



	PASSIVE HOUSE INCENTIVE STRUCTURE FOR MULTI-FAMILY (5 UNITS OR MORE)				
Incentive Timing	Activity	Incentive Amount	Max Incentive (Per Unit)	Max Incentive (Per Project)	
	Feasibility Study ¹	Up to 100% of Feasibility Study Costs	N/A	\$5,000.00	
Pre-Construction	Pre-Construction Energy Modeling ²	75% of Energy Modeling Costs (Before 90% Design Drawings)	\$500.00	\$30,000.00	
		50% of Energy Modeling Costs (90% Design/50% Construction)	\$250.00	\$15,000.00	
Post Construction	Certification ³	Up to 100% of Certification Costs	\$1,500.00	\$60,000.00	

1. Feasibility Study will require documentation in the form of a Feasibility Study report and invoice from the Passive House Consultant

2. Incentives will only be awarded prior to 50% Construction Drawings for Passive House projects. No incentives will be granted after 50% Construction Drawing set.

3. Certification may be either through PHIUS, PHI, or EnerPHit certification offerings.

Next steps you can take... Contact your Energy Efficiency Representative or

Go to EnergizeCT.com or call 1-877-WISE USE for more details.

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The future of high-performance, all-electric homes starts here.



	LEVEL 1		LEVEL 2	
	Single Family (Detached Dwellings)	Multifamily (Attached Dwellings)	Single Family (Detached Dwellings)	Multifamily (Attached Dwellings)
Total UA Alternative Compliance or HERS Index Score ⁺	Total UA ≥ 7.5% bett HERS Index	er than 2021 IECC or Score ≤ 55		er than 2021 IECC or < Score ≤ 45
Heat pump for space heating #	Required		Required	
Space Conditioning Connectivity & Controls ¹¹¹	Optional		Required	
Heat pump for water heating	Required	Optional	Requi	red ^{††††}
Hot Water Distribution *****	Required		Required	
Envelope Infiltration Rate (ACH)	ACH50 ≤ 2.5	CFA > 850ft2: ACH50 < 4.0 CFA < 850ft2: ACH50 < 5.0	ACH50 ≤ 2.0	CFA > 850ft2: ACH50 < 3.0 CFA < 850FT2: ACH50 < 4.0
Duct Leakage Rate (CFM)	2021 IECC code minimum requirements		All ductwork must be located in conditioned space	
Balanced Ventilation Systems	Optional		Required HRV/ERV (≥70% SRE / ≥40% TRE)	
Induction Cooking	Opti	onal	Required ####	Optional
Electric Vehicle Readiness ******	Required		Required	

ALL-ELECTRIC HOME INCENTIVE STRUCTURE				
	Level 1	Level 2		
Single Family	\$7,500	\$10,000		
Single Family Attached	\$3,000	\$5,000		
Multifamily	\$1,500	\$2,500		

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Thank You

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INSULATE BETTER. LIVE BETTER.

7

TIMBER + HP =

High Performance Healthy Planet Healthy People



Building envelope, thermal, and acoustic solutions

A comprehensive, above-grade product line to create wind-tight, vapor-open assemblies offering stable, long-term R-values, improved temperature stability, and premium sound protection



🎁 Healthy Planet

Recyclable, renewable, non-toxic, and carbon negative

Made from residual wood chips to maximize the use of our renewable forest resource. As a high-value insulator with a negative carbon footprint, reduces a building's global warming potential on day one and everyday it operates



Moisture managing, safe, and sound absorbing

Installers benefit from the absence of dangerous fibers that harm skin and negatively impact air quality. Leads to the creation of safe, quiet indoor habitats, free of airborne toxins and trapped humidity

Introducing TimberHP

Wood Fiber Insulation made in America



Carbon Storing

The only insulation on the market to do this



High Performance

Manages air, moisture, conductivity, and



Highly Recyclable



Nontoxic, Safe When you cut it, you get sawdust



Class A/B Flame Spread Leading to healthy indoor air quality





TimberBatt

For wall cavities, ceiling joists, rafters, attics, and demising walls

TimberBoard

Continuous interior and exterior, above-grade insulation

9



TIMBERHP

Thermal and Acoustic Solutions for Above-Grade Applications

Wood Fiber Insulation Made in America Coming 2023

TimberFill

Production Begins Q2 Certified Product Available Q3

TimberBatt

Production Begins Q3 Certified Product Available Q4



TimberBoard

Production Begins Q4 Certified Product Available Q1, 2024





INSULATE BETTER. LIVE BETTER."

Solving Performance Demands Using Wood Fiber Insulation

Scott Johnston, CSI & CDT

TimberHP Senior Northeast Business Development Manager <u>Scott.Johnston@timberhp.com</u>

Paige Molly

TimberHP Territory Sales Manger Paige.Molly@timberhp.com





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This program is registered with the AIA/CES for continuing professional education. As such, it does not include content that may be deemed or construed to be an approval or endorsement by the AIA of any material of construction or any method or manner of handling, using, distributing, or dealing in any material or product.

Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.



Learning Objectives

Learning Objective 1: Working knowledge of insulation products available on the market today and the impact of new building codes on the building envelope. Convey why now more than ever selecting the right insulation has a greater impact on our environment than ever before.

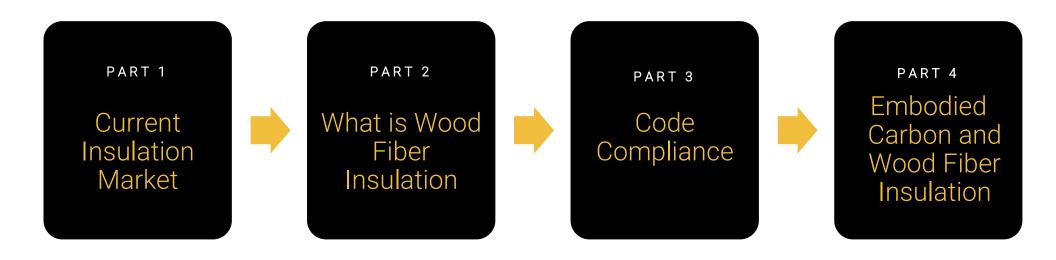
Learning Objective 2: Understanding of wood fiber insulation which includes a knowledge of positive sustainability implications; fire, bugs, and water; and why wood fiber stands up to these field liabilities and performs to code.

Learning Objective 3: Ability to explain the importance of code compliance and how climate zone impacts assembly design. Ability to understand thermal bridging and how to address the condition, especially in cold climate regions.

Learning Objective 4: Knowledge of Life Cycle Analysis modeling and how it is used to help better understand building materials impact on the environment. A strong understanding of Embodied Carbon Emissions and how product selection moving forward can help reduce its impact on the environment.



Course Outline









WEBINAR CREDIT INQUIRES:

alexandra.hodges@timberhp.com

0 R

info@timberhp.com

AIA Credit Awarding: Solving Performance Demands Using Wood Fiber Insulation

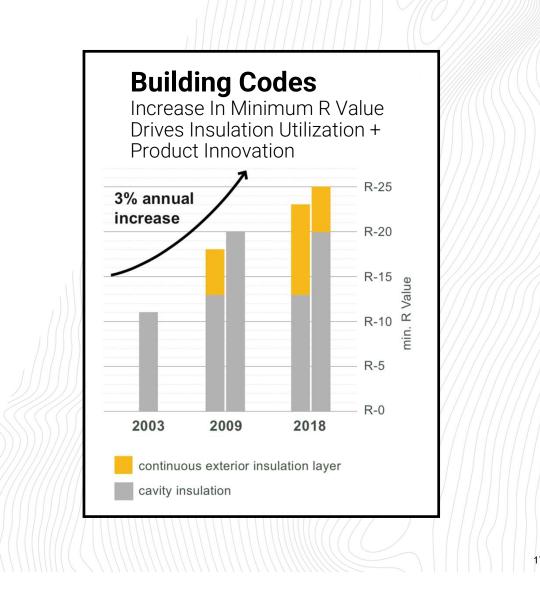




Current Insulation Market

Current Insulation Market

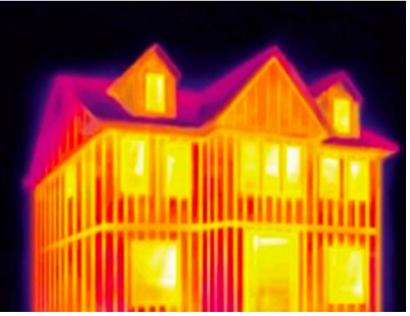
Increases to the minimum R-value (thermal value) within the mainstream US energy code—International Energy Conservation Code (IECC)—since 2006 have increased demand for insulation and driven new renovations.



Source: PR Newswire, MarketWatch, AIA 2030, Graphic from IECC

Reducing Thermal Bridging With Continuous Insulation – Today's Solutions





Framing accounts for 20 – 25 % of exterior wall



While modern regulations are driving demand, insulation solutions in the US are outdated

In the US, Fiberglass & Foam dominate the market with over 90% of market share

FOAMED PLASTICS 35.4%

Source: AIA 2030, IAL Consultants, Gupta-Verlag

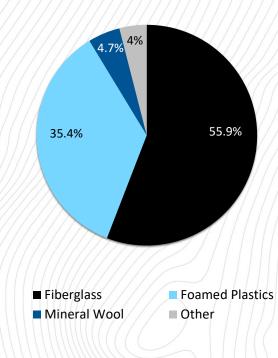


MINERAL WOOL

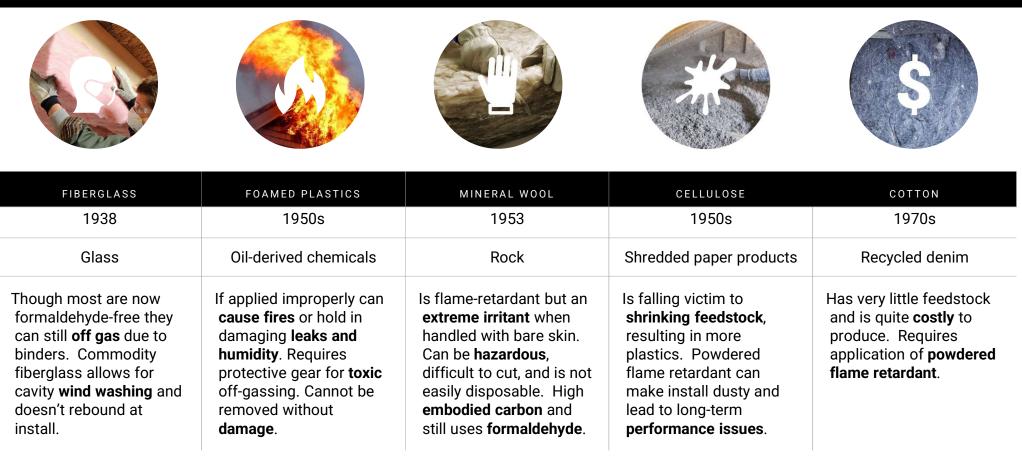
4.7%







Current insulation options are costly, unsafe, or unsustainable:



Source: MarketWatch, AIA 2030, Focus Groups with all three audience groups conducted in Boston, MA & Seattle, WA by Schireson Associates & Blackbird Global (March 2019).



Introducing Wood Fiber Insulation

Introducing Wood Fiber Insulation



Carbon Storing

The only scalable carbon-negative insulation on the market



High Performance

Manages air, moisture, conductivity, and sound



Highly Recyclable When you cut it, you get sawdust



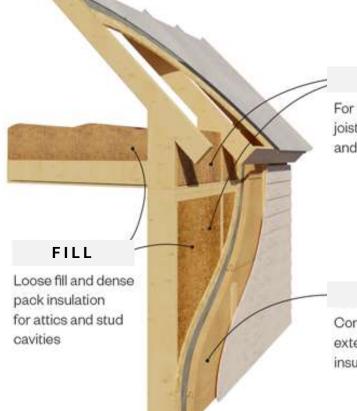
Nontoxic, Safe

Leading to healthy indoor air quality



Class A/B Flame Spread

Offers a high degree of fire protection



BATT

For wall cavities, ceiling joists, rafters, attics, and demising walls

BOARD

Continuous interior and exterior, above-grade insulation

European wood fiber insulation market shows product potential in North America

- 15 manufacturing facilities in Europe with 5 more under construction
- Estimated \$800 m (~5% of total insulation market) for all three products (board, batt and loose fill)
- Freedonia forecast the European market will reach \$1 b in demand by the end of 2023
- Product is sold at a 20% premium in a market that is only 25% wood frame construction

EUROPEAN SUPPLIERS OF WOOD FIBER INSULATION:





Freight costs combined with high production costs limit the sale of European wood fiber insulation in North America to select projects only where price is not a factor.

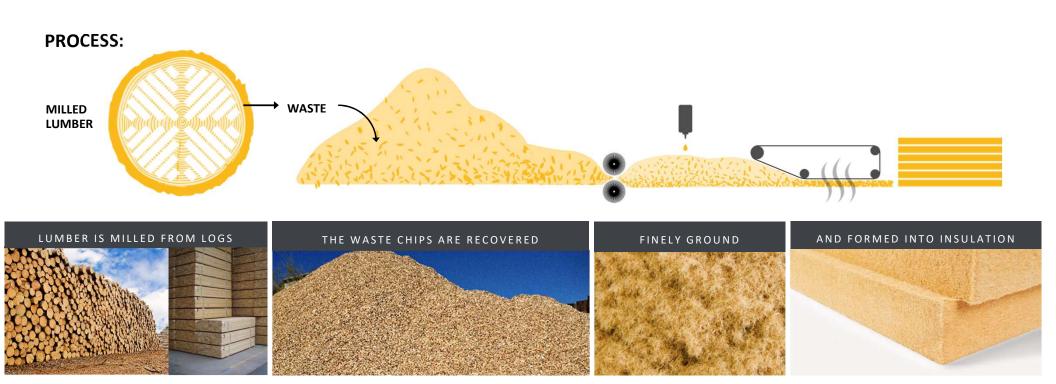
EUROPEAN SUPPLIERS OF WOOD FIBER INSULATION



Freight and high production costs limit the sale of European wood fiber insulation in North America

Utilizing an Abundant Waste Resource

Made from clean, species-agnostic, softwood residuals; insulating wood fiber composites are a perfect fit for the US wood products manufacturing sector.



Maine Makes the Difference

Since 2014, Maine alone has lost markets for over 4 million tons of low-grade wood that would have otherwise supplied paper and biomass mills

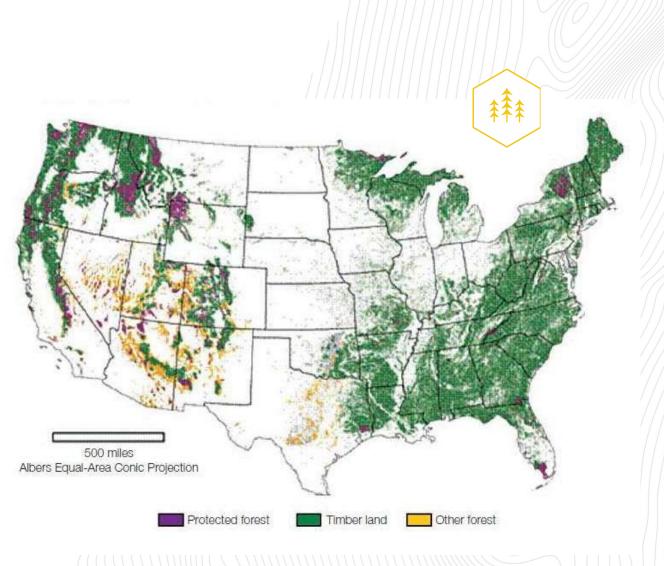
Wood fiber insulation production is able to provide a new market for those chips, supporting foresters and loggers throughout Maine and beyond



27

Reviving Our Forest Economy

With the decline in paper production, the robust wood baskets of the US and Canada need new manufacturers who create high-demand products from sawmill residuals and low-value fiber.

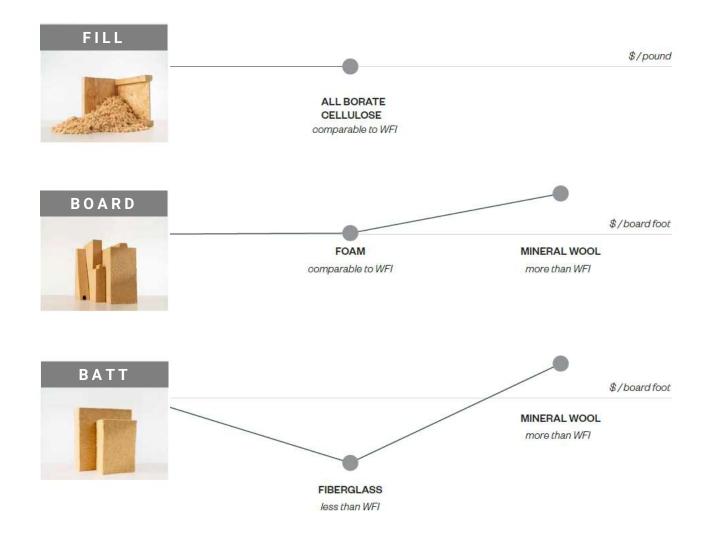


28

Domestically Produced Wood Fiber Insulation: Price Comparison*



*Within Madison Target Market



Market Position

Drop-In Replacement

- Affordable, low-risk replacement for foam, mineral wool, cellulose, fiberglass, and other traditional insulating products for abovegrade assemblies
- Meet thermal and acoustic demands with the same product offering

Comprehensive Above-Grade System

- Full-line of insulating products made from one material to address cavity, continuous, and attic blanket applications
- Prescriptive building envelope approach to create wind-tight, vapor-open assemblies



Market Fit

- Code-compliant building envelope, thermal, and acoustic assemblies for residential new construction and remodeling
 - Single-family and multi-family
- Commercial and institutional
 - Buildings 4 stories or less
 - Mass timber and cross laminated timber
- Factory-built solutions
 - Residential and commercial prefab
 - Panel, full-scale, modular designs
- Passive House, net zero, carbon negative, biobased









Loose Fill and Dense Pack Insulation **APPLICATIONS**

BLOWN-IN

R-3.8 / inch

- Dense pack cavity insulation in stud walls and • between rafters and joists
- Loose fill blanket insulation for attics

COMPOSITION

Softwood fiber fire treated with boric acid

PRODUCT MERITS

- R-3.8/inch
- Achieve desired R-value with less volume compared to other blown-in options
- Shape and size of fibers prevent issues with settling, reducing voids and air pockets
- Boric acid full fiber penetration-Class A Flame Spread, mold/mildew and pest inhibitor
- Pure, consistent feedstock. Low dust, no toxins, free of printing ink, no foreign contaminants



Borate is more than a fire retardant; it inhibits mold and mildew growth and prevents pests.



Batt Insulation

APPLICATIONS

- Thermal cavity insulation
- Acoustic insulation for interior spaces and demising walls



COMPOSITION

Softwood fiber, polyamide binding fiber, boric acid

SIZING

- Wood and non-structural steel framing
- 16" and 24" OC
- 3"; 3.5"; 5.5"; 6"; 7.25"

DISTINCTIVE PRODUCT MERITS

- R-4/inch, vapor open
- Flexible, semi-rigid. Most durable batt on the market
- No toxins and no harmful fibers
- Boric acid full fiber penetration—Class A Flame Spread, mold/mildew and pest inhibitor
- Low thermal conductivity and high heat capacity





R - 4 / inch



Continuous Board Insulation

APPLICATIONS

- Exterior continuous insulation
- Interior insulation of walls, floors, and ceilings
 COMPOSITION
- Softwood fiber, PMDI Adhesive, and Paraffin

SIZING

• Thickness 1"-9.25" Width 2' & 4' Length 4' & 8'

DISTINCTIVE PRODUCT MERITS

- Stable R-3.4 to 3.7/inch
- Hydrophobic and vapor open for superior performance
- High compressive strength (10 20 psi)
- Class B Flame Spread with no fire retardants
- Buffers changes in humidity and temperature





R-3.4-3.7 / inch



College of the Atlantic

Bulk moisture demonstration



High Performance

Wood Fiber Manages Moisture

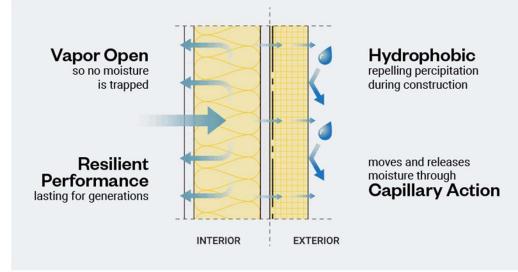
Wood fiber insulation offers high vapor permeability (40 to 70 perms/inch) allowing for drying to both the inside and outside of buildings

Wood fiber can hold 15% of its weight in moisture without losing insulating properties

Through capillary action, moisture is spread out across the insulation and dries either to the inside our outside of the building depending on temperature, pressure, and humidity levels

- High structural resilience by reducing chance of rot
- More comfortable indoor humidity levels
- Healthier indoor air quality





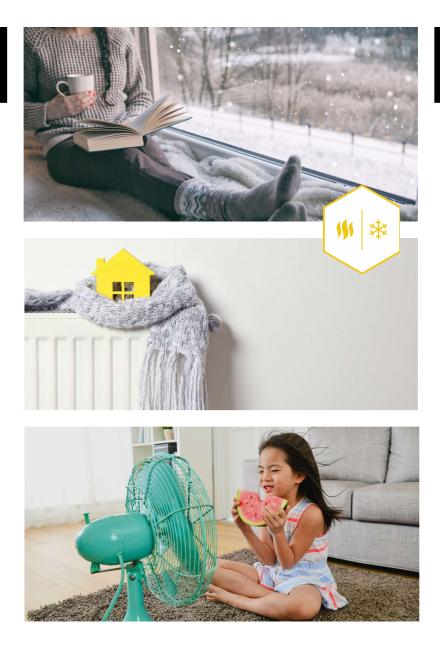
High Performance

Insulation for all seasons

Low Thermal Conductivity & High Heat Capacity balance temperature swings in conditioned spaces, reducing heating and cooling loads.

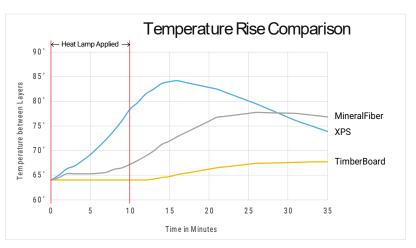
Wood fiber absorbs heat slowly over time and radiates warmth out when cooler conditions exist

- Guards against summer heat
- Saves the heat we buy in the winter



Unmatched Heat Protection

Resulting from product density and the combined high heat capacity and low thermal conductivity of wood, wood fiber insulation delays heat transfer and increases temperature stability in our buildings.



Beyond R-VALUE



Healthy People

Opening the indoors

Vapor-open assemblies allow structures to breathe and indoor humidity to escape

No trapped moisture means less chance for mold and mildew, less chance for respiratory issues and allergies

Acoustics

Best-in-class acoustics and pure fiber are the building blocks for the new indoor habitat





Wood fiber batt <u>steel</u> frame wall Acoustic Performance

Wood fiber provides a compelling option.

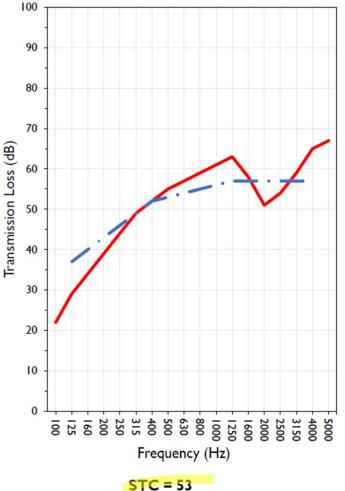


stc 45	
L.	

Mineral Wool Batt

Acoustics Assembly Number: ISS-0							
STC: 4	5 C	NTC: 29 Report No. NWTL140829-01					
Assembly Components							
Finish mat	terial	5/8"	gyps	um			
Size		3 5/8	3 5/8" Steel Stud				
Spacing		16"	16" oc				
Thickness		3.5"	3.5"				
Resilient Channels		RC D	RC Deluxe, 16" OC				

SOUND TRANSMISSION RESULTS



TOTAL DEFICIENCIES = 29

SOUND TRANSMISSION RESULTS

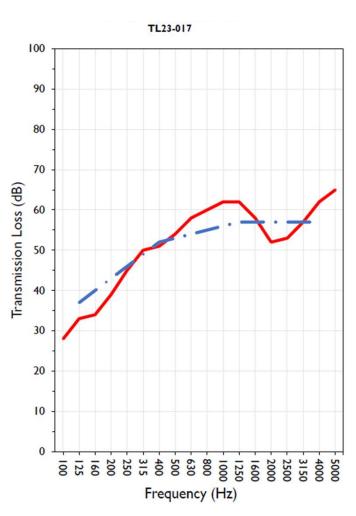
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Wood fiber batt / <u>wood</u> frame wall Acoustic Performance

This same wall in a 2x4 profile achieved a sound transmission class (STC) of 50 vs. mineral wool at 47.

Both batt and fill @5.5" noise reduction coefficient (NRC) 1.15 (sound absorption)

53	Acous	tics			Ass	embly Number: IWS-20	
53	STC:	53	OITC:	37	Report No.	TL21-357	
e a	Assembly Components						
	Finish	al 5/8"	5/8" Type X gypsum				
	Size		2 x 6	2 x 6 Wood Stud			
	Spacing		16″	16" oc			
	Thickn	ess	5.5"				
Mineral Wool Batt	Wall Config	uration	Sing	Single Stud			
	Resilie Chann		24"	ос			



STC = 53 TOTAL DEFICIENCIES = 25

Healthy People

Just Wood

Over 90% of every insulating product is softwood residuals

No toxins to breathe No fibers to irritate skin

When you cut wood fiber insulation, you produce sawdust.

It can be handled and installed without wearing gloves, long sleeves, or chemical respirators. Installers appreciate insulation free of toxins and abrasives.





PART THREE

Code Allowed Applications for Wood Fiber Insulation

NATIONAL FIRE PROTECTION ASSOCIATION CODES, INTERNATIONAL BUILDING CODE, INTERNATIONAL ENERGY CONSERVATION CODE

US and Canada Code Compliance



Additional fire assembly testing UL listings (ASTM E119/UL 263) Hygrothermal analysis code compliance and best practices Sound testing (assemblies) Evaluation Services Reports

NFPA 285 Definitions for Material Combustibility

- Combustible Material: will ignite and burn in the form in which it is used and under the conditions anticipated
 - Wood Framing, OSB
 - Cellulose, Foam, Wood Fiber Insulation
- Non-Combustible Material: will not ignite, burn, support combustion, or release flammable vapors when subjected to fire or heat in the form in which it is used and under the conditions anticipated (Passes ASTM E 136 at 750C)
 - Brick/Concrete/Cement
 - Mineral Wool Insulation

IBC Construction Types Where Wood Fiber is Allowed

Non-Combustible

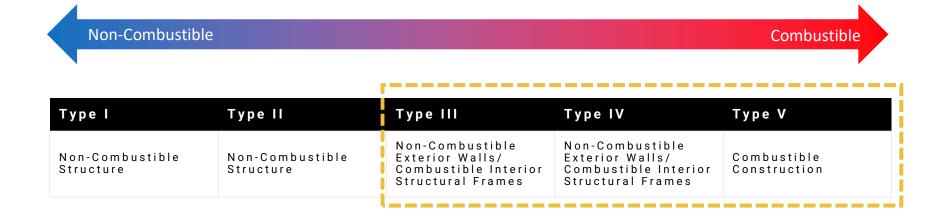
Combustible

Туре І	Type II	Type III	Type IV	Type V
Non-Combustible Structure	Non-Combustible Structure	Non-Combustible Exterior Walls/ Combustible Interior Structural Frames	Non-Combustible Exterior Walls/ Combustible Interior Structural Frames	Combustible Construction

• Each type has an "A" and a "B" sub-category, "A" has increased fire protection requirements

IBC 2018 601

IBC Construction Types Where Wood Fiber is Allowed



• Each type has an "A" and a "B" sub-category, "A" has increased fire protection requirements

IBC 2018 601

IBC Maximum Building Height

Building Use	Туре І	Type II	Type III	Type IV	Type V
Assembly *	Unlimited	4	4	4	3
Education	Unlimited	4	4	4	2
Business	Unlimited	6	6	6	4
Factory	Unlimited	6	5	6	4
High Hazard	Unlimited	6	6	6	4
Institutional	Unlimited	5	5	5	3
Mercantile	Unlimited	5	5	5	4
Residential	Unlimited	5	5	5	4
Storage	Unlimited	6	5	6	5
Utility	Unlimited	5	4	5	3

* Where a building is equipped with an approved automatic sprinkler system, the maximum number of stories is increased by one

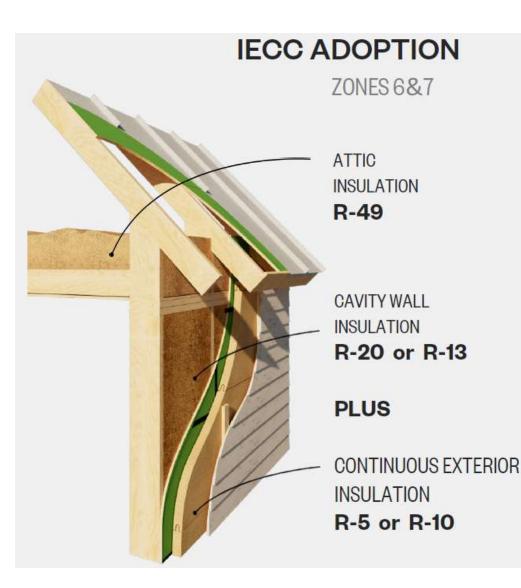
IBC Maximum Building Height

Building Use	Type I	Type II	Type III	Type IV	Type V
Assembly *	Unlimited	4	4	4	3
Education	Unlimited	4	4	4	2
Business	Unlimited	6	6	6	4
Factory	Unlimited	6	5	6	4
High Hazard	Unlimited	6	6	6	4
Institutional	Unlimited	5	5	5	3
Mercantile	Unlimited	5	5	5	4
Residential	Unlimited	5	5	5	4
Storage	Unlimited	6	5	6	5
Utility	Unlimited	5	4	5	3

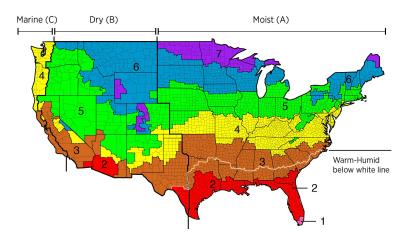
* Where a building is equipped with an approved automatic sprinkler system, the maximum number of stories is increased by one

Building Code Drives Tighter Buildings and Higher R-Values

- Not just more insulation, but continuous insulation
- Climate zone and basic requirements
- More insulation can mean more problems
- View the building envelope as a system



IECC 2018 Minimum Insulation Requirements



WALL	1	2	3	4 EXCEPT MARINE	5 & MARINE 4	6	7	8
METAL FRAMED	R-13 + 5 c.i.	R-13 + 7.5 c.i.	R-13 + 7.5 c.i.	R-13 + 7.5 c.i.	R-13 + 7.5 c.i.	R-13 + 7.5 c.i.	R-13 + 15.6 c.i.	R-13 + 17.5 c.i.
WOOD FRAMED	R-20	R-20	R-20	R-20	R-20 + 3.8 c.i.	R-20 + 3.8 ci.	R-20 + 3.8 ci.	R-20 + 10 c.i.

NR = Not Required ; c.i. = continuous insulation

Tighter Buildings Can Bring More Risk

TABLE N1102.1.3 (R402.1.3) **INSULATION REQUIREMENTS BY COMPONENT®**

Climate	Wood Framed Wall
Zone	(R-Value)
1	13 or 0+10
2	13 or 0+10
3	20 or 13+5 ^h or 0+15
4 except Marine	30 or 20+5 ^h or 13+10 ^h or 0+15 ^h
5 and Marine 4	30 or 20+5 ^h or 13+10 ^h or 0+15 ^h
6	30 or 20+5 ^h or 13+10 ^h or 0+20 ^h
7&8	30 or 20+5 ^h or 13+10 ^h or 0+20 ^h

a. R-values are minimums. When insulation is installed in a cavity which is less than the label or design thickness of the insulation, the installed R-value of the insulation shall not be less than the R-value specified in the table.

h. The first value is cavity insulation, the second value is continuous insulation, so "13+5" means R-13 cavity insulation plus R-5 continuous insulation.

Blower Door Testing Leakage = Air Changes per Hour (ACH)

Testing R402.4.2.1

· OPTIONAL Approved 3rd Party

. Written Report

Testing R402.4.1.2 MANDATORY

Approved 3rd Party Written Report

Not Exceeding 3 ACH50

7 ACH50 or Less

Calculation

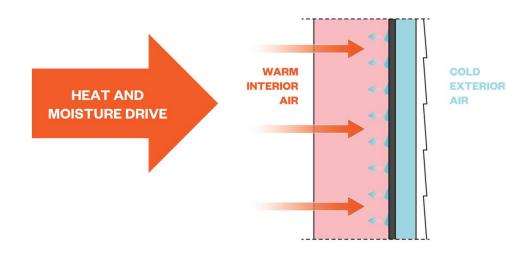
ACH50 (Air Change per Hour at 50 Pascals)

CFM50 x 60 = VOLUME ACH50



Houses don't need to breathe... people do.





IBC 2018 Vapor Retarder Mandatory Requirements

		INTERIOR S	IDE OF FRAME WA	LLS		
VAPOR RETARDER	1&2	3 & 4 EXCEPT MARINE	MARINE 4	5	6	7&8
CLASS I	8	8	0	0	0	0
CLASS II	8	0	0	0	0	0
CLASS III * allowed if one of the conditions are met	٢	0	 Vented cladding over wood structural panels, fiber board or gypsum, or Continuous insulation with R≥2.5 (2x4 wall) or R≥3.75 (2x6 wall) 	 Vented cladding over wood structural panels, fiberboard or gypsum, or Continuous insulation with R≥5 (2x4 wall) or R≥7.5 (2x6 wall) 	 Vented cladding over fiberboard or gypsum, or Continuous insulation with R≥7.5 (2x4 wall) or R≥11.25 (2x6 wall) 	Continuous insulation with R≥10 (2x4 wall) o R≥15 (2x6 wall)

* Only Class III is allowed on the interior side of frame wall if foam insulating sheathing with a perm rating of less than 1 is applied on the exterior side of frame wall

IBC 2018 Vapor Retarder Mandatory Requirements

		COMMON VAPOR RETARDERS
		Sheet polyethylene
	Class I	Nonperforated aluminum foil
		≥1″ XPS
CLASS ≤ 0.1 Perm	Class II	Kraft-faced fiberglass batt
0.1 Perm < CLASS II ≤ 1 Perm		¼" Plywood (exterior glue)
1 Perm < CLASS III ≤ 10 Perm	Class III	Latex or enamel paint
10 Perm < Vapor Permeable		OSB sheathing
_		Wood Fiber Insulation
Vapor Retarder class shall be based on the	Vapor Permeable	Mineral Wool

manufacturer's certified testing or a tested assembly

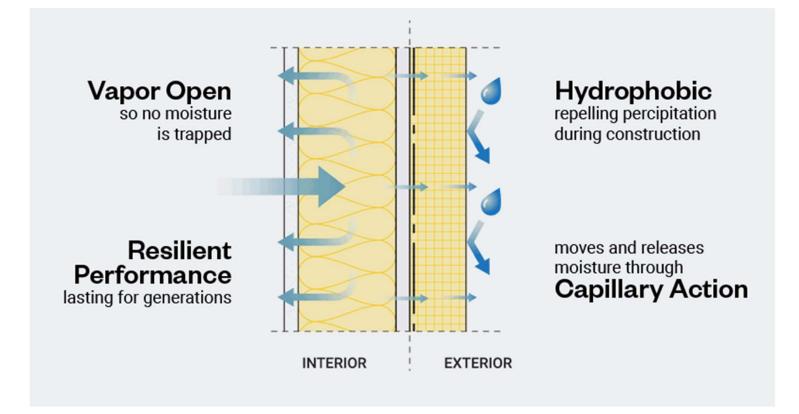
TABLE R702.7.1 CLASS III VAPOR RETARDERS : LATEX OR ENAMEL PAINT a,b

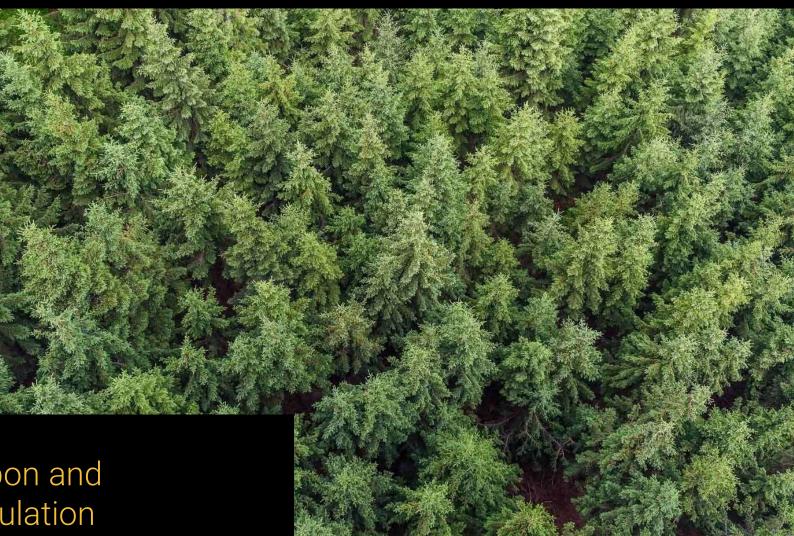
CLIMATE ZONE	CLASS III VAPOR RETARDERS PERMITTED FOR:
Marine A	- CI with R-value ≥ 2.5 over a 2x4 wall
Marine 4	- CI with R-value ≥ 3.75 over a 2x6 wall
F	- CI with R-value ≥ 5 over a 2x4 wall
5	- CI with R-value ≥ 7.5 over a 2x6 wall
6	- CI with R-value ≥ 7.5 over a 2x4 wall
0	- CI with R-value ≥ 11.25 over a 2x6 wall
7	- CI with R-value ≥ 10 over a 2x4 wall
7	- CI with R-value ≥ 15 over a 2x6 wall
0	- CI with R-value ≥ 12.5 over a 2x4 wall
8	- CI with R-value ≥ 20 over a 2x6 wall

a. CI = Continuous Insulation

b. The requirements in this table apply only to insulation used to control moisture in order to permit the use of Class III vapor retarders. The insulation materials used to satisfy this option also contribute to but do not supersede the thermal envelope requirements of Chapter 11.

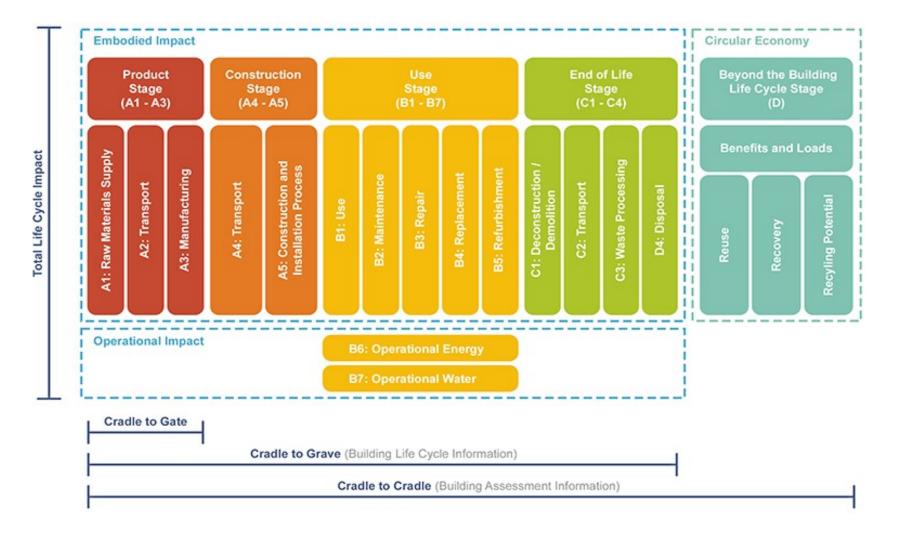
Reduce Risk with Flow-Through Assemblies



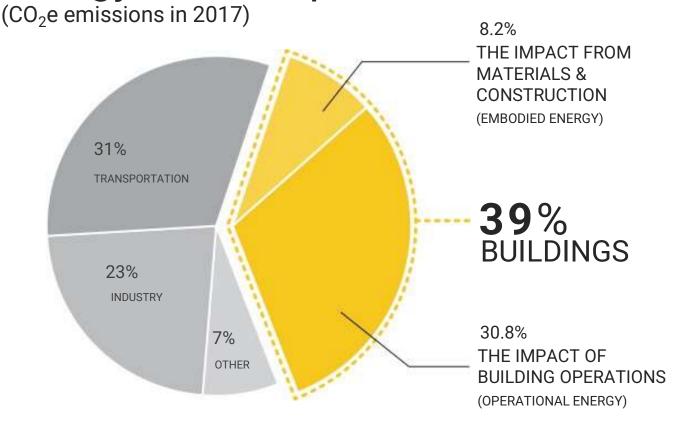


Embodied Carbon and Wood Fiber Insulation

Embodied Carbon - Life Cycle Analysis



Built Environment and Energy Consumption



The construction and operation of buildings in the United States alone is responsible for almost

2 Gigatons CO₂e emissions annually.

The prescription for dramatically reducing that impact is well understood and immediately technologically achievable.

Source: Global Alliance for Building and Construction, Global Status Report, 2019; US EIA, EIA International Energy Outlook 2017, 2017.

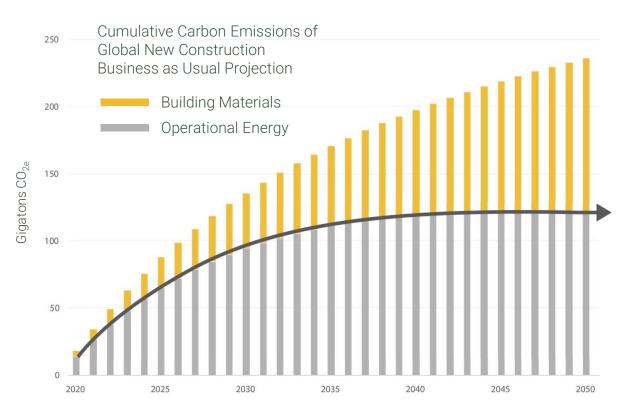
Embodied Carbon from Building Materials is responsible for 8.2% of global GHG emissions

- Embodied Carbon is the amount of greenhouse gases emitted during the life cycle of a material
- Life Cycle Analysis (LCA) is a tool that quantifies a product's carbon footprint through a holistic view of its environmental interactions from cradle to grave
 - 1. Extraction and transportation of raw materials
 - 2. Manufacture of product
 - 3.Use of product
 - 4. End-of-life treatment (disposal or recycle)

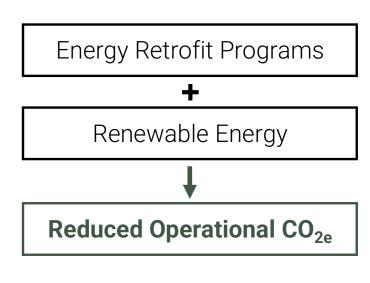
Source: AIA 2030, UN Environment Global Status Report 2017; EIA International Energy Outlook 2017

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Embodied Carbon is increasingly significant



By 2050, it is projected that embodied carbon will take up almost half the total carbon emissions from new construction.



Source: AIA 2030

Problem : The insulation market is dominated by fossil-fuel dependent products with devastating environmental impacts



High Embodied Carbon

Irredeemable Global Warming Potential



Vapor closed, traps moisture

Leading to mold and mildew, health risks, and rot

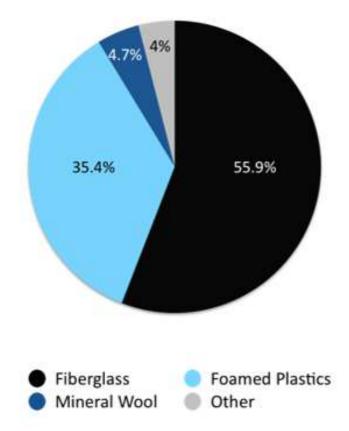


Non-recyclable, made with toxins Loaded with dangerous toxic ingredients

Harmful off-gassing Leading to unhealthy indoor air quality

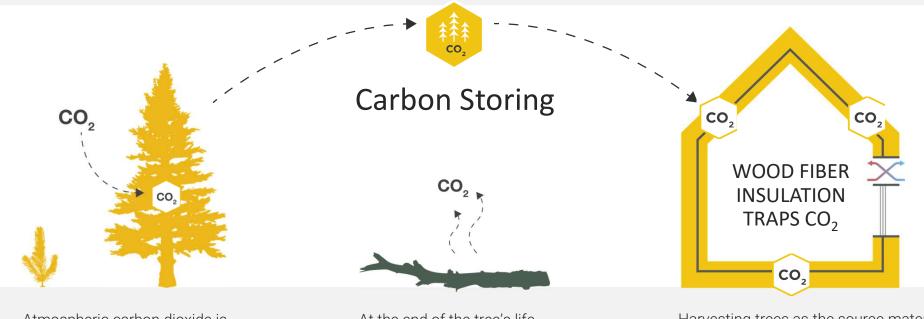


Highly flammable

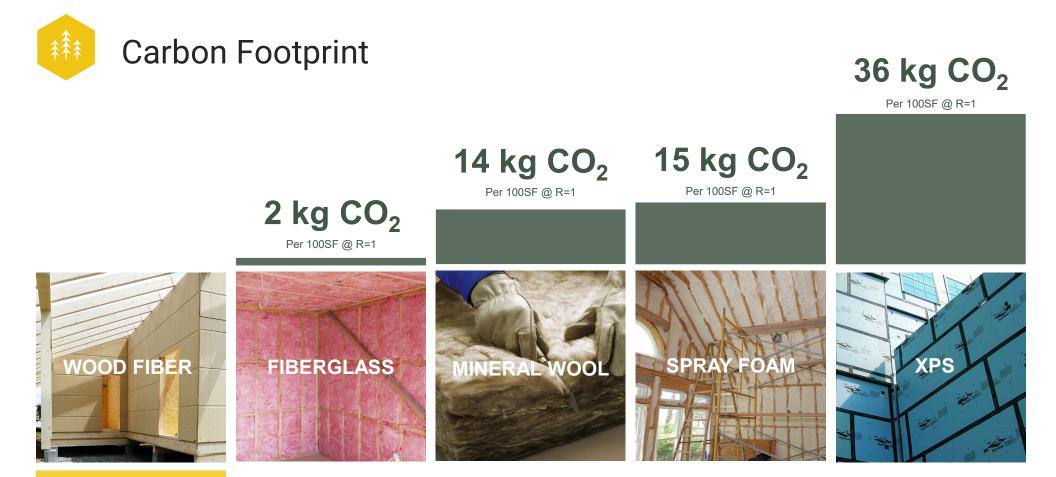


Solution : Wood Fiber Insulation

Carbon storing wood products used in construction yield a net benefit to the atmosphere



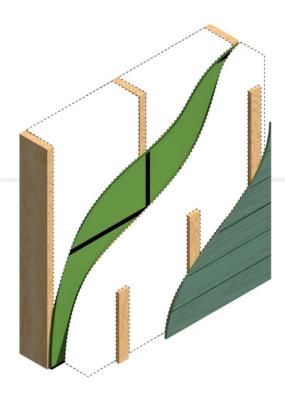
Atmospheric carbon dioxide is taken up by trees and, through photosynthesis, stored as carbon in biomass At the end of the tree's life, when left to decay, this stored carbon returns to the atmosphere slowly Harvesting trees as the source material for building products can delay the release of that carbon for the life of the building and potentially far longer 66





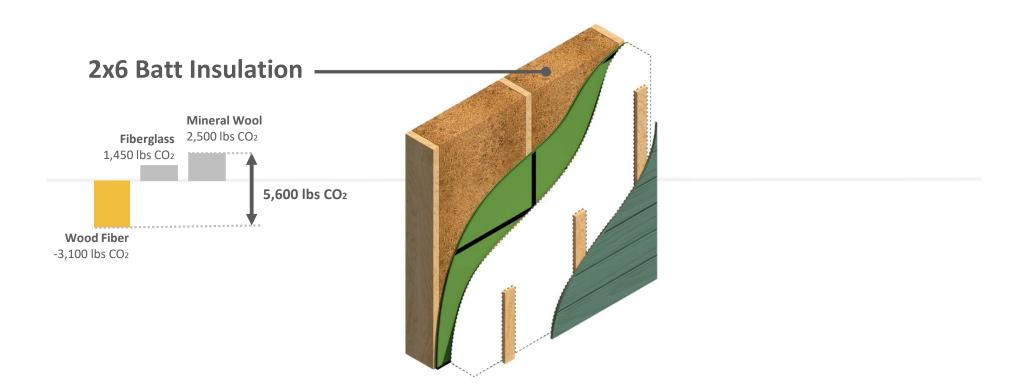
Embodied CO2

1,500 SF Passive House Wall Assembly



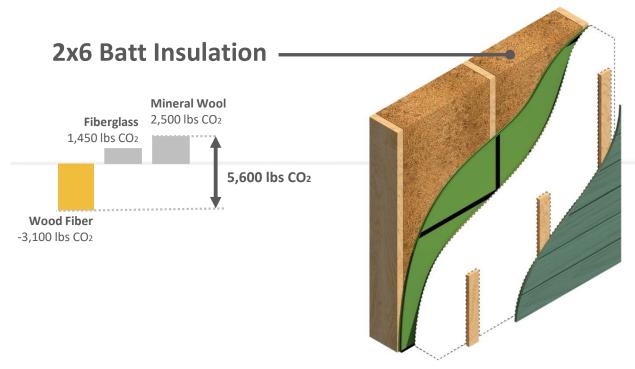
Embodied CO2

1,500 SF Passive House Wall Assembly



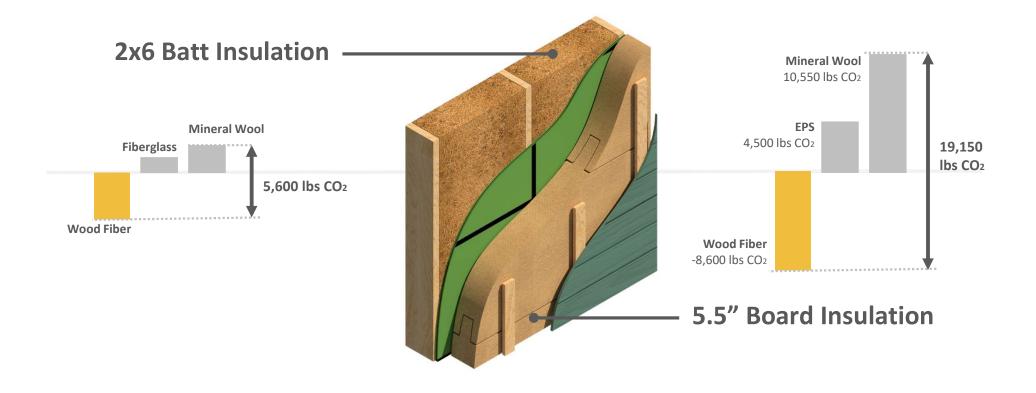
Embodied CO2 1,500 SF Passive House Wall Assembly

The CO₂ savings for one house is equivalent to the emissions from driving 7,100 miles



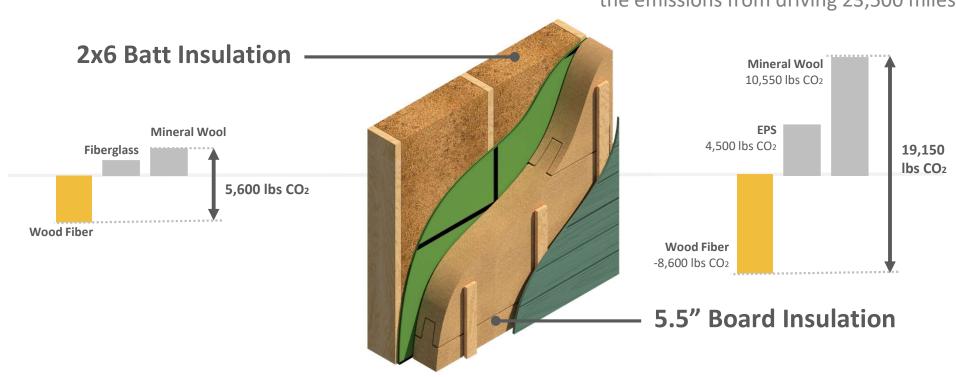
Embodied CO2

1,500 SF Passive House Wall Assembly



Embodied CO2

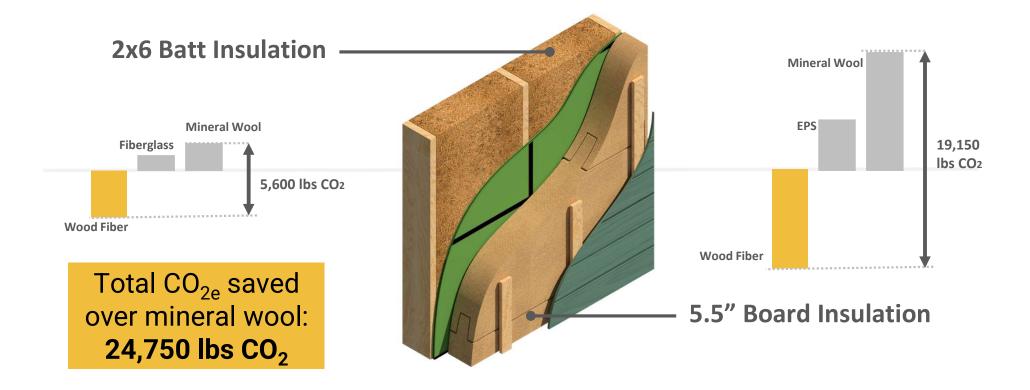
1,500 SF Passive House Wall Assembly

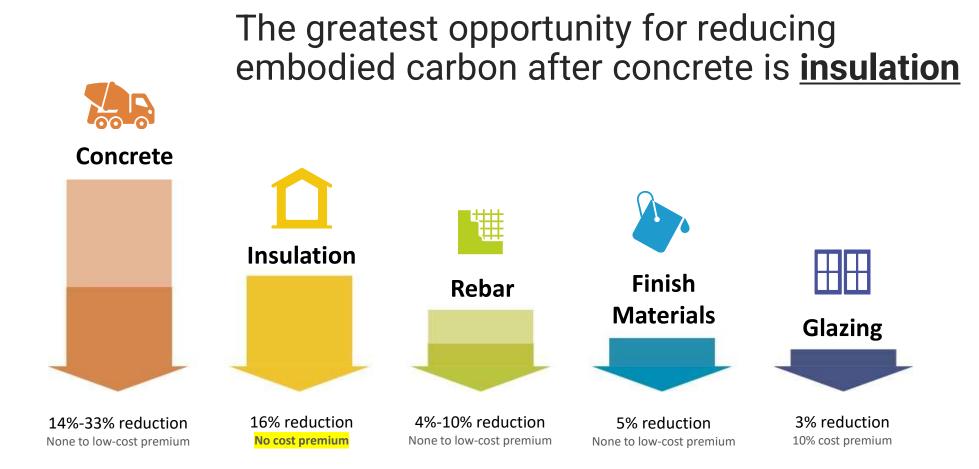


The CO₂ savings for one house is equivalent to the emissions from driving 23,500 miles

Embodied CO2 1,500 SF Passive House Wall Assembly

The total CO₂ savings for one house is equivalent to the emissions from driving 1 car for 2.5 years





TOP BUILDING MATERIAL CATEGORIES FOR REDUCING EMBODIED CARBON Data Source: RMI