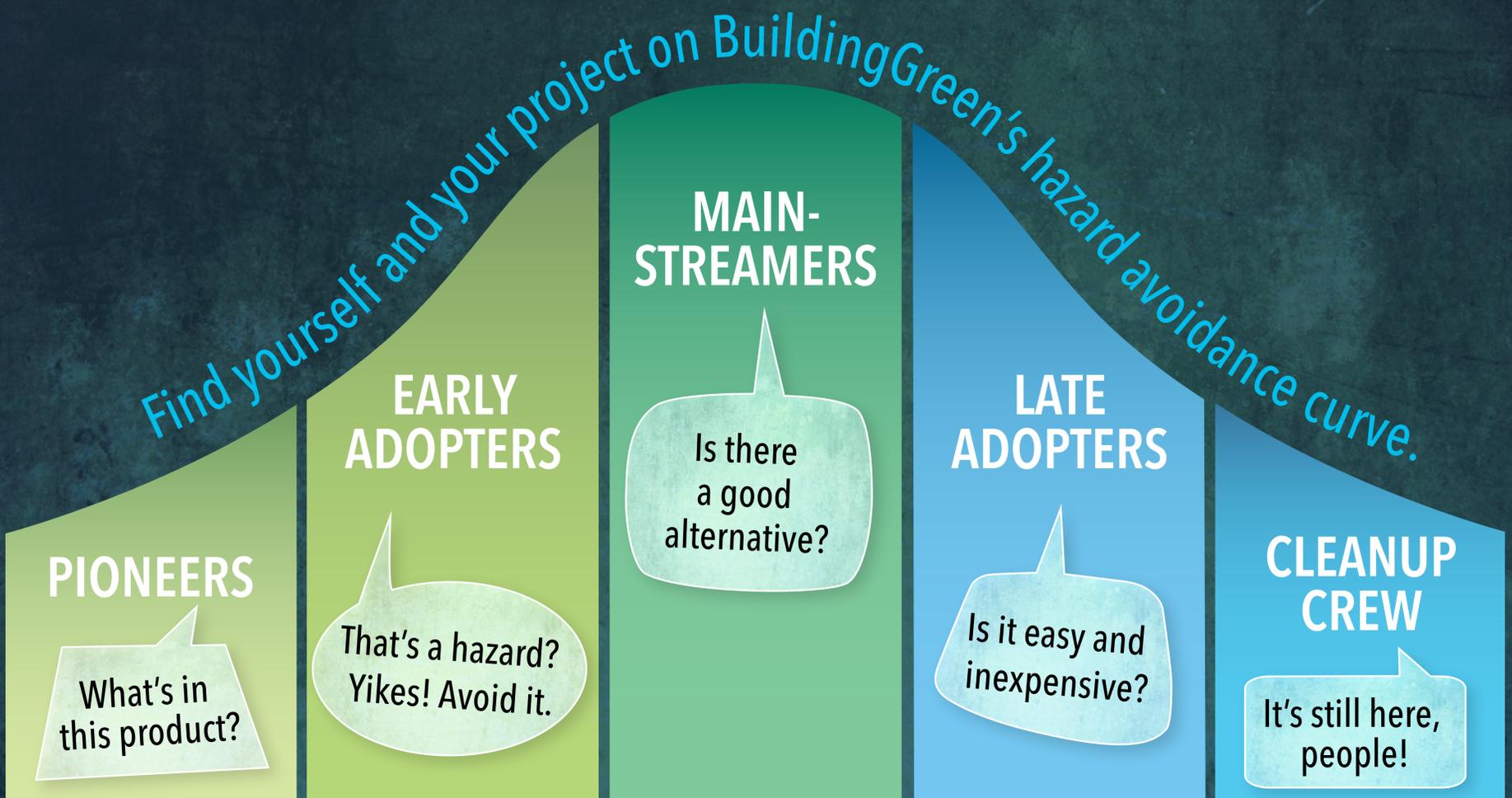


What's Your Hazard Avoidance Profile?



Over time, the concerns of the Pioneers tend to migrate to the rest of the market. Look to the group before yours to see what might be next.

Their Role in the Market

When most of us haven't heard of these hazards, their research and advocacy create awareness and leave a path of disclosure .	Once alerted, they make avoidance a priority, providing support for market development of alternatives.	When both hazards and alternatives are clearly identified, they provide critical mass to push prices down and bring alternatives within reach.	Their broad base of demand helps complete market transformation away from a known hazard.	They work to remove chemicals from existing building stock and in specialty products, while also providing advocacy in weakly regulated markets .
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When They'll Choose Alternatives

If they're doing a Living Building Challenge project or if the project type or client demands it.	If hazards are well documented—even if there is a cost premium and choices are limited.	When a hazard has become very well defined and alternatives are available—especially if the alternatives are higher-performing.	When the "alternative" has become the obvious choice with little or no cost premium or inconvenience.	They'll help enact bans on hazards to bring alternatives even to the laggards.
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Examples of Chemicals They Avoid

These lists, which include most Living Building Challenge Red List chemicals as well as a few additional materials, are provided solely as a general sense of market readiness to avoid certain substances, and not as specific guidance.

<ul style="list-style-type: none"> alkylphenols chlorinated polyethylene chlorosulfonated polyethylene chlorobenzenes chloroprene chromium-6 lead (in fixtures) phthalates (wet-applied products) PCBs (in pigments) PVC in wiring PVDC (polyvinylidene chloride) short-chain chlorinated paraffins 	<ul style="list-style-type: none"> bisphenol-A (in building products) CPVC hydrofluorocarbons (HFCs) perfluorinated compounds (PFCs) PVC piping 	<ul style="list-style-type: none"> halogenated flame retardants mercury (in lighting) phthalates (in flexible plastics) PVC interior finishes and cladding PVC windows 	<ul style="list-style-type: none"> bisphenol-A (in consumer goods) cadmium added formaldehyde hydrochloro-fluorocarbons (HCFCs) VOCs wood treatments containing creosote, arsenic, or pentachlorophenol 	<ul style="list-style-type: none"> asbestos chlorofluorocarbons (CFCs) lead (paint) mercury (in thermostats) PCBs
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To read more about how building project teams are using the Living Building Challenge and similar frameworks to choose greener materials and transform the marketplace, see www.BuildingGreen.com/redlist