

Draft Email for Internal Communications

Dear XXXXXXX,

I wanted to share some exciting news for our industry. The Massachusetts Institute of Technology (MIT) has released groundbreaking research to measure the total costs of concrete and similar building and paving materials.

Today, MIT's Concrete Sustainability Hub, co-founded by the Portland Cement Association and Ready Mixed Concrete (RMC) Research & Education Foundation, released initial reports that look at the environmental impact of these materials in the form of a life-cycle assessment (LCA) and will be releasing similar studies that analyze the economic costs of building and paving materials in early 2011.

The initial results are very positive for our industry. They show that it's possible to get this kind of detailed data over a realistic time window (50-years for highways, 75-years for buildings). This time frame reflects concrete's status as the most sustainable building material in the world. They also show concrete to be the more energy-efficient building material compared to wood and steel and identify concrete as the more environmentally friendly paving material compared to asphalt.

Here are some of the highlights to-date:

INTERIM REPORT HIGHLIGHTS

Life-Cycle Assessment (LCA) of Highway Pavements

- For high-volume roads, the use phase of the life-cycle can account for up to 85% of carbon emissions.
- Potential for significant fuel efficiency savings for vehicles on concrete pavements over asphalt. These fuel efficiency savings could lead to substantially lower life-cycle CO2 emissions.

Life-Cycle Assessment (LCA) of Buildings

- Residential Buildings – More than 90% of the life-cycle carbon emissions are due to the use phase, with construction and end-of-life disposal accounting for less than 10% of the total emissions.
- Residential Buildings – Concrete structures built with insulated concrete forms (ICF) enjoy long-term operational energy savings of 20% or more over wood-framed buildings.
- Commercial Buildings – Concrete structures realize HVAC energy savings of between 5% and 6% annually over steel structures.

Our company, together with other industry members, has taken steps to publicize this information so that we can realize the full impact of these promising findings.

I encourage you to get involved in these efforts. Visit www.whataretherealcosts.org, where you can view the reports and research highlights. Be sure to also "friend" the effort on Facebook (www.facebook.com/therealcosts), to follow on Twitter (www.twitter.com/TheRealCosts), and to share both pages with friends and colleagues.

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This is an exciting time for our company and for our industry. Though the national economic climate remains uncertain, what is clear is that policymakers will be looking for cost-effective ways to build our roads, highways, bridges, and public buildings.

With your help – and in partnership with our industry – we can ensure that concrete continues to be the product of choice for infrastructure and building projects.