Welcome to ecoScorecard
## A Guide to the Basics

What is ecoScorecard?

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Around the world, project teams face increasing challenges—especially in searching for materials that meet the requirements of green building.

ecoScorecard makes this process much easier. **ecoScorecard** supports product web sites by cataloguing green products and their environmental characterisitcs. In addition, it performs the calculations needed for seven environmental ratings systems and helps creates the submittal documentations. In just one visit to a product web site, clients can quickly determine which products best meet their needs, evaluate them using seven environmental rating systems, and print the necessary documentation for inclusion into their spec.

24/7, 365 days a year, ecoScorecard provides quick, detailed, and accurate information your clients need to do their job.
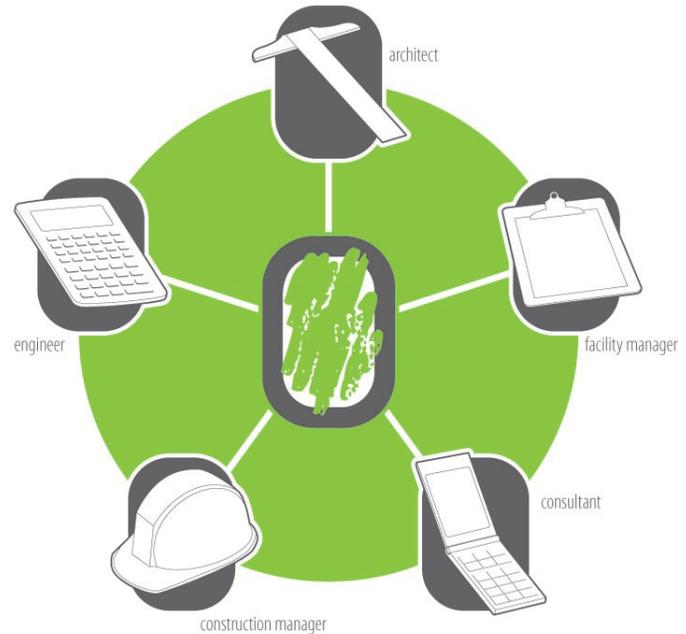
ecoScorecard is a valuable design resource for multiple decision makers who need quick and accurate information for greenbuilding projects.

What are the **benefits**
of ecoScorecard?

Demand

Market demand for green is growing. While price, design, and quality remain strong factors in selecting a product, how the product scores on environmental rating systems has now become another important determinant. ecoScorecard not only shows what makes a product green, it also provides a detailed report of how a product contributes in seven rating systems. ecoScorecard delivers the information customers need to build green.

Sales Force Benefit

ecoScorecard provides the answers sales reps need to provide the best customer service they can. With ecoScorecard, sales reps can easily access information about how a product contributes to specific credits, as well as find the numeric information they need for documentation submittals.

Ratings Systems Knowledge

Ratings systems change frequently. There are currently more than 40 ratings systems in North America, and keeping up with LEED alone can be a full-time job. ecoScorecard constantly tracks and updates changes to the seven dominant rating systems, so products on our system always reflect the most current and factual contribution information.

External Support for Internal Needs

ecoScorecard saves people working in Information Technology (IT) time and money. This system requires minimal IT involvement. Once product assets are incorporated into our database and our technology platforms are aligned, we can launch the ecoScorecard on your site in just eight weeks.

Market Intelligence

ecoScorecard provides clients with monthly market intelligence on how visitors are using their ecoScorecard web site. What keywords are they searching for? What rating system is being selected to evaluate against? What type of project they are working on? How many square feet? If you wonder what green buyers are looking for, ecoScorecard is the only system that can give you such valuable insight.

Demand
Greenbuilding Marketplace

The green building market is growing at an alarming rate:

- ✓ Already more than 1 billion square feet of office space has been green certified, according to the United States Green Building Council (USGBC)

- ✓ Green building now comprises 10% of commercial construction, up from 4% three years ago. (And this number is expected to triple in the next two years)

- ✓ Thirteen states now have mandates for green construction

- ✓ The United Arab Emirates announced that all buildings there must be built in compliance with global green building standards

- ✓ The number of attendees at the USGBC's trade show doubled in the past two years

As builders demand more green structures, thousands of manufacturers and retailers are aggressively shifting to green product lines. For instance, both Shaw Industries and Mohawk Carpet have converted their carpet backing systems from PVC to polyolefin. The Home Depot's Eco-Options catalog currently offers more than 17,000 eco-friendly products. Wal-Mart is executing a plan to become the largest eco-retailer on the planet.

But the process breaks down when manufacturers and their clients try to connect. Rating systems are expanding into a variety of vertical segments. In fact, there are now nearly three dozen systems and subsystems, many of which focus on specific areas such as healthcare facilities, homes, schools, and government buildings. Standards change often, forcing manufacturers and designers to continuously attempt to stay up-to-date on each SKU's ratings.

Architects and designers wrestle with quantifying each product in the project spec. Often, they rely on the work of interns or the handful of LEED-certified professionals. Architects have complained that the process of collecting ratings points for green certification is "the full employment bill for interns" and "an inefficient mess." Kirsten Ritchie, Director of Sustainability for Gensler, the world's largest architectural firm, reports that every LEED-certified project requires more than 100 hours for evaluation and documentation.

Meanwhile, manufacturers are often asked to perform the calculations for their clients, forcing sales reps to focus on research instead of selling. Manufacturers are not prepared or staffed with experts about the multiple rating systems. Also, it's a challenge for companies to keep product spec sheets updated.

Simply put, there is pressing market need to reduce wasted time, ease the frustration of suppliers and buyers, and position companies to best expand their opportunities in the rapidly expanding commercial and residential green marketplaces. Making information easy to access and understand will be even more important as consumers become more involved in residential building projects.
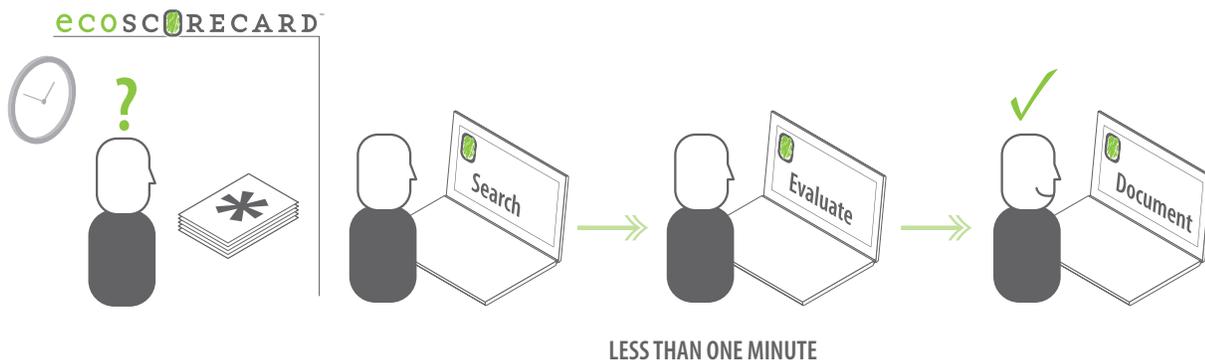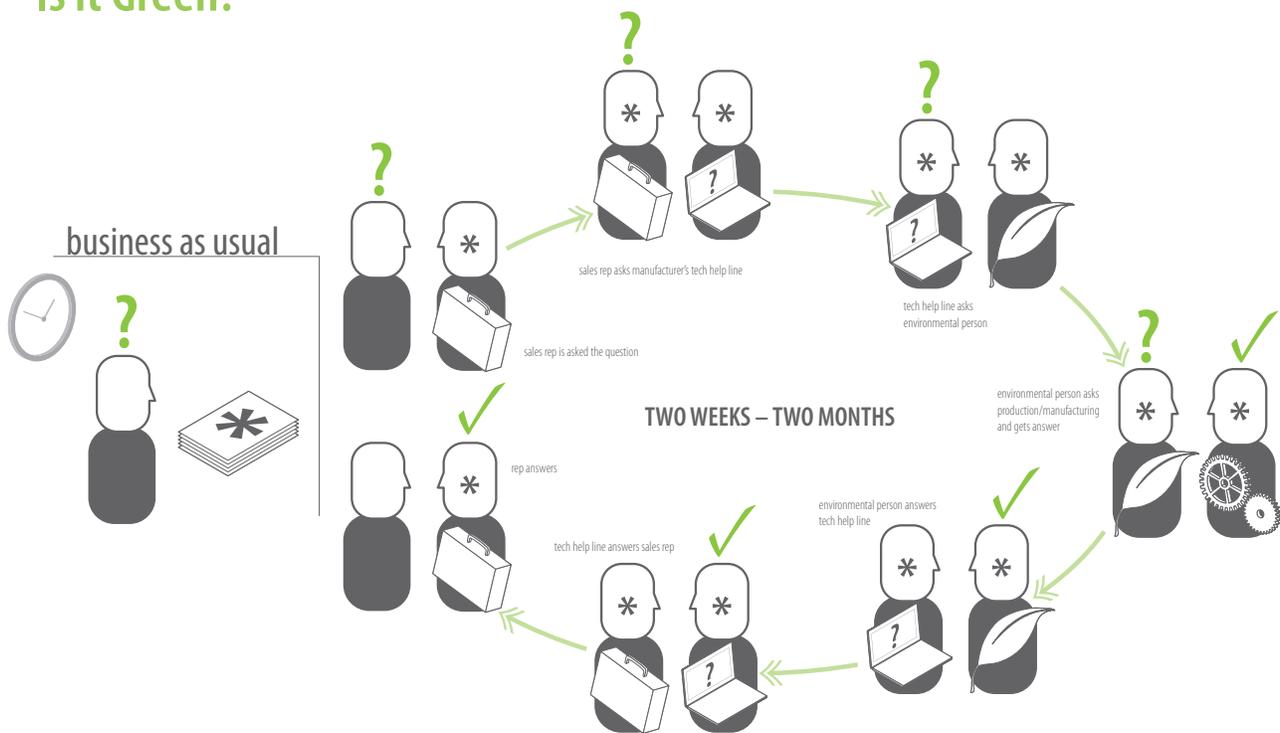
Benefit
Sales Force Benefit

Successful selling means having answers. How a product meets a customer's green needs is now a key question sales reps need to be able to answer accurately and quickly. But getting this information is not a simple task. Finding out the answer can take several weeks as sales reps talk to manufacturing, research and development, and other departments. The result is wasted time--not only for the sales rep who spends valuable time away from selling, but also for the customer who must wait to get an answer. With ratings systems changing frequently, unfortunately the customer may not always receive the most updated information, either. Time is lost. Days and weeks go by before that rep gets back to his customer. Getting the answer is critical. Getting it through this process is a waste of time and resources.

Is it Green?

business as usual

sales rep is asked the question

sales rep asks manufacturer's tech help line

tech help line asks environmental person

TWO WEEKS – TWO MONTHS

rep answers

environmental person asks production/manufacturing and gets answer

tech help line answers sales rep

environmental person answers tech help line

ecoSCORECARD™

Search

Evaluate

Document

LESS THAN ONE MINUTE

Environmental
Knowledgebase

The marketplace is demanding up-to-date environmental information from project managers and manufacturers alike. Which rating system is most relevant? What will have the greatest impact on a project? How will this product help get my project certified? Consultants are making a living out of answering these questions, while you may be stuck with the overwhelming task of trying to keep up with constantly evolving and emerging rating systems.

ecoScorecard fixes that problem. Our system continually updates data for seven rating systems so that the credit information on your web site is accurate and current. With ecoScorecard, you can deliver the facts about your product based on industry accepted green rating systems, and leave the "eco-fluff" to your competitors.