Goals of Presentation

• Increase awareness of types of communication networks which influence deconstruction, salvage and reuse of building materials

• Consider how to increase deconstruction, salvage and reuse through increased knowledge and communication among “stakeholders”

• Suggest vital steps the BMRA can take to “connect the dots”
Types of Networks

- Building Project network
- Individual Network
- Advocacy Network
- Practitioner Network
- Organization Internal Network
Network #1
A building project

What will happen to this material?
Building Project Network

- Owner
- Designer
- Contractor
- Permit Official
- Demo/Decon/Salvage Contractor
- Materials Outlet
- Hauler/Dump
Building Project Network

The fate of building materials depends on:

- Each person’s current knowledge about options
- Each person’s motivation (or openness) to choose better options
- “Standing” and communication skills of persons with most knowledge and/or highest motivation
- The regulatory environment
Building Project Network

Observations:

• This network is temporary, project based, so…

• Further influence needs to focus on these “direct agents” outside the context of a single building project
Individual perspectives on demo & material removal

- Owner
- Designer
- Contractor
- Permit Official
- Demo/Decon/Salvage Contractor
  - Materials Outlet
  - Hauler/Dump
Individual Perspective of Owner

- Focus: realization of vision for new building
- Major concerns: project time & cost, quality, possibly innovation or stewardship
- Primary sources of info on demo & material disposal: designer, contractor, awareness from local community or media
Individual Perspective of Designer

• Focus: creating design and process that meets owner needs

• Major concerns: project cost, aesthetic of new design, (possibly stewardship of materials)

• Primary info sources: past experience, peers, professional association, (green building network)
Individual Perspective of Contractor

• Focus: expediting process of removing structure to build the new design
• Major concerns: time, labor, money, image, (possibly stewardship of materials)
• Primary info sources: past experience, peers, builders association, (green building network)
Individual Perspective of Salvage Contractor

• Focus: safely removing reusable materials
• Major concerns: getting the job, labor, cost & quality of materials removed, transport and market for materials
• Primary info sources: past experience, peers, personal research, BMRA or other networks
Individual Perspective of Permit Official

- Focus: ensure compliance with regulations
- Major concerns: ensure safety, minimize liability, promote welfare of community
- Primary info sources: past experience, peers, professional association, (possibly green building network)
Advocacy Networks

Goal: Increase reuse and recycling of building materials Changing the system, impacting culture of reuse

Methods:
• Increase public awareness of C&D waste problem,
• Motivate positive action with case studies, analysis
• Educate “direct agents” about resources
Advocacy Network - local

Public awareness
Demolition policy
Contractor education
Practitioner resources

Decon/Salvage Contractor
Solid Waste District
Green Building Group
Contractors
Designers
Local Media

Reuse Stores
Planning & Development

National Advocacy Network
Advocacy Network - local

• Work to align local stakeholders and “direct agents”
• Raise awareness through ads, events
• Advocate local public policy encouraging decon, salvage, reuse, recycling
• Provide information to contractors and designers about industry resources
• Connect local practitioners to national resources for decon/salvage/reuse industry
Advocacy Network - National

- Researchers
- Institutional Bldg. Owner Reps
- Local Advocacy Network
- EPA
- Local Gov’t Reps
- Professional Orgs.: AIA, USGBC, …
- National Media Artists

Practitioners

- Training/Education Curricula
- New tools & techniques
- Making the case for decon/reuse
- Pushing the envelope
Advocacy Network - National

- Connect local efforts via news and community
- Analyze and discuss issues at national scale
- Develop research, communication strategies to raise awareness and empower “direct agents”
- Build information, education & training resources
- Initiate strategic coalitions with trade & professional organizations
Practitioner Network
Practitioner Network

- Deconstruction/Salvage Contractor
- Reuse store
- Demolition sales
- Value added
- Material exchanges
Practitioner Network

Potential to share or exchange:

• Tools
• Methods
• Materials
• Leads
• Community - sense of shared mission

What is our symbiosis?
Practitioner Network

Challenges to sharing between practitioners:

- Competition
- Different models of material recovery
- Regional variation
- Geographical distance
Internal Networks

Internal Network: how communication happens inside an organization

Examples:

• Practitioners - how much of advocacy info gets to crew?

• Institutional owner - who is driving change in the organization?
Connecting the dots

- Building project network **best current option**
- Individual network
- Local Advocacy network
- National Advocacy network
- Practitioner network
- Org. Internal network
Connecting the dots

- Building project network best current option
- Individual network what do I know now
- Local Advocacy network
- National Advocacy network
- Practitioner network
- Org. Internal network
Connecting the dots

- Building project network *best current option*
- Individual network *what do I know now*
- Local Advocacy *solving local challenges*
- National Advocacy network
- Practitioner network
- Org. Internal network
Connecting the dots

- Building project network *best current option*
- Individual network *what do I know now*
- Local Advocacy *solving local challenges*
- National Advocacy *change the system*
- Practitioner network
- Org. Internal network
Connecting the dots

- Building project network **best current option**
- Individual network **what do I know now**
- Local Advocacy **solving local challenges**
- National Advocacy **change the system**
- Practitioner network **developing symbiosis**
- Org. Internal network
Connecting the dots

- Building project network **best current option**
- Individual network **what do I know now**
- Local Advocacy **solving local challenges**
- National Advocacy **change the system**
- Practitioner network **developing symbiosis**
- Org. Internal network **on the same page**
Connecting the dots

• Build information channels between local and national advocacy networks
• Keep doing this conference!
• Build a bank of information resources
  - Industry impacts on carbon, energy
  - Model ordinances for waste diversion
  - Best practice case studies
  - Stakeholder specific information
• Create a national decon, salvage, reuse journal?
What can you do?

• Send news to bmranews@gmail.com
• Post-BMRA@topica.com discussion forum
• Join discussions on BMRA development
• Start a local advocacy group
• Push the envelope - and tell us about it at the next BMRA conference!
Learn more

Links on Salvage, Deconstruction, Reuse

- www.buildingreuse.org
- www.deconstructioninstitute.org
- www.ciwmb.ca.gov/reuse/links
- www.buildinggreen.com
- www.salvoweb.com/
- www.ecobusinesslinks.com/links/sustainable_building_supplies.htm
- www.oikos.com/green_products/index.php
Learn more

• **National Directories**
  • 1. BMRA Directory [www.buildingreuse.org](http://www.buildingreuse.org)
  • or [www.treesearch.fs.fed.us/pubs/8902](http://www.treesearch.fs.fed.us/pubs/8902)
Learn more

Local Advocacy Groups
• Northwest Building Salvage Network
  www.nbsnonline.net