



Telling Our Sustainability Story: What You Should Know to Make Industry's Case

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❖ Lecture Details

- *This is a shift that is occurring on a national, state, and local level. Lawmakers and the general public are asking industries to more transparent about what they are doing to reduce greenhouse gas emissions and make the world we live in more resilient. As we move into this new space, the asphalt industry needs to learn what sustainability and resilience really mean, and how this space, in reality, actually gives it a competitive advantage against other industries.*
- *Define the true meanings of sustainability and resilience*
- *Determine how every facet of your operation can impact the sustainability of the industry*
- *Learn why the industry needs to be its biggest advocate in telling its sustainability story.*

❖ Has sustainability been promoted the wrong way? When we think of sustainability, we think about environmentally friendly options. What needs to be considered is the effect on people, economy, and environment.

❖ Five rules of sustainability

- Don't take stuff from the earth faster than it will be replenished
- Don't produce stuff faster than it can be broken down
- Don't alter ecosystems
- Seek quality of life for all
- Manage resources wisely

❖ Efficiencies and reduction are what we think of. We need to think of doing good, not doing less bad.

❖ Sustainability is not just meeting regulations and requirements but doing better than what is expected.

❖ Sustainable Asphalt Pavements, a practical guide. NAPA.

❖ Summary

- RAP usage equated to saving \$2.9 billion
 - Industry continues to recycle other materials
 - Utilized more than 900k tons in 2020
 - 586k tons of RAS (recycled asphalt shingles) used in asphalt mix in 2020
 - Mixtures produced with WMA (Warm Mix Asphalt) tech, about 45% of asphalt market.
 - Asphalt industry remains the country's most diligent recycler
 - 99% of RAP being put back into use
- ❖ If your plant uses natural gas, your product will automatically be considered an Environmentally Preferred Material.