

Pharos


signaling the future of material selection

health sustainability social justice

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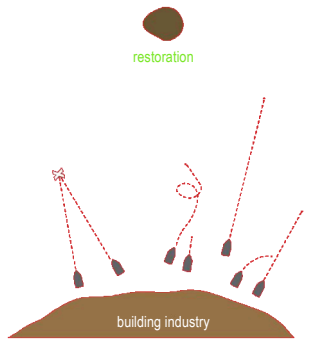
The best way to make change, is to make that which you hope to change obsolete.

- BUCKMINSTER FULLER



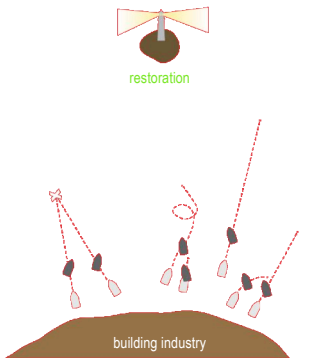
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The island upon which the great lighthouse of Alexandria was built.

A metaphor for our intention to provide a clear and powerful signal to the market for change.

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Project Goals

- A non-toxic environment that respects the cycle of life
- A materials economy that is:
 - Fair and Just
 - Efficient
 - Renewable
 - Transparent
 - Self-Reporting
- Increased quality with sustainable levels of environmental impact

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Operating Principles

- The right to know
- The precautionary principle
- The responsibility of the manufacturer
- Transparency
- Optimism
- Define the ideal
- Open-source democratic tools
- Coalition and consensus building
- Accessible presentation
- Life cycle thinking

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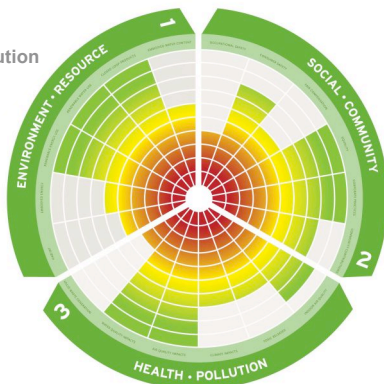
The Challenge: The Current Market

- Various definitions of green
- Unsubstantiated Environmental Claims
- Multiple rating systems focusing on a single endpoint (energy, fair trade, VOC content, etc.)
- Proprietary information obscuring public access to product content and process impacts

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The Solution



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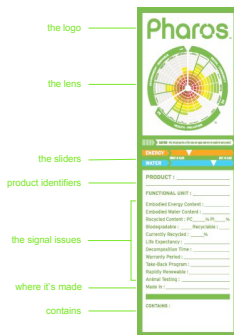
The Solution

comprehensive. transparent. consumer driven.

- A common-currency for evaluation
 - A clear vision for the future of the building materials industry to protect human health and welfare and the environment.
- Signals the manufacturing market by:
- Displaying the ideal
 - Allowing direct comparison between competing products, creating a driver for beneficial change

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Tools

Pharos Lens documents the environmental and social performance of products in the marketplace.

Pharos Label provides easy access to key information a designer needs to make quick but informed decisions.

Pharos Wiki a virtual commons where users can engage in co-creating and using Pharos to independently inform, educate, and empower each other to make the most responsible material choices.

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The Pharos Framework

- Environment & Resources
- Health & Pollution
- Social & Community

Each category contains *wedges* that denote specific environmental, health, or social endpoints.

Wedges are determined using a consensus process among the Pharos Project team.

The amount of wedges is not capped; this is a preliminary selection intended to advance discussion.

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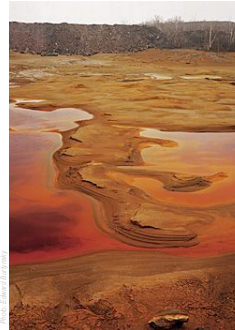


Environment & Resources

- SUSTAINABLE MATERIALS**
Recycled or sustainable bio-based, closed loop
- EMBODIED ENERGY**
Minimize total energy used
- RENEWABLE ENERGY**
Use only sustainable energy sources
- EMBODIED WATER**
Net-zero water use
- SOLID WASTE**
Eliminate solid waste from life cycle

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Health & Pollution

- USER EXPOSURES**
Eliminate hazardous content/emissions impacting IAQ
- HIGH HAZARD TOXICS**
Eliminate creation/use of hazardous chemicals
- GLOBAL WARMING**
Eliminate creation of climate changing and ozone depleting gases
- AIR QUALITY**
Eliminate pollutant releases to air

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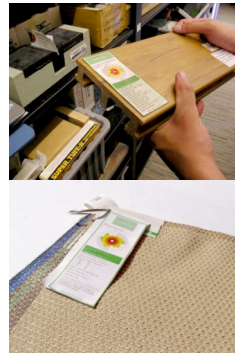


Social & Community

- OCCUPATIONAL SAFETY**
Protect safety, health & well being of workers
- CONSUMER SAFETY**
Protect safety, health & well being of consumers
- FAIRNESS + EQUITY**
Provide fair compensation and equal opportunities for all workers
- COMMUNITY RELATIONS**
Contribute to affected communities in the life cycle
- CORPORATE LEADERSHIP**
Take responsibility for environmental, social, and health impacts of operations

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How it works

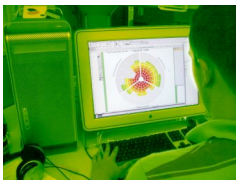
- Evaluated from a **life cycle** perspective
- Defined by an **intent** (the problem to be solved)

Comprehensive evaluation:

- Identifies an ideal goal in each category
- Proposes a framework for analysis

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Pharos Wiki

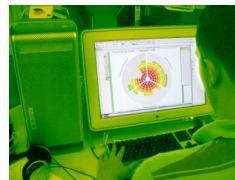
The primary tool to independently inform, educate, and empower consumers and others to make the most responsible building material choices.

The open-source section of Pharos, giving users the chance to share their knowledge and opinions.

Products.
Materials and Chemicals.
The Pharos Framework.
Labels and Standards.

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Pharos Wiki

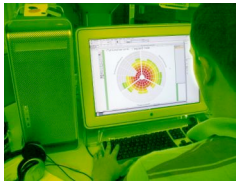
Where information will be indexed on product groups (e.g., carpet) and on specific products, organized using CSI MasterFormat 2004.

Users are encouraged to populate this section with their accumulated knowledge about both product groups and products themselves.

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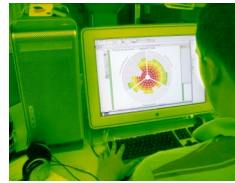
Where information will be stored regarding chemical compounds that make up building products and materials—focusing primarily on chemicals of concern (e.g. VOCs).

Products.
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Will also serve as a repository for information on innovations in green chemistry and alternative manufacturing processes that avoid the employment of chemicals of concern.

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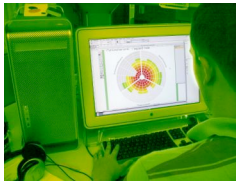
Pharos Wiki

Where the Pharos community will provide feedback on the framework and its criteria.

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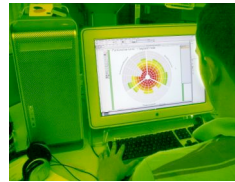
Pharos Wiki

Where lists will be indexed of the large and growing number of green labeling and standards for various building materials and products.

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Current status

Pharos Team is currently revising website structure and functionality based on BETA User feedback.

v1 to be released in 2008

- Improved Search and Browse functions
- Filter Search Results by Minimum Pharos Ratings, LEED credits, certifications and material screens
- Compare Products
- View Full Product Rating Information in data rich graphic environment
- Print Product Data Sheets
- Discussion areas for products, materials, and rating issues
- Beginning Product library populated with hundreds of products across multiple product categories
- "Request product to be rated" queue

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