

































One World Trade Center, New York (Freedom Tower)								
Every consumption the of area of the point								
Category	Environmental Parameter	14K psi Mix	12K psi Mix	Total	Practical Equivalent Savings	14K psi Mix	12K psi Mix	Total
Energy	Energy (kWh)	1,285,900	6,973,754	8,259,654	Homes: (homes/year)	111	603	714
Carbon Footprint	Air Emissions (Ib CO <sub>2</sub> equiv.)	1,955,536	10,237,787	12,193,323	Forest: (acres/project)	1,111	5,817	6,928
Acidification Potential	Air Emissions (lb SO <sub>2</sub> equiv.)	12,426	65,523	77,949	Air Conditioners:(number/year)	828	4,368	5,196
Solid Waste Generation	Solid Emissions (lb)	92,756	332,221	424,977	Solid Waste: (persons/yr)	18,551	66,444	84,995
Fossil Fuel								

## Benefits of Eco-Efficiency Analysis

Demonstrate the economical and ecological benefits of optimized mixes

-BASF

- Increase attractiveness to stakeholders
- Support sustainability initiatives

## Quantify the ecological impact of optimized concrete mixes

- Community/social sustainability acceptance
- Market acceptance of green concrete
- Position industry as leaders in sustainable construction
- Specification changes to more sustainable mixes
- Project acquisition where sustainability is required/desired

## Eco-Efficiency Analysis for Concrete

## D-BASF

- $\hfill\square$  Is so much more than a  $CO_2$  footprint.....
- □ Is so much more than LEED points.....
- Eco-Efficiency Analysis
  - measures multiple environmental categories
  - addresses economics
  - includes social relevance
  - provides comprehensive environmental impact data to make good decisions on sustainability based on facts!

