

# Why Pursue Sustainable Products?

Across the U.S. and the world, companies are increasingly pursuing sustainability in the products they manufacture and use. With the U.S. green building materials market projected to reach an estimated value of \$289.5 billion by 2032, growth-minded companies recognize that sustainable products present the opportunity to increase sales, gain competitive advantage, promote innovation, and meet rapidly changing industry regulations.

Source: Fortune Business Insights.com/ [Green Building Materials Market Size & Growth Report \[2032\]](#)

## Sustainable Product benefits include:

### Increased competitive advantage

Architects, designers, developers, specifiers, and procurement professionals are increasingly seeking sustainable products for their projects. Manufacturers who provide certified products have a competitive advantage to reach new customers.

AIA, the American Institute of Architects, has issued a Materials Pledge calling for architects and design firms to commit to asking for materials transparency and preferable products that support human, climate, ecosystem, and social health. To date, more than 265 international architecture and design firms have signed the AIA Materials Pledge and are actively seeking green building products to incorporate into their projects and to help them meet their carbon emissions and energy reduction goals.

### Federal incentives

The **Build America Buy America** program and **Buy Clean** initiative, together with federal billions of dollars in incentives and support for energy-efficient, low-emissions manufacturing, products, materials, and projects are driving market growth. These programs are leveraging the \$630 billion annual purchasing power of the federal government to prioritize the use of American-made, lower-carbon construction materials in federal procurement and federally funded projects.

Additionally, the U.S. EPA has launched the **EPA Program for Low Embodied Construction Materials**, a new product label program to boost clean American manufacturing and help federal purchasers and other buyers find cleaner, more climate-friendly construction materials and products.



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<b>Corporate Social Responsibility (CSR) / Brand enhancement</b>	Businesses are increasingly focusing on CSR and sustainability as part of their brand image. Brands that offer products that are certified as sustainable achieve enhanced reputation and build public trust.
<b>Increased operational efficiency</b>	Sustainable product manufacturing reduces waste and can lower resource and production costs associated with energy, water, materials, waste disposal, and transportation. The resulting lower cost becomes another competitive advantage for the manufacturer.
<b>Respond to regulatory constraints and opportunities</b>	New and more stringent environmental regulations and building codes are pushing businesses to adopt sustainable practices. In the building industry, compliance may require the use of sustainable materials to meet specific criteria for energy efficiency, waste reduction, and indoor air quality.
<b>Increased access to financing and capital</b>	In the building industry, real estate investment trusts (REITs) and institutional investors often see sustainable buildings as more resilient assets, which can attract more capital and potentially yield higher returns. For example, green bonds are investment instruments available to manufacturers who can demonstrate superior sustainability credentials of their products. Access to such investment funding lowers the cost of capital for manufacturers.
<b>Risk mitigation</b>	As environmental concerns grow, more companies are recognizing that the use of unsustainable products, materials and toxic chemicals could result in legal liabilities and negatively impact public perception of the company and its brand. Sustainable material selection processes keep companies on the safe side of this curve.
<b>Improved employee hiring and retention</b>	Increasingly, people want to work for employers who have a demonstrated commitment to environmental and social causes.

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The Appalachian Sustainable Products Network (ASPN) is working to equip Upper Appalachia to meet increasing residential and commercial sector demand for the products and materials used to construct, renovate, maintain and operate resilient, energy-efficient buildings and infrastructure, and connect buildings to a cleaner grid. ASPN is funded by the **Appalachian Regional Commission's Appalachian Initiative for Stronger Economies (ARC ARISE)**, together with support from the Claude Worthington Benedum Foundation. For more information, contact [info@gbapgh.org](mailto:info@gbapgh.org).



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