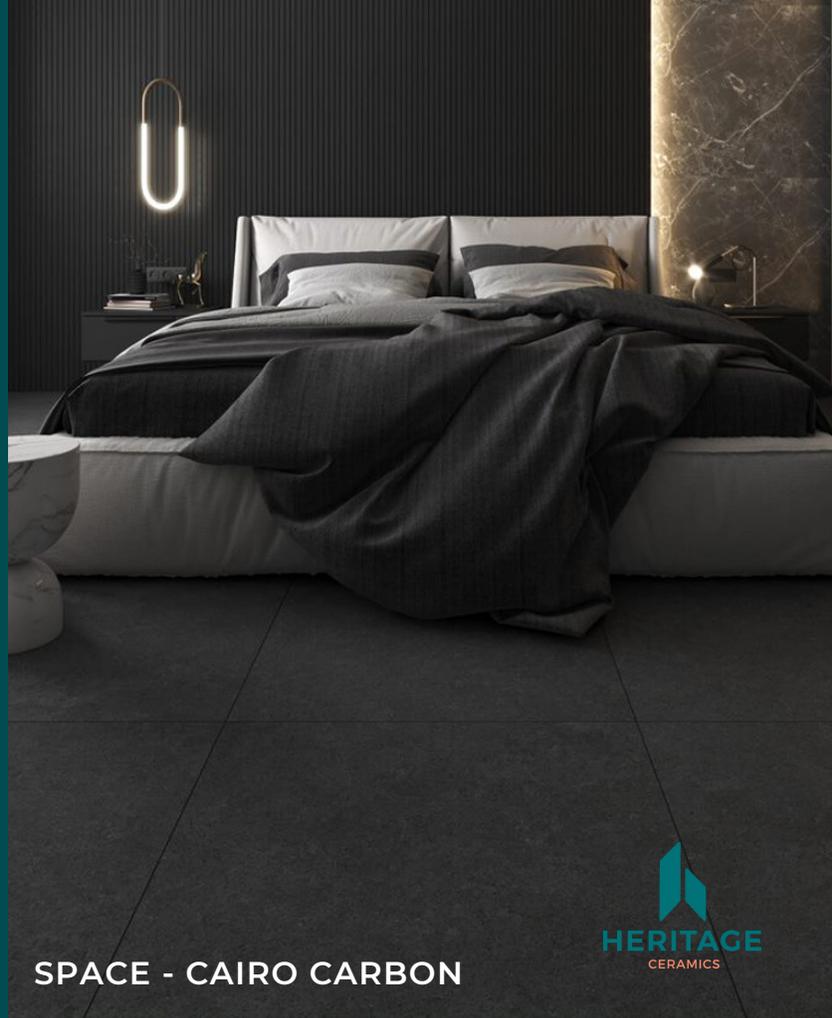


PART 1-CERTIFICATIONS

ROLE OF CERAMIC TILES IN SUSTAINABLE DEVELOPMENT

BY HERITAGE CERAMICS

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SPACE - CAIRO CARBON



Sustainability is not just a buzzword anymore. As more and more companies are making a commitment to eco-friendly and ethical production, it is clear that sustainability will not only shape the future of our planet, but also the future of design.

However, sustainability is not just for companies to lead. A growing number of people are invested in selecting sustainable products to decorate and furnish their homes that doesn't compromise natural resources and reduce negative impacts on the environment.

Making sustainable choices when renovating or decorating your home is much easier as eco-friendly methods of production are becoming more common, and transparent.

Looking to design your space with ethically made, sustainable products? From using upcycled materials to promoting local manufacturing, the tile industry is a clear leader when it comes to pushing the envelope to produce sustainable tiles. Look for products and companies that are making sustainability and best green practices a priority when deciding where to buy.

Let's explore methods on how sustainability is being achieved by top and leading companies including Heritage Ceramics.

In addition to directing people toward the most sustainable construction materials, there are different methods that can help meet transparency requirements and achieve green building points.

Participating in green building programs is ideal for a number of reasons, from creating greater energy and cost-efficient buildings to catching tax breaks.

Specifying ceramic tile covered these methods allows you to meet the requirements of many leading green building programs, it includes:

➔ LEED Certification

(Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world.

Available for virtually all building types, LEED provides a framework for healthy, highly efficient, and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement and leadership. This certification is awarded by the US Green Building Council or USGBC.

Introduced in the USA in 2000, the LEED certification has made rapid advancements and has now become an international standard with an excellent reputation worldwide. It is probably the most widely adopted system and has been used for the certification of buildings in over 30 countries.

Its grading system focuses on respect for the principles of saving energy and ecological building and it is used to classify 'Sustainable Buildings'.

To do this, a building undergoes an environmental impact assessment throughout its entire useful life. The USGBC has established a list of specifications and a series of points is assigned to each of them as an aid to architects during the planning phase.

The evaluation system depends on the intended use and complexity of a building, but in general the certification grade reflects the number of points which are scored: a LEED (bronze), silver, gold or platinum (maximum) certificate. It was first utilized in USA and Canada.

➔ Green Mark Certification

The most common and popular in Asia especially in Singapore. It is a green building rating system designed to evaluate a building's environmental impact and performance.

It provides a comprehensive framework for assessing the overall environmental performance of new and existing buildings to promote sustainable design, and best practices in construction and operations in buildings. As part of the public sector's commitment to take the lead in environmental sustainability, new public sector buildings have been required to attain Green Mark certification.

Upon achieving Green Mark certification, your brand will be held in high regard. People seek brands that care about the environment, and obtaining certification will tell the world that your business values align with the concerns of the public.



➔ BREEAM Certification

(Building Research Establishment Environmental Assessment Method) BREEAM measures energy, health, wellbeing, transport, water use, ecology & biodiversity, materials, waste and pollution with a heavy emphasis on life cycle value. While BREEAM assessments are popular, they are still voluntary (unless stipulated on a government framework).

The BREEAM certificate emerged in 1990 as one of the main sustainability certificates in the United Kingdom and nowadays it continues to be the most widely used and recognized British certification method, although it has gradually been adopted all over the world.

The methodology it proposes evaluates ten impact categories: management, health and well-being, energy, transport, water, materials, waste, ecological use of land, pollution and innovation.

The points obtained in each category are environmentally weighted to take into account the relative importance of each area of impact.

The results for each category are added together to yield a single global score for the building, which is used to rank it on a five-grade scale, indicating the level of BREEAM compliance. It was first utilized in UK, Germany and Netherlands.

➔ Green Mark Certification

Green Mark Certification can be achieved in either one of these methods. These two methods are private authorized bodies:

1. SGBC

(Singapore Green Building Council) The Singapore Green Building Council forges public-private partnerships to foster innovative industry solutions across the entire building and construction value chain. Through its green building product and green building services labelling programmes, SGBC sets high standards and benchmarks for green building solutions both locally and regionally to help build more sustainable cities for better living.

As Singapore's representative on the World Green Building Council, SGBC actively contributes to the global green building movement by sharing expertise and knowledge during international conferences and events.

➔ CERTIFICATION BENEFITS

• Greater Awareness of Your Green Business Products and Services

SGBC certification helps to raise awareness of your green products and services. Certified products and services will be listed on SGBC's online certified products and services directory.

This will enable those who are seeking green-differentiated products and services to access relevant information readily.

Your products and services will reach your targeted audience and markets more strategically.

• Industry-Recognized Credibility

SGBC certification is developed by a broad group of industry experts and is widely recognized for its comprehensive coverage of sustainability criteria that has been developed by the building industry, for the building industry.

SGBC certification is also well-recognized by the Building and Construction Authority (BCA), Housing and Development Board (HDB) and other Public Agencies, and can be accorded additional scores under the BCA Green Mark scheme.

• Enhanced Access to Global Markets

With SGBC certification, businesses can gain wider access to global markets where environmental standards are becoming more stringent.

Businesses can also tap on SGBC's regional and international network to take their products and services beyond Singapore.



2. SGLS

(Singapore Green Labeling Scheme)

Administered by the Singapore Environment Council (SEC) since 1999, the Singapore Green Labelling Scheme (SGLS) is Singapore's leading environmental standard and certification mark with over 3800 unique products certified across 43 countries.

The scheme aims to help the public identify environmentally preferred products that meet certain eco-standards.

The Singapore Green Label is a Type 1 Ecolabel. A Type 1 Ecolabel is independently verified by third party based on the life cycle considerations. It addresses the main environmental impacts of a given product and places limits for compliancy in order to reduce these impacts.

In order to certify a product under the SGLS, a product must be placed under one of the SGLS product categories and meet all the requirements for the specified product category.

The scheme's high certification standards also motivate and empower manufacturers to adhere to international environmental best practices in their manufacturing process, and provide them with opportunities for regional expansion through a global network of ecolabels. The SEC is the only eco-labelling body in Singapore that is a member of the Global Eco-Labeling Network (GEN).

As an independently managed, non-profit, non-governmental organization (NGO), SEC values strong partnerships with organizations and government authorities to foster lasting environmental and societal values that encourage and achieve environmental sustainability.

CERTIFICATION BENEFITS

• Recognition

The Singapore Green Label is widely recognized by ministries, governmental agencies, procurement and industry professionals within the region.

In addition, Singapore Green Label certified products are eligible for points under major building rating system such as BCA Green Mark Scheme, Malaysia Green Building Index, Hong Kong Beam Plus and Vietnam LOTUS.

• Credibility

The Singapore Green Label is a Type 1 Ecolabel. A Type 1 Ecolabel is an ecolabel that is life cycle-based and verified by a third party.

It addresses the main environmental impacts of a given product and places limits for compliancy in order to reduce these impacts.

This means that Singapore Green Label certified products do not just take into account the impact on the consumer's end, but it also takes into account the use of raw materials, transportation, manufacturing and packaging of the product.

Thus, Singapore Green Label certified products will not be susceptible to 'green-washing' due to its robust criteria, which assures consumers and aids them in making more well-informed purchasing decisions.

• New Market Opportunities

Singapore Green Label certified products would find it easier to get certified in other member countries, and market their products overseas.

We are currently working with other members to make Singapore Green Label certified products more recognizable by other members.

• Gain a competitive advantage

Over the years, consumers have become more aware of the environmental issues and the impact their purchases would have on the environment.

This greater awareness has led to increasing consumer and industrial demands for green products & services.

Getting your products certified would allow you to better market your products in a society who is demanding that businesses adopt more sustainable practice.

Having Singapore Green Label certified products aids in improving your corporate image and differentiating yourself from your counterparts.

• Reduce Environmental Impact

Choosing Singapore Green Label certified products will contribute to mitigating the impact of your business on the environment.

The SGLS certification process follows the life cycle assessment approach, not just taking into consideration the impact of the end-user but also the product's manufacturing process, labelling and use of raw materials.

• Cost Savings

Increase efficiency of manufacturing practices by removing redundant processes, thus leading to cost savings in energy and water usage in the sustainably-manufactured product.

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There is a lot of hype about the battle between these sustainability requirements in each country but this seems to be unfounded. All seem happy to co-exist and each has their niche areas or countries. They are even borrowing each other's ideas as they grow.

We hope that this article has helped you to understand the importance of sustainability and the methods in achieving it in your tile project. In the next article, we will have a further discussion about these methods and how is it applicable to building materials especially tiles.

Heritage Ceramics will be participating in this year's SME Centre Conference 2022: Navigating the Future of Sustainability.

Jointly organised by SME Centres and supported by Enterprise Singapore, the SME Centre Conference is an annual event that aims to address some of the challenges faced by the SMEs.

This year, the conference seeks to highlight current trends in sustainability, and how businesses can leverage opportunities to grow and stay ahead of the sustainability curve.

Stay tuned for more updates, coming soon.

If you have any questions or concerns about your project, please feel free to get in touch! www.heritageceramics.com



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