



Identifying an unmet need for cement based solutions on green building, allied industry members in the Pacific Northwest solicited support from the Portland Cement Association. The result was ConcreteThinker.com, a unique clearinghouse of hundreds of educational publications, case studies, energy models, and other tools to help design professionals make sustainable development a reality. Written by green building consultants in collaboration with building science experts, ConcreteThinker.com explores the many ways that cement based materials can positively contribute to sustainable development.

Each subject starts with introductory materials, providing an overview of the application. Want to know more? Delve into in-depth articles, research reports, green building specifications, case studies, and hundreds of links to allied industry publications and other resources. The latest national cement manufacturing industry statistics are also posted here as well.

A first in our industry, ConcreteThinker.com offers solutions for energy efficiency, disaster resistance, indoor air quality, and more. It's also an excellent all-around resource for anyone interested in learning about concrete contributions to green building.

A virtual think tank for architectural and design thought leaders, the site uses the same graphic design as the popular computer game SimCity© to bring solutions for sustainable development to life.

Sections of ConcreteThinker.com include:

- **Sustainability Solutions** – Resources on 19 separate sustainable benefits of cement-based products, such as indoor air quality, energy efficiency and disaster resistance.
- **Applications** – Resources on 20 separate sustainable applications made possible by cement, such as green roofs, precast concrete and pervious paving.
- **Resources** – This section includes technical briefs, green specifications, site search feature, and the “City Tour” with SimCity graphics illustrating cement-based features integrated into the built environment and specifications for green applications of concrete.
- **Case Studies** – A library of over 42 articles that profiles residential, commercial and institutional buildings that reach sustainable objectives using cement-based products.

- **Thinkers** – Profiles of “Concrete Thinkers” – architects who have embraced cement-based products and applications for their sustainable designs.

E-newsletter

ConcreteThinker.com is also the home of PCA’s “Concrete Thinking” e-newsletter. Distributed six times a year, the newsletter provides the latest information about the environmental benefits of building with cement-based products, as well as real-world examples of putting the products into use.

The e-newsletter works in tandem with ConcreteThinker.com to educate the greater design and building communities about the value of cement-based applications in environmentally responsible construction.

A free subscription entry form, as well as current and previous issues of the e-newsletter, can be found on the ConcreteThinker.com home page.

Bookmarks

A colorful and low impact way to remind convention attendees and seminar audiences of the resources available at ConcreteThinker.com, bookmarks are available for industry personnel by e-mail request to dshepherd@cement.org.