



### P1 / THE JOURNEY

Tania Shand shares her vision and thanks to those who have partnered in the launch of her sustainable development firm.



### P1 / THE CHALLENGE

In building, what your project puts out is as important as what you put into it. Learn more about the Architect 2030 Challenge to lower carbon emissions.



### P2 / THE INNOVATOR

Dave Feldman of *Livability Project*, explains how groups like the new Colonial Beach Commons, help build sustainable communities.



### P2 / THE IDEA

Looking for businesses with a "GreenLeaders" certification makes it easy identify B&Bs and hotels with practices that align will green standards.

## City to Shore...

### THE JOURNEY

Welcome to the inaugural issue of Beyond Category Development's (BCD) quarterly newsletter, the **BCD Bulletin**. Beyond Category Development, LLC, is a developer of sustainable and eco-friendly mixed-used buildings and communities. BCD bulletin will feature articles on BCD projects, but will also serve to educate consumers about what is happening in the world of sustainability and what little to big steps they can take to improve the environment.

BCD is officially celebrating this exciting new venture on Friday, October 3<sup>rd</sup> in Washington, D.C. and on Sunday, October 5<sup>th</sup> in Colonial Beach, Virginia. This is the beginning of a journey to shift our collective thinking to sustainability, have a positive impact on the environment, and design beautiful spaces and communities that enhance our quality of life.

It would have been impossible to have accomplished so much in the last ten months without Leonel Elorga, Owner, Reno Unlimited, and David Peabody, Principal, Peabody Architects. Between the two of them, there is nothing that they do not know about construction, historic preservation, and green building.

Dave Feldman, whose article you can find under "The Innovator," has been generous with his knowledge about building green communities and is a valuable resource. Sarah Despres and Jacob Heilbrunn volunteered to open their home and host BCD's launch party immediately after hearing about the venture six months ago. Thank you immensely for your support.

**“This is the beginning of a journey to shift our collective thinking to sustainability.”**

To my parents, Cornelius and Norma, my sister Itselda, my husband Cedric Hendricks, and my children Maya and Mason, it simply is not possible to have a more supportive and loving family. This journey is complete because you are taking it with me. In the weeks and years to come, I look forward to working with BCD collaborators and business affiliates (who are identified on BCD's website), my new friends in Colonial Beach, Virginia, long-time friends and colleagues, and all of you, to sustain and enhance what we value in the built environment and our communities.

*Tania A. Shand*  
Principal and CEO  
Beyond Category Development

## OCTOBER 2014

*(The Challenge cont.)*

Architects, builders, designers, and other contributors are challenged to change the way buildings and developments are planned, designed and constructed. The energy retrofit and redesign of a 1000 square foot cottage in Colonial Beach, Virginia, currently being undertaken by BCD, is an example of how small changes can have an impact.

Construction recycling, no added urea formaldehyde in kitchen cabinets and new construction products, low volatile organic compounds (VOC) paints, creation of an insulated crawl space, Energy Star appliances, and LED lighting throughout are a few of the strategies being employed at the Colonial Beach cottage to make it more energy efficient and healthy. BCD plans to achieve Energy Star Certification in its forthcoming new construction project on Lossing Avenue in Colonial Beach.

An integrated approach to design and development, a comprehensive sustainability plan that includes energy metrics for benchmarking and the life cycle of the materials used for its projects, puts BCD in position to meet the Architecture 2030 Challenge.

*follow us @BeyondCategoryD*

### Register to Win!

Sign up for our quarterly e-newsletter and you are automatically entered for a chance to win a Complimentary Wine Tasting for four at **Ingleside Vineyards**.

Disclaimer: One prize will be awarded in October. Winner will be notified by email and announced on our website. Prize cannot be substituted or exchanged for cash. Prize must be redeemed by 10/5/2015. BCD bears no responsibility, legal or otherwise, for use of award.

### THE CHALLENGE

Whether it is a modest kitchen energy retrofit or a new mixed use development project, BCD is going to do its part to meet the Architecture 2030 Challenge. Architect, Ed Mazria, in his Architecture 2030 Challenge seeks to transform the building sector from being major contributors of greenhouse gas emissions (responsible for 48 percent of greenhouse gas emissions) to working to curb global warming by reducing new and existing building carbon emissions by 2030.

# THE INNOVATOR

## Growing and Connecting Sustainable Communities

### A NEW WAY

Imagine leaders in economic development, the local food movement, smart growth, watershed management, community planning and government working together to create innovative solutions to better the community. Imagine that this convergence happens through an initiative designed to encourage participation, a hub where people can find local farms and community supported agriculture (CSA's), sign up for a care share program, launch a new project, take a class on installing a grey-water system or find investment opportunities in local small businesses.

These places could become a much-needed focal point to create more resilient communities and local economies and could ultimately be the tipping point toward a sustainable future. We call these places, green community hubs and it is time to launch a network of these across the U.S.

### 3 SIGNS OF CHANGE

Though our society faces significant environmental, social and economic challenges, there are signs that positive change is under way.

#### *Awareness Leads to Action –*

It is clear that new thinking is taking us in a different direction. New perspectives are leading to simple behavioral changes like turning off lights and water faucets and driving demand for tremendous collective efforts or major infrastructure changes.

#### *Green is Smart Business -*

Business is becoming more aware of the cost savings or opportunities of going green...whether justifying the installation of solar panels through long-term energy savings or understanding that work-place quality reduces absenteeism and increases productivity.

#### *Localization -*

Localization is about building resiliency, a concept recognized by policy-makers on local, regional and national levels. There is a resurgence of producing and consuming locally -- as a response to energy uncertainty, preserve and promote local knowledge and culture and create good local jobs.

### OPPORTUNITY

Although there are many successful grass root initiatives and entrepreneurs, driving change requires a coordinated effort to accelerate all efforts and grow a local sustainability movement. Green community hubs are these change agents that share resources, work-space and ideas and bring citizens together to solve complex problems.

We welcome the launch of *Colonial Beach Commons*, an exciting effort founded by [BCD](#) principal, Tania Shand, and several residents to help Colonial Beach create a better future through collaborative design. This initiative joins groups across the region to help the public learn, collaborate and plug into sustainable actions.

*Dave Feldman* is Co-Founder of Livability Project [www.livabilityproject.com](http://www.livabilityproject.com) and Founding Director of Bethesda Green

**BCD** is a Member of the U.S. Green Building Council, The Urban Land Institute, American Society of Interior Designers and the National Trust for Historic Preservation.

# THE IDEA

## Eco-Friendly Travel

TripAdvisor, the world's largest travel website, recognized the demand for eco-travel by creating the TripAdvisor GreenLeaders Program. Launched in 2013 in the United States, the program educates consumers to make eco-friendly choices and encourages hotels and bed and breakfasts to be more eco-minded. It is the largest green hotels program of its kind in North America. The program was launched in Europe in March, and today, has more than 6,000 properties around the world have been awarded TripAdvisor GreenLeaders status.

To qualify as a GreenLeader, hotels and bed and breakfasts must achieve a minimum score on the application survey. GreenLeader properties are then eligible for one of four badge levels: bronze, silver, gold, and platinum. Badge levels are determined by a property's overall level of participation in environmentally friendly activities. For example, a GreenLeader Platinum property must meet minimum requirements and achieve a 60 percent score or higher on the TripAdvisor GreenLeaders survey.

Each application is assessed against a set of environmental criteria such as linen and towel re-use programs, recycling and composting, solar panels, electric car charging stations, and green roofing. The more eco-friendly practices a hotel or B&B has in place, the higher the TripAdvisor GreenLeaders level it can achieve.

According to TripAdvisor 81 percent of travelers place importance on properties implementing eco-friendly practices. Properties with TripAdvisor GreenLeader status see a 20 percent higher rating than other properties. In addition to TripAdvisor, [www.tripadvisor.com/GreenLeaders](http://www.tripadvisor.com/GreenLeaders), search Travelife Collection, [www.TravelifeCollection.com](http://www.TravelifeCollection.com), or Green Tourism, [www.green-tourism.com](http://www.green-tourism.com). For green travel a little closer to home, visit Maryland Green Travel, [www.visitmaryland.org/green/pages/home.aspx](http://www.visitmaryland.org/green/pages/home.aspx) and Virginia Green Travel, [www.virginia.org/green/](http://www.virginia.org/green/), for accommodations that are working to reduce their impact on the environment.

*Lynne Forsman* is Co-Founder, Annapolis Green  
[www.AnnapolisGreen.com](http://www.AnnapolisGreen.com)

