

Why should manufacturers join the council?



Photo Credit: (cc) State Farm

SDRC promotes sustainability in disaster response and property restoration - helping American homes, businesses and communities turn every loss into smart investments in a stronger, safer, healthier and environmentally responsible future.

Sell into a growing market.

The significant environmental, health and economic benefits of green buildings have spawned a booming market for associated commercial and residential products and services, expected to contribute \$303.5 billion to U.S. GDP from 2015-2018.¹ SDRC will tap into and grow this market by leveraging the billions of dollars insurers and property owners spend each year recovering from both routine fire/water damage and large scale disasters. SDRC standards will specify and validate the products and services that insurers and property owners can trust to achieve more sustainable outcomes after a loss.

¹ U.S. Green Building Council <http://www.usgbc.org/articles/green-building-facts>

Build on your commitment to LEED.

USGBC has positioned LEED as an influential global standard that certifies about 80,000 buildings (15 billion sq.ft of real estate) and accredits over 200,000 professionals. With support from USGBC, SDRC will follow in its footsteps – leveraging our membership, standards (that incorporate and reference LEED as appropriate), marketing and research & advocacy to shape demand for sustainable disaster response and property restoration and differentiate SDRC certified contractors, products and services.

Learn more at www.sustainableresponse.org

Sustainable Disaster Response Council, Inc.
c/o SEM Advisors, 1725 I St. NW Ste. 300 Washington, DC 20006
(202) 684-8270 | info@sustainableresponse.org

Tap into a new sales channel.

Every day, insurers and disaster response & property restoration contractors are on the front lines... the first to engage directly with property owners that have suffered a loss. This gives them a unique chance to win trust and loyalty by helping property owners not only rebuild quickly – but rebuild better... turning losses into an opportunity to live and work in more efficient, healthy, environmentally responsible and resilient buildings. That's the message we want SDRC certified professionals in the insurance and disaster response industries to deliver – supported by SDRC standards that specify how products like yours contribute to a more sustainable response and greener building.

Help your green brand stand out.

Leading companies know that sustainability initiatives can reduce operating costs/risk, enhance brand value, support HR objectives and improve relationships with customers and business partners. But as green goes mainstream, it's getting harder to stand out. SDRC membership positions your brand, corporate sustainability commitment and related products as something that can help people and businesses in their time of need, recover in a way that is more sustainable and simply smarter for people, our economy and the planet. That's a unique message that will help your green brand stand out and get noticed.

SDRC members may use our logo in their marketing materials and are featured on our website (including a searchable product/service directory) as well as in our media work and participation at various conferences / events.