Sustainability and Transparency

Our roots, our commitment, our promise
MAPEI’s Sustainability Mission Statement

At MAPEI we are committed to protecting the earth, using energy and resources sustainably, minimizing waste, and developing and supplying products with user safety in mind, while being good corporate citizens.

MAPEI is committed not only to manufacturing the best products for the building industry, but also to providing leadership in sustainability improvements that are documented and reported at regular intervals. We feel that this commitment is good for our business, our environment and the community at large.

Ethics and transparency are our foundational cornerstones. As a leading company in the global construction market, we are taking a further step toward social responsibility: In conjunction with MAPEI’s 80th anniversary, we have launched a campaign to elevate the chemical industry that manufactures products for the construction industry. Ethical behavior, the quest for excellence and transparent communications are our corporate values. We wish to share these values with the market, our clients, our suppliers and everyone with whom we work and collaborate. We want to be the leading player in this challenge for ethics, transparency and responsibility.
Performance and transparency go hand in hand

Whether social, financial or environmental sustainability is being measured, people are integral. At the core of transparent performance is a business whose employees are dedicated to processes and products that are developed without sacrificing the environment, health or high performance.

True sustainability requires the entire company’s commitment to transparency, from the selection of raw materials to the jobsite delivery of finished products. Our employee handbook and our Code of Ethics spell out the ways in which our people respond to each point in the process.

When it comes to our products, it all starts in the MAPEI laboratories. As part of MAPEI’s continuous efforts to excel, we participate in a quality management program under ISO 9001, where we can demonstrate that our working methods conform to these rigorous standards.

During production, MAPEI products undergo quality-control testing at many stages. This ensures consistent adherence to environmental and performance standards within each production plant.

MAPEI tracks its environmental sustainability efforts through the ISO 14001 program for Environmental Management Systems. All manufacturing plants and the corporate offices actively participate to earn and maintain this important certification.

We believe in transparently producing high-performance installation products that are the building blocks to truly sustainable structures. Products with MAPEI’s “Green Innovation” logo are developed and manufactured to assist our customers in meeting the health and well-being requirements of certification programs such as LEED, the Living Building Challenge (LBC), and the WELL Building Standard.
The PEOPLE factor

Code of Ethics
MAPEI stimulates and encourages its employees to actively participate in implementing the principles of social sustainability by disseminating information and providing regular training courses. The company encourages employees to take an active role in applying these principles in their jobs and within the community.

Employee training
MAPEI acknowledges health and safety in the workplace as key elements for the company’s sustainability. MAPEI has adopted and continues to improve its workplace policy for health and safety, which is founded on the development of a Safety Management System (SMS) and on individual and group preventative measures to minimize the potential risk of injury and/or stress in the workplace.

Community involvement
One way that MAPEI contributes to the community is through its involvement in the Gary Sinise Foundation R.I.S.E. (Restoring Independence Supporting Empowerment) Program. MAPEI provides all products needed for installing wood and tile in the program’s custom-designed, specially adapted smart homes for our nation’s most severely wounded heroes, their families and their caregivers.

Industry involvement
MAPEI colleagues volunteer each year for projects sponsored by the American Institute of Architects’ AEC Cares, an industry program affiliated with the AIAs annual national convention. Before the start of the convention, volunteers renovate a selected neighborhood project, helping to improve the environment in the host city. MAPEI donates materials, and volunteers from MAPEI’s sales, marketing and architectural teams participate.

Dedicated architectural team
Sustainable projects start with the building design. MAPEI’s architectural team is dedicated to finding sustainable installation solutions that combine product performance and transparency for the built environment.
**Strategic PROCESSES**

**Research & development**

“Sustainable/green chemistry” is key at MAPEI for providing sustainable solutions with extremely low VOC emissions as well as responsible raw-material sourcing with an emphasis on recycled content. The company’s R&D chemists review product formulations in light of the latest published research — such as LBC (Living Building Challenge) Red List — to minimize the use of raw materials that are hazardous to humans and the environment. MAPEI’s goal is to utilize materials that are less hazardous yet still provide the performance requirements for the intended product application.

**Packaging for eco-sustainability**

After extensive research and consultation, MAPEI transitioned from using non-recyclable plastic-lined paper bags to 100%-recyclable, vacuum-sealed plastic bags for product packaging. The move to plastic bags helped to extend product shelf life, eliminate leakage and provide waterproofing capabilities more suitable for outdoor storage of powder products. MAPEI believes that preventing unused product from spoilage and waste is a crucial step in environmental responsibility. Changing the production process was a trailblazing move in MAPEI's efforts to lead its industry in eco-sustainability.

**Production**

To maintain the integrity of each formulation, a quality-control laboratory is a vital part of every MAPEI manufacturing facility. QC chemists evaluate all incoming raw materials before they are used in the production of mortars, grouts, adhesives, waterproofing materials and other products. As finished work comes off the production line, samples of all products are tested again to ensure that they meet the requirements of their formulas.
Sustainable locations and activities

Operating environmentally
In adhering to the ISO 14001 standard, MAPEI is developing a robust environmental management system in support of preventing pollution, minimizing environmental impacts and effectively using resources with regards to the company's activities, products and services. Nine manufacturing sites and the corporate headquarters are currently ISO 14001-certified. Three other sites in North America will be certified in the near future.

Assessing our carbon footprint
MAPEI has identified all the sustainability aspects of our activities and established performance indicators for each aspect. Monitoring these indicators, as detailed below, helps us to assess our progress and identify opportunities for improvement.

The main contributors to our carbon footprint are electricity and gas that are used in our facilities, along with diesel fuel used for freight transportation. We are also tracking our traveling activities by ground and air in order to make sure that we continuously reduce our carbon footprint.
“Green” has become measurable

The construction industry has grown from just talking about “green” to certifying projects and products for providing a durable and sustainable environment for future generations. Today the trend is to focus on the efforts of such programs as LEED v4, the Living Building Challenge and its Red List of unacceptable chemicals for materials used in construction, and the Delos WELL Building standard and its mission to improve human health and well-being through the built environment. In addition, green building codes are formalizing sustainable products as a primary consideration for new construction.

The role of EPDs and HPDs

The trend in sustainability reporting is to move away from reporting recycled content and regional manufacturing to the use of product transparency information. Health Product Declarations (HPDs) and Environmental Product Declarations (EPDs) are based on a life-cycle assessment of the environmental impacts of a product or service – from the extraction and processing of raw materials, to the distribution, use and end of life of the product/service. EPDs are providing manufacturers with a uniform template to deliver this transparency information to their customers and end users.

MAPEI participated substantially in helping the Tile Council of North America (TCNA) to establish the first industry-wide EPDs for mortars and grouts used in the installation of porcelain, ceramic and natural-stone tiles. The establishment of an industry-average EPD is important because the EPDs for mortars, grouts and tile can contribute 3 of the 20 products that are required for an EPD credit within the LEED v4 rating system.

But MAPEI’s commitment to sustainability goes beyond EPDs. Recognizing that it is the installer and ultimately the occupant who are affected by the products selected and installed, MAPEI conducts business with transparency by disclosing products’ intentional and residual ingredients for such standards as Health Product Declaration (HPD), Cradle to Cradle (C2C) and Manufacturers’ Inventory (MI).

MAPEI was the first manufacturer of tile and stone installation materials to certify its products through life-cycle assessment via a third party as part of the TCNA’s Green Squared program. Green Squared-certified products have been included in the U.S. Green Building Council’s list of approved products that can contribute to the EPD point in LEED v4. The Environmental Protection Agency has also included Green Squared-certified products in its list of products suggested for purchase by governmental agencies undertaking construction.
Part of a Living Building Challenge project

North of Toronto, York Region’s new Forest Stewardship and Education Centre is being fully certified through the Living Building Challenge and is also striving for a LEED Platinum rating. The building's developers claim, “At 4,000 square feet, relatively small in size, the Centre is meant to thrive only on the energy and water that nature provides, while helping to restore the surrounding landscape.”

Project requirements involved observing the LBC’s Red List. MAPEI’s advanced transparent product information, provided through MAPEI's Environmental Product Declarations and Health Product Declarations, led to the use of MAPEI products on the project.
Sustainable project references

A LEED-designed plant expansion
An industry leader in sustainable product development since the 1980s, MAPEI has been a strong supporter and promoter of the LEED certification program since its inception. LEED emerged as the recognized standard for designing and constructing sustainable buildings.

LEED’s original Green Building Rating System was designed to promote design and construction practices, to reduce the negative environmental impact of buildings, and to improve occupant health and well-being. The program provided an excellent way for MAPEI to demonstrate strong environmental and social commitment in its own buildings.

Designed by architect Raffaele Greco and completed in 2010, MAPEI’s warehouse expansion added 46,123 sq. ft. (4,285 m²) of floor area to the 8-year-old existing warehouse, located in Delta, British Columbia (Canada). The project included new administration and shipping offices, a quality-control laboratory and new amenity areas for facility staff.

A new branch of the MAPEI Technical Institute (MTI) was added in order to provide ongoing professional technical training opportunities for MAPEI’s West Coast customers as part of MAPEI’s commitment to social sustainability.

“The MAPEI Delta plant demonstrates that industrial warehouses need not be dark, enclosed boxes. One of this project’s greatest achievements is the incorporation of natural daylight into the warehouse through the use of skylights and large windows,” said Bjorn Richt, Green Building Consultant for Recollective.
Certifications and standards

Green Innovation
Products with MAPEI’s “Green Innovation” logo are developed and manufactured to assist our customers in meeting the health and well-being requirements of project certification programs such as LEED, the Living Building Challenge (LBC), and the WELL Building Standard.

Green Label Plus
MAPEI’s carpet/wood/resilient adhesives, primers and moisture barriers with this logo are certified by the Carpet & Rug Institute’s Green Label Plus program for VOC emissions (CA-DPH 01350 chamber test). Additionally, MAPEI performs in-house VOC emission chamber testing (CA-DPH 01350) for our mortars, grouts, patching compounds and self-leveling products.

Green Squared
MAPEI products with this logo are certified by TCNA’s Green Squared program (ANSI A138.1), North America’s first sustainable product program developed exclusively for tiles and tile installation materials and accepted in LEED v4 credit program. SCS Global Services (SCS) is the third-party certifier for these products.

Environmental Product Declarations
An Environmental Product Declaration (EPD) uses verifiable methods (the ISO 14025 standard) to communicate the energy, water, transportation and other environmental impacts associated with manufacturing a product based on a Life Cycle Assessment (LCA) and prepared according to established rules/requirements. MAPEI participates in “industry-average” in addition to product-specific EPDs.

Health Product Declarations
A Health Product Declaration (HPD) is an ingredient inventory that lists all of the ingredients (“formula transparency”) of a finished product and the associated health hazards with both intentional and residual ingredients.

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Cradle to Cradle
Cradle to Cradle (C2C) certifications reflect a sustainable business strategy that mimics the regenerative cycle of nature in which waste is reused. The goal of the C2C approach is to look at the entire cycle process. The end-use product is certified as basic, bronze, silver, gold or platinum level.

Manufacturers’ Inventory
Manufacturers’ Inventory (MI) is a publicly available inventory of all ingredients that are identified by name and Chemical Abstract Service Registration Number (CASRN) and are categorized as GreenScreen Benchmark and GreenCircle Certified.

Red List Free
When a product is in its developmental stage, all factors influencing its impact on the environment and human health are evaluated from a sustainable perspective. This evaluation includes reducing and replacing “chemicals of concern” (e.g., formaldehyde, phthalates and isocyanates) with chemicals that have a lower risk, which then grants products with Living Building Challenge’s “Red List free” status.
A history of sustainability in practice

A HISTORY OF COMMITMENT to certifying products with full respect for the well-being of the environment and the final user.

LOW-DUST TECHNOLOGY that considerably reduces the amount of dust released into the environment during production of MAPEI products.

ULTRALITE TECHNOLOGY™ used in the production of lightweight adhesives, offering higher yield, less effort and less environmental impact during transport.

DEVELOPING PRODUCTS THAT SAFEGUARD THE ENVIRONMENT accounts for 70% of R&D investments.

GREEN EDUCATION STRATEGIES are highlighted at training courses for professional installers on the correct use of MAPEI eco-sustainable materials.

GLOBAL ENVIRONMENTAL MANAGEMENT as part of the chemical industry’s worldwide Responsible Care initiative, which drives continuous improvement toward excellence in environmental, health and safety, and security performance.

MAPEI’S GREEN CONSTRUCTION of recent production facilities that are designed and built according to LEED certification criteria.

LOGISTICS AND SHIPPING STRATEGIES that reduce the consumption of fuel and pollutants by promoting the use of rail transport instead of road transport.

“REDUCE, REUSE, RECYCLE” STRATEGIES involving reduction of solid waste and wastewater as well as the use of recycled content and recyclable packaging when producing MAPEI products.

ENERGY-SAVING STRATEGIES in existing buildings and solutions for construction of energy-saving new buildings.

SUPPORTING SUSTAINABLE BUILDING PROGRAMS WORLDWIDE such as the U.S. Green Building Council, the Canada Green Building Council, the Living Building Challenge and the Delos WELL Building Standard.

LIFE-CYCLE ASSESSMENT of MAPEI products by a dedicated team specialized in evaluating their environmental impact.

IMPROVED INDOOR AIR QUALITY resulting from research and development of product formulations with extremely low emissions of volatile organic compounds (VOCs), starting with the Ultrabond ECO® line in the 1980s.

GREEN BUILDING STRATEGIES resulting from MOA’s grassroots commitment to sustainable living.

Here are 13 concrete examples of MAPEI Group’s greenness: