



City Sustainability Director Saves Energy and Money Cuts Greenhouse Gases with Soy Spray Foam Insulation



Home to the University of Arkansas, Fayetteville is making a name for itself in environmental and energy leadership. About a year ago, Fayetteville Mayor Dan Coody put in place an ambitious sustainability plan to reduce greenhouse gas emissions and generate energy savings. The first order of business was hiring Sustainability Director John Coleman. Simply put, Coleman's job is to reduce the city's environmental impact while simultaneously reducing costs. He has been tasked with generating enough savings to the city budget to pay his salary--a goal he met easily during his first year.

Fayetteville Mayor Dan Coody's ambitious sustainability plan includes the use of biobased products to reduce greenhouse gas emissions and generate energy savings.

healthier, more comfortable and durable than traditionally insulated homes. One of the stations was dedicated in August, 2007 and the other in July, 2008. Construction is starting on a municipal court building and the insulation will be used in it as well. BioBased® Insulation has also been used in several commercial buildings in Fayetteville and in the University of Arkansas' Bogle Park.

Coleman has worked tirelessly to achieve the city's environmental goals--everything from increasing recycling to reducing the use of petroleum and electricity. One way the city is meeting these targets is through the use of soy biobased products such as BioBased® Insulation and biodiesel fuel. Two city fire stations are insulated with BioBased® Insulation--a spray foam insulation that seals a structure's thermal envelope, making it more energy efficient,



Two Fayetteville fire stations are now insulated with a soy-based spray foam insulation already. Success with the product is leading to its use in local court buildings as well as commercial buildings and more.

Coleman explains that because the BioBased® family of companies is located in Fayetteville, its product is an ideal choice for use in city buildings. "The product is eco-friendly and at the same time we're supporting a local business," Coleman explained. "It's an easy choice for us and one we plan to continue with all our new buildings."

Mayor Coody added, "It's important that city governments provide examples on how to reduce our dependence on petroleum products. Using BioBased® Insulation products in our new fire stations accomplishes this goal, and helps our local economy as well."

Fayetteville also uses a B20 biodiesel blend (20 percent biodiesel and 80 percent petroleum diesel), made from Arkansas-produced soybean oil and animal fat feedstocks, in its diesel fleet. The city estimates that the use of B20 has resulted in an annual petroleum reduction of 70,000 gallons and an annual savings of \$8,400.



According to Coleman, the city has received a number of positive comments from the public regarding noticeable smoke and noxious odor reduction from the biodiesel-powered vehicles.

City and state governments, such as Fayetteville, are increasingly taking the lead in sustainability efforts. Mayor Coody is one of 805 mayors across the country who signed pledges to reduce greenhouse gas emissions in their cities to levels set in the Kyoto Protocol. In addition, about three dozen cities now have sustainability directors.

You can read how a Housing and Urban Development home also used soy biobased insulation as featured in the Summer 2007 issue of Biobased Solutions for Government available at www.soybiobased.org.