

Contractors Contribute to Environmental Activism

by Barb Checket-Hanks

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In the U.S. HVAC market, environmental activism doesn't refer to anything too highly visible. There are no million-contractor marches planned for the National Mall, no protests, and no one throwing red paint on inefficient buildings. In our realm, the environmental activism taking place in 2010 centers on things like working through associations for legislative change, and focusing on the "act" part of activism in daily business activities.

EVERYDAY ACTIVISM

Some contractors are taking activism as meaning "to act." They are doing green things without them being mandated.

"Every day we are thinking about how and what we are doing to be green," said **Brian Nelson, with Nelson Mechanical Design, Martha's Vineyard, Mass.**; "how we will reduce energy use for a client, how our proposal for an HVAC system will help the client save energy, and how our energy retrofit will save energy.

"Reducing energy use is so important in so many ways," he continued. "Amazingly enough, HVAC contractors are able to lead this green effort because our systems present such an opportunity for reducing energy use." He pointed out that reducing propane, fuel oil, and electricity consumption "means less pollution, less dependence on foreign sources, a better balance of trade, and it keeps Americans working making new equipment that we will install in our green projects, etc.

"There is no down side to using less energy," said Nelson. "It does, however, take a commitment to being the provider of solutions, which in turn requires a commitment to knowing how to find those solutions and/or learning enough to figure out the solution. It is 2010 after all; we have had enough time screwing around with inefficient and poorly controlled systems. The HVAC contractor needs to step up to the plate!"

See the whole article at: http://www.achrnews.com/Articles/Feature_Article/BNP_GUID_9-5-2006_A_1000000000000947177