How do we accelerate implementation of innovations that reduce carbon footprint of the concrete industry? Three proposed strategies

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Why doesn’t the industry decarbonize faster?

We do not have a lack of good ideas…

…but our industry is one of the hardest in which to translate from lab to practice.
Strategy 1: Look beyond cement and EPDs

- Require use of conjoint structural/material design optimization software
- Rethink reinforcement
- Remember transportation
- No silver bullet
Strategy 2: Invest $$$ in prototyping

- Risk averse industry
- Tough to get investment without a contract… tough to get a contract without prove-out
- “I’d love to be second to try this out”
Strategy 3: Remove disincentives

• Move to performance specifications
• Provide options to LCTA – empower folks to use judgment
• Reward government decision-makers (DOTs, USACE, etc.) for informed risk-taking