



Industry Average EPD Benchmarking Initiative – Fact Sheet

The Inflation Reduction Act provides more than \$4 billion to federal, state, and local agencies to pay for the differential cost or an incentive for the use of construction materials and products that have substantially lower levels of embodied carbon emissions as compared to estimated industry averages. Through this initiative, NAPA will develop industry averages that can be used for projects funded by the Inflation Reduction Act.

Why should I participate in this initiative?

This is a unique opportunity to participate in the first nation-wide industry average benchmarking initiative for asphalt mixture EPDs, but **we must act fast to meet the federal government's aggressive implementation schedule (data are needed in the summer of 2023). The more data we receive, the more representative industry averages will be. Your participation is critical to ensuring that new policies being developed will be as fair and equitable as possible to all companies.**

How to Begin?

To participate in the industry average initiative, start by watching the recorded training webinar ([Building and Industry Average for EPDs: How the Asphalt Industry Can Participate in Developing and Industry Average for IRA Programs](#)) and pass the associated [quiz](#). Please see the Emerald Eco-Label [Registration Process](#) page for more information.

When is the deadline to participate?

The initial round of Data collection for the industry average initiative occurred in May and June of 2023. Round 2 of data collection will run **from November 6, 2023 through an extended deadline of April 1, 2024.**

Why now?

This initiative fills a need to define relevant industry averages for implementation of the EPD-related programs authorized under Sections 60503 and 60506 of the [Inflation Reduction Act](#) (IRA). **These sections of the IRA provide funding to federal, state, and local agencies to pay for the differential cost or an incentive for the use of construction materials and products that have substantially lower levels of embodied carbon emissions as compared to estimated industry averages** of similar materials or products, including

FHWA's \$2 billion [Low Carbon Transportation Materials Grants Program](#). The industry averages will likely also be relevant to FEMA projects pursuant to Section 70006 of the IRA. Additionally, the results of this initiative will be used to inform development of the ENERGY STAR energy performance indicator tool, which will serve as the basis for [certifying](#) the best performing asphalt plants by ENERGY STAR.

While NAPA feels strongly that industry averages and benchmarks for asphalt mixture EPDs should be established at the local agency level, there is a need for an interim solution that can be applied across the country while localized industry averages and benchmarks are being developed.

Is there any cost to participate in the EPD Industry Average Initiative?

No. This is completely free of charge. Please note that participants will be granted free access only to the relevant portions of the [Emerald Eco-Label software](#) needed for development of the industry average initiative. The ability to develop facility-specific, product-specific EPDs will continue to be limited to plants with a valid subscription in accordance with our [current pricing](#).

Do I need to be a NAPA member to participate?

No. The Industry Average Initiative is open to all companies that operate asphalt mixture production facilities in the U.S., regardless of whether they are a NAPA member.

Is my data confidential?

Yes. NAPA takes data confidentiality very seriously. All published data from the Industry Average Initiative will be aggregated and not directly attributable to a specific company, plant, or mix. Anyone with access to your data inputs (the software vendor and data analysis personnel) operates under a non-disclosure agreement (NDA). Individual mix designs will not be collected for the Industry Average Initiative. For transparency purposes, companies who participate in the Industry Average Initiative will be listed on the final report/website.

If I have already developed and/or published EPDs, will my data automatically be included in the industry average?

No. For each plant that is already in the system, there will be additional data inputs for the Industry Average Initiative. Existing Emerald Eco-Label users will have to go into the system, enter the additional data, and submit your data to be included in the industry average.

What additional data will be required for the industry average?

Additional data requirements are explained in the recorded [training webinar](#) and the [Data Gathering Spreadsheet v5](#).

If I have not already developed an EPD, what will be required?

New users who have not previously developed EPDs will be required to watch the [training webinar](#) and pass a [quiz](#) to participate in the industry average initiative. The quiz ensures you know how to use the software and understand the data input requirements. Additional training webinars are required only for users who would like to develop facility-specific, product-specific EPDs for plants with a valid subscription (see [Registration Process](#)).

What is the time commitment per plant?

The estimated time for plants that have already developed EPDs is about 1 hour per plant (some users have reported this to be as little as 15 minutes per plant). For plants that have not previously developed EPDs, 2-6 hours per plant, depending on your company's record keeping practices and data availability/accessibility.