



## Enhanced credibility

Transparent sustainability reporting builds trust in your business

by Kurt Fester, BECxP, CxA+BE

**T**he roofing industry continues to show strong interest in sustainability, and one way roofing contractors are demonstrating their efforts is through voluntary environmental reporting.

Voluntary environmental reporting provides a way to grade efforts, establish baselines and track improvements over time in different aspects of a company's sustainability efforts, and building owners, potential clients, general contractors and the like are interested in seeing progress.

Highlighting the things that are being done well and being honest in the areas that still need work provides the transparency that helps build trust, and sharing a vision for future goals is an opportunity to write a company's sustainability narrative.

Some stakeholders may require formal reporting about sustainability or environmental social and governance, and some means of reporting are more cumbersome than others.

Carbon Disclosure Project is an international nonprofit



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that helps groups disclose their environmental effect. Carbon Disclosure Project reporting yields a score from D- to A and comes with time-restricted mandates as a result. Although Carbon Disclosure Project is recognized internationally, it requires a lot of resources to compile all the necessary data.

EcoVadis is another third-party platform that provides a score between 1 and 100 but with a wider scope, including human rights and ethics. Although this process may be easier to complete, it is not always as applicable for roofing contractors.

When deciding whether to voluntarily pursue one of these options or jobs that require them, it is important to consider the immediate, long-term consequences and weigh them against expected and potential future benefits. Larger companies and companies working with larger clients are more likely to have requirements regarding environmental reporting.

The Sustainability Accounting

Standards Board provides a framework for reporting. Its environmental social and governance reporting can be broken into the following categories; the italicized terms are ones the Sustainability Accounting Standards Board considers most relevant for the construction industry:

- **Environmental**
  - *Greenhouse gas emissions*
  - *Waste management*
  - *Air quality*
  - *Energy management*
  - *Water management*
  - *Biodiversity impacts*
- **Social**
  - *Workforce health and safety*
  - Employee development
  - Diversity and inclusion
  - Community impact
- **Governance**
  - *Product innovation*
  - *Pricing integrity and transparency*
  - Corporate governance and risk management
  - Supply chain management

Among these, waste management is an area where contractors can affect visible change daily and easily measure improvements. Because roofing contractors handle, install and dispose of tons of material and product packaging in the construction process, it is often their responsibility regarding what happens at the end of product's life. Properly documenting waste disposal

also may be required by state or local jurisdictions.

ASTM E3073-22, "Standard Guide for Development of Waste Management Plan for Construction, Deconstruction, or Demolition Projects," facilitates the development of a construction waste management plan and includes methods and required documentation in pre-construction and construction phases of building construction, renovation, deconstruction and demolition projects. ASTM E3073 or other standards may be a specification requirement provided by the designer or required by a local jurisdiction.

One aspect of waste management often required by jurisdictions is waste diversion. Waste

diversion refers to the redirecting of waste materials away from landfills via alternative paths such as recycling. Although waste diversion plans vary, Orange County, Calif., mandates either 65% of nonhazardous construction waste by weight needs to be diverted or tracked tonnage of waste needs to meet mandated maximums per square foot.

In new construction, roofing contractors often need to be aware of what is in the general contractor's documents relative to waste management and recycling and follow it, but in reroofing situations, roofing contractors often are left to figure it out themselves. Depending on the jurisdiction, a roofing contractor may need to provide proof of a demolition or disposal plan and provide a deposit to obtain a roof permit.

In some cases, policies or specifications may include progressive requirements for waste management before infrastructure has been put in place to

For links to some manufacturers' established take-back and recycling programs, go to [professionalroofing.net](http://professionalroofing.net).



**DID YOU KNOW?**  
 The Construction Demolition and Recycling Association has developed a guide for asphalt shingle recycling. You can find it at [shinglerecycling.org/resources](http://shinglerecycling.org/resources).



make it feasible. In these situations, roofing product manufacturers help show more circular life cycles for their products.

Some manufacturers have takeback and recycling programs for their scrap and post-consumer materials, which they can repurpose or reuse.

Keep in mind, contractors can control how they receive the material they purchase.

Whether it comes shrink-wrapped, boxed or on pallets can affect how much waste is left to address afterward.

Sustainability reporting can be an effective way to garner trust and earn business. It also helps drive and prove growth over time with concrete metrics and, in some cases, time-sensitive requirements. 🌱🌿

To read more about Orange County's construction and demolition program, go to [professionalroofing.net](http://professionalroofing.net)

**KURT FESTER**, BECxP, CxA+BE, is NRCA's project engineer.

## Proposed standard focuses on sealant effectiveness

ASTM International's building seals and sealants committee is developing a proposed standard that will help provide details to users and manufacturers about how sealant products perform as installed.



The standard also will simulate the installation of aerosol foam sealants in conjunction with air barrier materials used in construction. Testing described in the standard would help ensure air tightness is maintained during the designated life of construction.

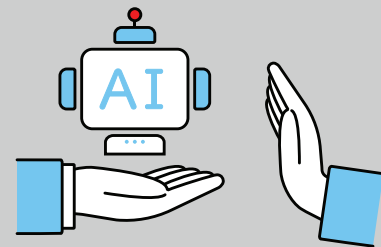
More information about the proposed standard is available at [astm.org](http://astm.org).

## Hiring managers sometimes reject applicants who use AI

A new TopResume report shows some hiring managers are rejecting job candidates who use artificial intelligence to write resumes and help in other ways when applying for jobs, according to the U.S. Chamber of Commerce.

In a survey of 600 U.S. hiring managers, nearly 20% say they would reject a job candidate who used an AI-generated resume or cover letter, and 14.5% of managers believe candidates should not use AI at all when applying for a job.

The 2025 Market Trend Report by Career Group Companies shows about two-thirds of job candidates say they use AI when applying for jobs, including for resume and cover letter writing, interview practice and career guidance. They reportedly are using AI for resumes and cover letters because they believe algorithms are screening their resumes instead of people.



A ServiceNow survey reports 65% of people are uncomfortable with companies using AI when recruiting and hiring, and 90% want them to be upfront about how they use AI for hiring. Although hiring managers believe applicants should not use AI, more than 60% of companies use AI tools as part of their recruiting or hiring process. About 20% of companies use AI to screen resumes. Companies also use AI for tasks such as writing job advertisements and drafting interview questions.

The TopResume report shows 33.5% of hiring managers say they can quickly detect resumes created with AI, often within just 20 seconds. Twenty percent would reject AI-created resumes, and another 20% say candidates relying on AI is a "red flag." Fifty-two percent of hiring managers say it is acceptable to use AI for proofreading or support when drafting documents but believe the final product should be produced by a human.

Hiring managers also are concerned about job candidates using AI to help them answer job interview questions. Fifty-seven percent say tools such as answer-generating apps should never be used during an interview and do not allow a manager to truly assess an individual. Hiring managers especially consider AI unacceptable during skills assessment (40.8%), for resume writing (30.3%) and for cover letters (25%).