



SUSTAINABILITY CONSORTIUM

OPENING PRESENTATION
STEERING COMMITTEE MEETING – APRIL 7-8, 2010
Chicago, Illinois

© 2010 The Sustainability Consortium | www.sustainabilityconsortium.org

Antitrust Statement

- The Sustainability Consortium is committed to facilitating a robust and open exchange of ideas and information among its participants on the wide range of subjects relevant to the Consortium's mission. However, to avoid any possible problem under the antitrust laws, all participants are reminded that statements, communications and exchanges of information at any Consortium-related proceeding should directly relate to sustainability issues. Conversely, and even more to the point, absent prior written approval from the Consortium, there shall be no statements, agreements or exchanges of information regarding (1) what price any participant has or may charge for its products or services; (2) decisions to enter or leave any market or to not compete for any customer; or (3) any invitation, recommendation or suggestion not to deal or do business with any person or entity.
- Participants also should avoid disparaging any person or entity, whether or not present. Any conduct that any of you observe or hear that you think might create an issue under the antitrust or any other laws, we ask that you immediately let Consortium co-Directors Jay Golden or Jon Johnson know and, if you have any questions about any legal issue, please contact Lisa Loo (Arizona State University Office of General Counsel) or Scott Varady (General Counsel for the University of Arkansas).
- Or contact Randy Papetti, a Anti-Trust Attorney with Lewis and Roca who is attendance under contract with the Sustainability Consortium.

Roll Call

- Name
- Organization Affiliation
- Voting Member

Parliamentary Proposals

- Adopt RONR (10th ed.) for this meeting and going forward pending a permanent governance structure.
- Elect Mark Spears (Disney) as Acting Chairman, pending election of slate of officers.
- Suspend certain rules in RONR for this meeting (2/3 vote)
 - Method of recognizing speakers (alternative signal)
 - Relax limit of two opportunities to speak for up to ten minutes, in strict order of recognition
 - Relax the form of written motions (“Whereas... Resolved that...”)
 - Minutes taken by TSC staff rather than elected secretary (signed by the Acting Chair)
 - Suspension of other rules may be voted on during the meeting

Target and Objectives



- **Target:** Achieve alignment and excitement on TSC strategic direction and priorities
- **Objectives:**
 - Discuss **scope, objectives and intended outcomes** of TSC
 - Review **progress** made to date and **path forward** for success
 - Frame up conversation regarding future Consortium **governance**
 - Provide breakouts to incorporate **feedback** on key issues

TSC Steering Committee Agenda

April 7th & 8th



Day	Session	Discussion Topics	Duration	Time
Day One	Overview	Outline target and objectives for meeting including anti-trust review	15	2:00 – 2:15
	Current reality	Recap progress to date	15	2:15 – 2:30
	Strategic direction	Discuss latest thinking on strategic direction and deliverables (break included)	120	2:30 – 4:30
	Industry Update	Updates on relevant industry initiatives ie. CGF, RILA, etc.	30	4:30 – 5:00
	Close of day	Close and discuss plan for Day Two	30	5:00 – 5:30
Day Two	Data & IT	Introduce GS1 role and benefit for members	30	8:00 – 8:30
	Sub-Committee	Update on progress of Sub-Committee	15	8:30 – 8:45
	Sector Approach	Identify key decisions and sector issues that will need to be addressed in design of overall TSC governance	75	8:45 – 10:00
	TSC External Relations	Initiate discussion on what external relations would most benefit the consortium (break included)	75	10:00 – 11:15
	Work Group Update	Update on Consumer Science Consortium Work Group & Systems	30	11:15 – 11:45
	Lunch	Buffet & Continue on Work Groups	30	11:45 – 12:15
	Administration	Review status of operating procedures, budget, RFP process, memo/motions, and other business.	105	12:15 - 2:00
	Close	Close and align on next steps	30	2:00 - 2:30

Let's Step Back Before We Move Forward

- We have evolved in a very complex and competitive environment.
- There are great opportunities moving forward – the focus of the next two days work.



Pre-Launch Meeting March 2009



Accomplishments



- **Company & Retailer Enrollment**

- We have worked through media focused on a single retailer
- Reached significant, diverse & international membership (soon to be critical mass of retailers)

- **University Partnerships**

- Harvard, MIT, UC Berkeley, Michigan, Duke, Tec de Monterrey, New Hampshire, Cambridge, Hunyang (Korea), UC Santa Barbara

- **Engagement of NGO and Political entities**

- GS1, UNEP, EPA, Dept. Ag, DOE, DEFRA etc. Ambition to link in all key parties.

- **IT Infrastructure**

- As will be presented, significant early work done to design an efficient, low cost system

- **Number of Projects Underway**

- Sectors & Systems. On track to deliver key insights & innovations to participants.

- **Establishing Strategic Vision and Deliverables**

- SMRS Process & IT

- **Global Attention**

TSC on track to become the pre-eminent source of sustainability science and standards.

2009

2010

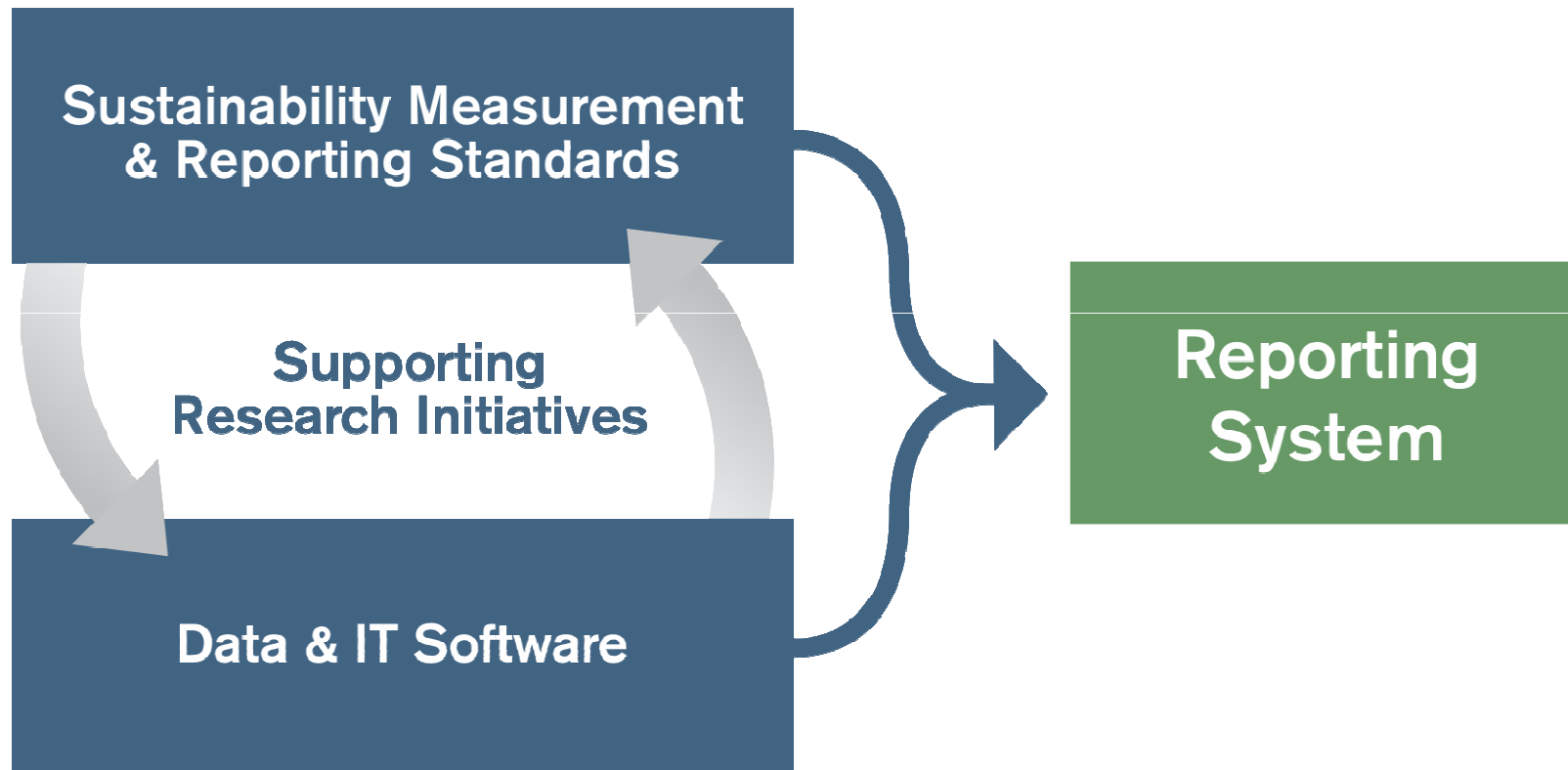
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	DECEMBER
Member Count July 2009 # of retailers: 1 HC/PC: 5 Food & Ag: 5 Electronics: 0 CWWG Members: 1			Member Count October 2009 # of retailers: 1 HC/PC: 10 Food & Ag: 7 Electronics: 1 CWWG Members: 2			Member Count January 2010 # of retailers: 2 HC/PC: 12 Food & Ag: 9 Electronics: 4 CWWG Members: 5			Member Count April 2010 # of retailers: 6 HC/PC: 17 Food & Ag: 9 Electronics: 5 CWWG Members: 6	
July 2009 Launch of Sustainability Consortium	August 2009 Initial Funding Received	September 2009 Launch of Food/Ag & CIP sectors – hiring of staff	October 2009 1st Steering Committee Meeting Outcomes Include: <ul style="list-style-type: none"> • Need for more retailers • Develop operational plans Eco-label / Certification Study Launched		December 2009 Open IO Database Launched	January 2010 Launch of Electronics Sector Systems Group Laundry Consumer Use Data Compiled Social Hotspot Advisory Launched Launch of Data, Systems and Reporting WG	February 2010 Draft Policies & Procedures, Budgets completed & sent out to Steering Committee Adoption of GPC taxonomy SMRS Framework Developed	March 2010 E-Sector: Existing standards reviewed and research agenda draft complete IT Strategy Finalized – 1st Software Provider Joins TSC IT & DATA SYSTEMS	April 2010 2nd Steering Committee Mtg. Vote on Procedures / Offices	December 2010 Delivery of Beta Testing of SMRS & IT Systems

FIRST 18 MONTHS TIMELINE

Our Proposed Strategic Direction



Reporting framework



SMRS

- SMRS stands for Sustainability Measurement and Reporting Standard.
- It is a sustainability measurement and reporting standard that allows business to business, business to retail and business to consumer reporting.
- It addresses the questions:
 - What sustainability measures or attributes should be captured?
 - How should they be measured?
 - How should they be reported?

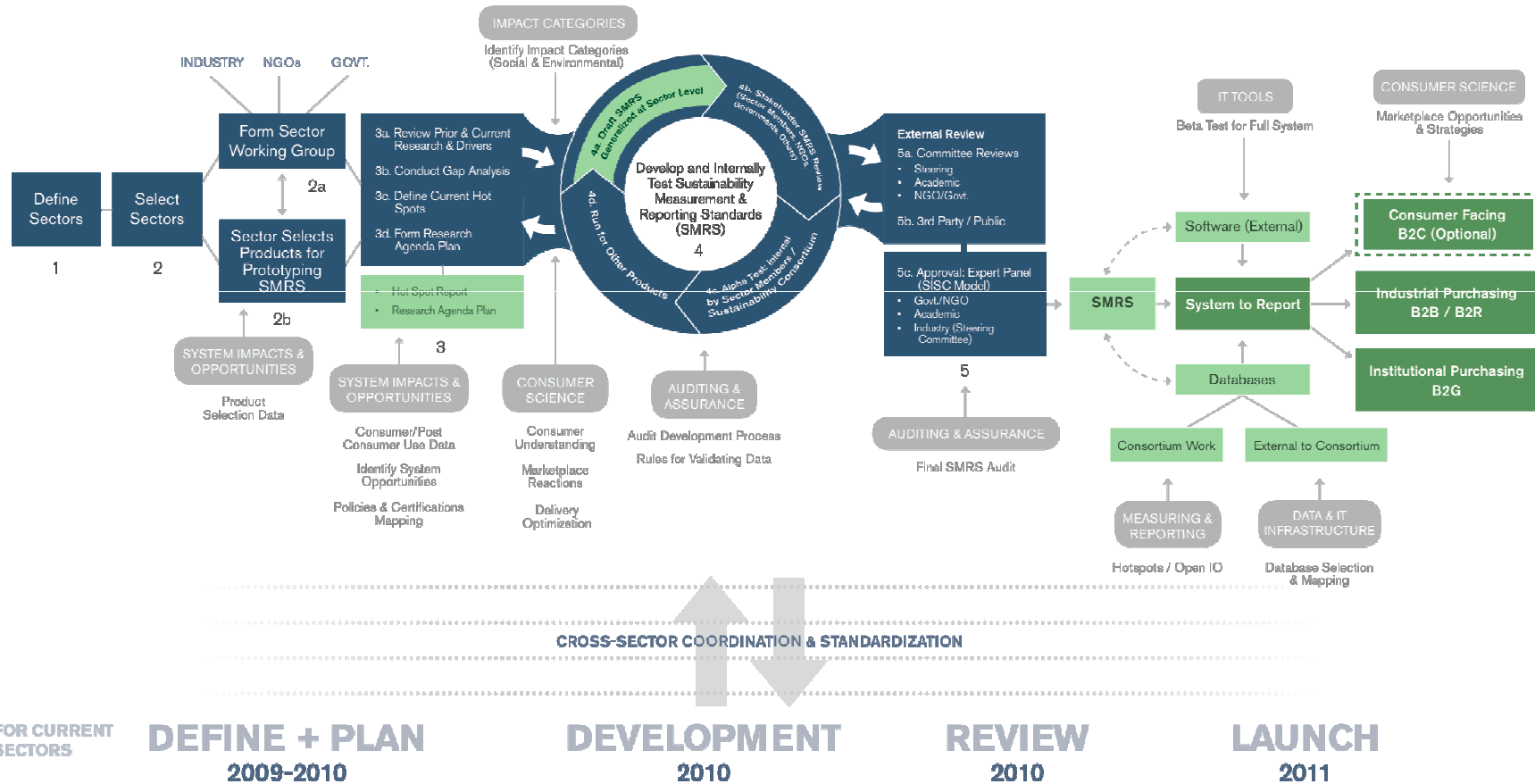
Deliverables directly related to SMRS

- Product Category Selection
- Baseline model and variations
- Attributes and their impacts
- Draft SMRS document

(To be explained in more detail later in session)

DRAFT SECTOR OUTCOMES PROCESS FLOW

CURRENT AS OF 3/29/2010



Our Proposed Deliverables



Communicating /Tracking Deliverables



Title	Description	Supports Mission	Format	Date
Research Compendium	Literature review covering all areas of product sustainability and life cycle methods within the Sector. Contents include a Report, Exec Summary and Bibliography.	TSC aims to harmonize existing efforts and build a system based on the current state of science and industry practices.	Document	Spring
Product selection	A formal definition of the product (as defined by GPC)	Piloting particular products allows us to learn how to build SMRS	Document	Spring
Innovation Report	A hot-spot report that identifies where innovation opportunities are greatest.	Innovation is a key part of TSC mission	Document	Spring
Baseline Variations	A list of product variations within the Brick, and associated baselines scores for each variation, for each Reporting Category.	See above	Document and data	Summer
Attributes	A list of common (positive and negative) sustainability-related attributes and their estimated effects in each Reporting Category	See above	Document and data	Summer
Draft SMRS	Full draft standard for measuring and reporting sustainability of each product	SMRS enables B2B and B2C reporting of product sustainability, driving supply side innovation and demand side pull for more sustainable products	Document and data	Fall

A Detailed Listing of All Deliverables & Timelines Will Be Provided Post Meeting and Be Placed For Members on the New Web Portal in Progress

Sector Working Groups

Current Sectors

- *Home & Personal Care*
- *Food, Beverage & Agriculture*
- *Electronics*



Sector Working Groups

- 1 TSC Sector Coordinator
- Comprised of stakeholders industry members, academics, NGOs and Government agencies.
- Meet several times a month (webinar and in person meetings)

SWG 2010 Deliverables: Sector Research Compendium

Description: Literature Review and Analysis

Components:



- » Executive Summary
- » Report
- » Bibliography
- » Library of References

Example Contents: Existing Research, Reports, Programs, Research Centers, Industry Initiatives, NGOs, Trade Associations, Ecolabels, Metrics Groups, Standards, Specifications, Product Claims, Regulations, Expert Bodies, Stakeholder Groups, Market Analysis, Indices, Impact Assessments, Protocols



SWG 2010 Deliverables: Innovation (Hot-Spot) Report

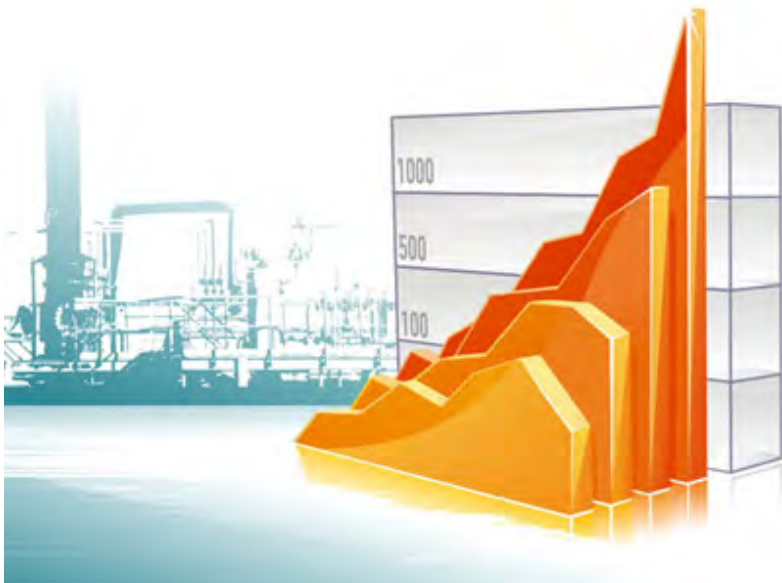
Description: A synthesis of best available hotspot information from multiple products within the sector.

Components: *Executive Summary, Report and Bibliography*

Sources: Analysis based on multiple data sources, including traditional LCA, non-LCA studies and reports.

Data Sources Hierarchy:

- i. Published LCAs or other peer reviewed lit.
- ii. LCI databases
 - i. Process Based
 - ii. Input/Output
- iii. NGO/Trade Association/Gov't Reports
- iv. Industry experience



SWG 2010 Deliverables: Sector Research Agenda

- **Description:** Research Plan in support of SMRS Development
- **Contents:**
 - Presents the a State-of-the Science and based on results and conclusions of the Research Compendium, Innovation Report and Gap Analysis
 - Proposes key research questions for the Sector
 - Distinguishes the difference between Short Term (immediate to 1 year) and Long Term Research (3-5 year) needs of the Sector in support the ongoing revisions of the SMRSs
 - Includes specific request for proposal from outsiders research groups and consultants.
 - Allocates Sector Working Group Research Budget accordingly
- **Timeline:**
 - Draft Spring 2010
 - Final Summer 2010
 - 6 month updates and revisions

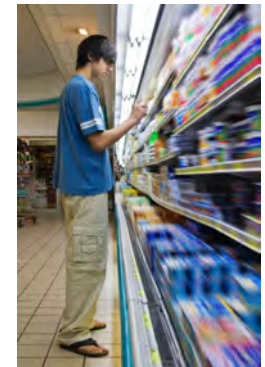
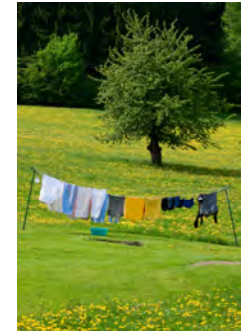


CONSORTIUM WORKING GROUPS

Consortium Working Groups

Current

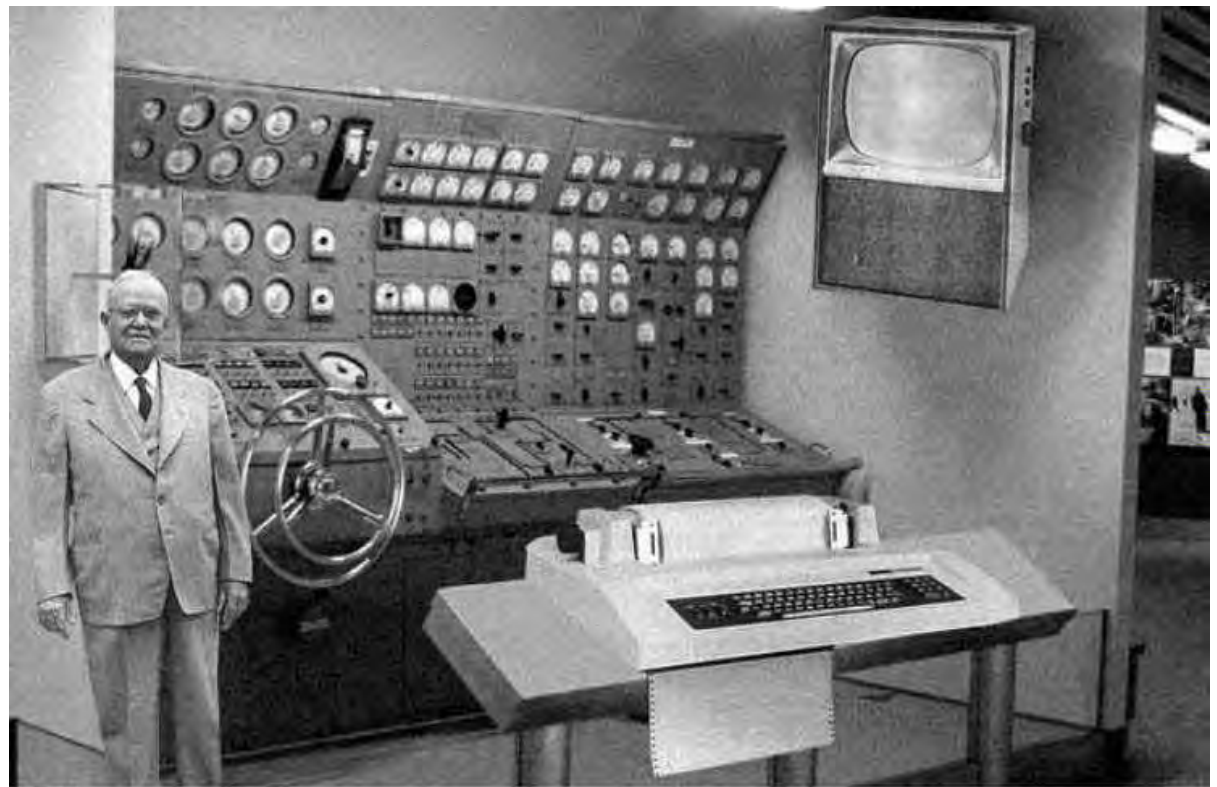
- *Data & IT*
- *Systems*
- *Consumer Science*



Consortium Working Groups

- 1 Coordinator
- Comprised of stakeholders industry members, academics, NGOs and Government agencies. ***all being finalized in near-term.*
- Meet several times a month (webinar and in person meetings)

IT DELIVERABLES



Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.

Data and IT 2010 Deliverables



Title	Description	Supports Mission	Format	Date
Open IO	Comprehensive, transparent and free database for use as a background database, prioritization, hot-spot assessments and 'data of last resort' for baseline models	Supports prioritization and hot-spot assessments. Supports baseline models for SMRS	Web accessible database and visualization tool	Spring
Secondary Database Framework	Web accessible, machine readable, searchable and browsable data classification system that organizes existing secondary life cycle inventory data and provides visibility into the availability of and uncertainty associated with secondary datasets	Supports baseline model development and detailed life cycle modeling.	Web accessible database and supporting functionality	Fall
Sustainability Information Hub	A web based library of SMRS, baseline models, sustainability performance drivers, database resources, use phase and end of life scenarios and other information supporting TSC activities.	Supports modeling and reporting tool developers	Web based platform	Fall
Supply Chain Database Network	A federated set of data pools and standards used to securely exchange static company specific product information between organizations in supply chains	Supports distributed reporting based on SMRS	Databases and data standards	Fall
Modeling and Reporting Tools	At least 3 tools that enable companies to report based on sustainability measurement and reporting standards	Enable efficient modeling and reporting of SMRS	Proprietary or open-source 3rd party tools	Fall

Data and IT 2010 Deliverables: Open IO

Description: Comprehensive, transparent and free database for use as a background database, prioritization, hot-spot assessments and 'data of last resort' for baseline models

Components:



- » Database files and documentation
- » Visualization tools



Data and IT 2010 Deliverables:

Secondary Database Framework

- **Description:** Web accessible, machine readable, searchable and browsable data classification system that organizes existing secondary life cycle inventory data and provides visibility into the availability and applicability of, and uncertainty associated with, secondary datasets



Collaboration Opportunities:

- i. Ecoinvent
- ii. North American Ecoinvent
- iii. GaBi database
- iv. USLCI
- v. ILCD
- vi. Others global initiatives

Data and IT 2010 Deliverables: **Sustainability Information Hub**

Description: A web based library of SMRS, baseline models, sustainability performance drivers, database resources, use phase and end of life scenarios and other information supporting TSC activities.

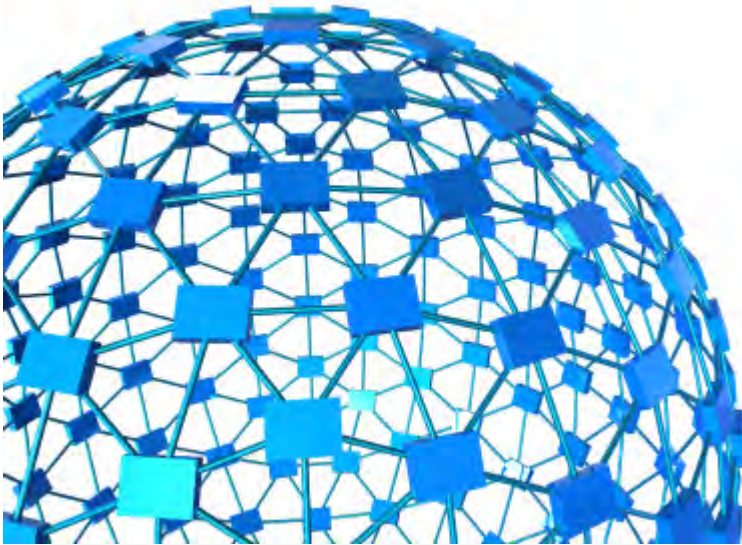
- **Potential Components:**

- SMRS Library
- Baseline Models and Sustainability Performance Drivers
- Use Phase and EOL data resources
- Open-IO
- Secondary Data Framework
- Research Reports
- Wiki-like collaboration spaces
- ...

知

Data and IT 2010 Deliverables: Supply Chain Database Network

Description: A federated set of data pools and standards used to securely exchange static company specific product information between organizations in supply chains



Data and IT 2010 Deliverables: **Modeling and Reporting Tools**

Description: At least 3 tools available for beta testing that enable companies to report based on sustainability measurement and reporting standards

- Report Based on SMRS developed by the sectors
- Integrated baseline models, performance drivers and detailed modeling rules
- Potential for 'certified provider' status



Reporting Categories Workshop

Description:

- Multi-day workshop of experts to align on a common set of Reporting Categories for SMRS Development

Participants:

- impact assessment researchers
- subject matter experts
- industry representatives
- NGOs and Gov't Agencies



Date:

- TBD (anticipated for June-July 2010)

CWWG 2010 Deliverables: Systems – Gap Research

- **Description:** Provide literature reviews, empirical testing and modeling primarily for consumer-use phase and post-use phases
- **Contents:**
 - Recently completed report to support laundry care for energy, climate and water
 - Currently developing a detailed baseline report on impacts of consumer use on various sustainability imperatives in the US, UK, Asia (Korea/Japan) and EU
 - Conducting surveys of consumers on how they use and dispose of products / peripherals
 - Examines and quantifies the benefits to major sustainability imperatives via industry / government innovations
 - Partners with governments around the world and leading researchers
- **Timeline:**
 - 1st report completed / published in March 2010
 - Baseline reports Summer 2010
 - Web Education tools summer 2010
 - Survey's in conjunction with sectors under design

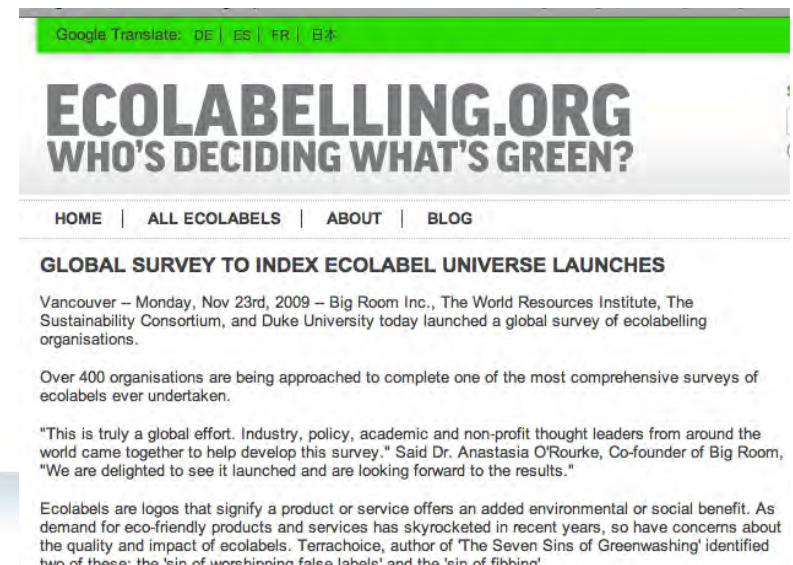


CWWG 2010 Deliverables: Systems – Government Affairs

- **Description:** Provide support to sectors and members on existing and emerging regulatory programs that influence SMRS projects.
- **Contents:**
 - Will design a monthly report to be issued.
 - Have gained / gaining key partnerships with policy makers in US, UK, Asia (Korea/Japan) and EU
 - Examining the unintended consequences of proposed policies
 - Will be contracting with key academic institutions to aid in the process.

Timeline:

- Certification / Labeling Survey is underway with final report by Duke in summer 2010.
- Will be establishing a Working Group in May 2010 (need your assistance)
- Baseline report Summer 2010



Google Translate: DE | ES | FR | 日本

ECOLABELLING.ORG

WHO'S DECIDING WHAT'S GREEN?

HOME | ALL ECOLABELS | ABOUT | BLOG

GLOBAL SURVEY TO INDEX ECOLABEL UNIVERSE LAUNCHES

Vancouver – Monday, Nov 23rd, 2009 – Big Room Inc., The World Resources Institute, The Sustainability Consortium, and Duke University today launched a global survey of ecolabelling organisations.

Over 400 organisations are being approached to complete one of the most comprehensive surveys of ecolabels ever undertaken.

"This is truly a global effort. Industry, policy, academic and non-profit thought leaders from around the world came together to help develop this survey." Said Dr. Anastasia O'Rourke, Co-founder of Big Room, "We are delighted to see it launched and are looking forward to the results."

Ecolabels are logos that signify a product or service offers an added environmental or social benefit. As demand for eco-friendly products and services has skyrocketed in recent years, so have concerns about the quality and impact of ecolabels. Terrachoice, author of 'The Seven Sins of Greenwashing' identified two of these: the 'sin of worshipping false labels' and the 'sin of fibbing'.

CWWG 2010 Deliverables: **Consumer Science**

- Working Group formed and met last week in Tempe, Arizona.
- Co-Chairs will be presenting tomorrow.



Moving Forward



- So, we are very proud of our accomplishments – however we have much work to do!
- We will provide greater details and clarity on our proposed direction moving forward.
- Tomorrow, we will have breakout sessions. This is your opportunity as our Steering Committee to provide valued input on our direction. We value and need your input and guidance.

Key Issues

- Input / Concurrence on our Strategic Direction
- Thoughts on who and how to engage external partners such as GS1, NGO's, other industry partners etc.
- Suggestions regarding the internal governance of The Sustainability Consortium now and in the near future.