



# SUSTAINABILITY CONSORTIUM

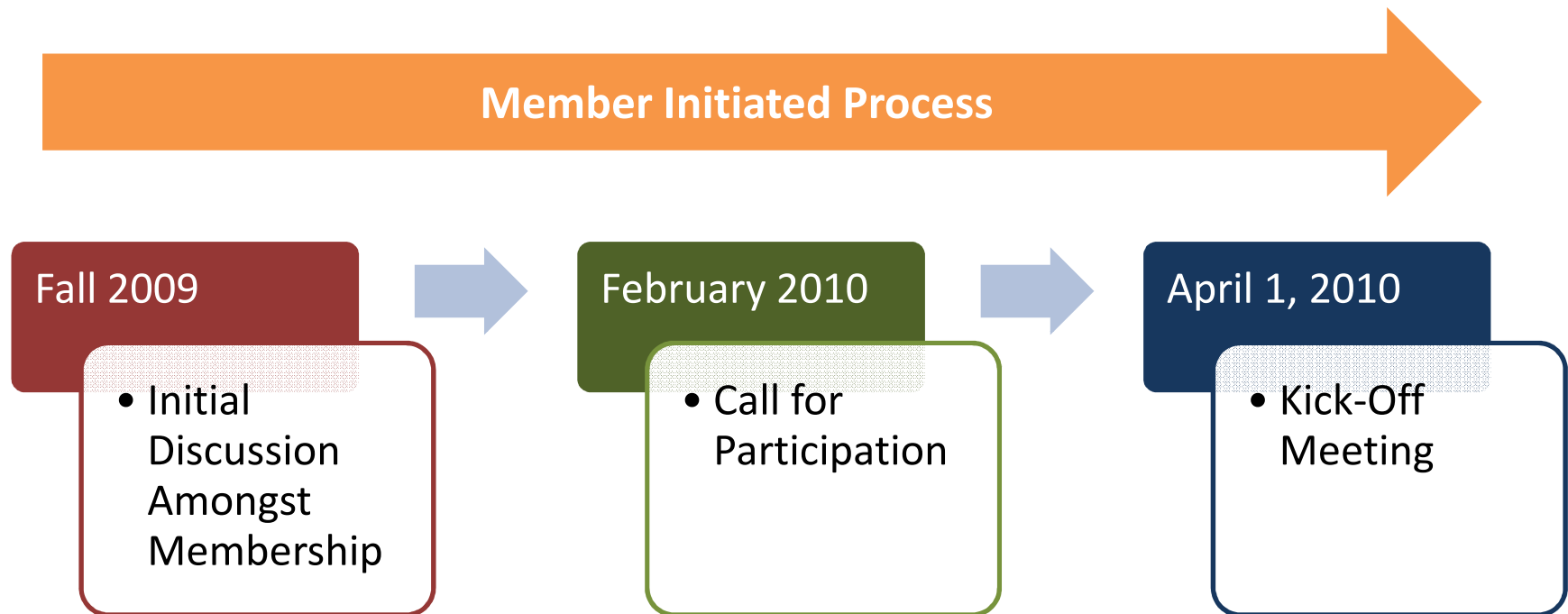
**Consumer Science Working Group**

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# Overview

- Formation of Working Group
- Kick-Off Meeting
- Working Group Mission & Need
- Working Group Deliverables
- Interaction with SMRS Outcome Process Flow
- Working Group Structure

# Formation



# Participating Members

Participant	Organization	Function
*Mary Capozzi	Best Buy	Corporate Responsibility
*Thad Carlson	Best Buy	Environmental Affairs
*Scott Kaufman	Carbon Trust	U.S. Carbon Footprinting
Tim Kennedy	Clorox	Research Fellow
Scott O'Connell	Dell	Environmental Strategist
*Pete He	Dial, Henkel of America	Research Fellow, Sustainability
*Heiko Schafer	Dial, Henkel of America	Consumer & Market Insights
*Alex Hausman	Disney	Corporate Responsibility
Holly Elwood	EPA	Environmentally Preferable Purchasing
Jill Vohr	EPA	Energy Star
John Katz	EPA	Pollution Prevention
Jay Celorie	HP	Global Supply Chain Energy
Ellen Jackowski	HP	Marketing
Kim Marotta	MillerCoors	Corporate Responsibility
Jack Mcaneny	P & G	Global Sustainability
Marci Hadley	P & G	Consumer & Market Knowledge
*Devon Douglas	Walmart	Marketing Manager, Sustainability
*Mike Rabuck	Walmart	Communications Insights
Shannon Andrews	Walmart	Marketing Manager, Foundation and Sustainability

\* Denotes in-person attendance at April 1, 2010 Kick-Off Meeting

# Kick-Off Meeting

## PURPOSE:

For Consumer Science Working Group members to **collectively discuss and gain alignment** on the presence of the working group within The Sustainability Consortium and to **determine the objectives and associated deliverables** of the working group

## OBJECTIVES:

- Define the need and necessity for the working group's existence within the consortium
- Identify where the working group interacts with the SMRS Outcome Process Flow and the associated objectives
- Determine what the working group will deliver and how it will interact with the SMRS Outcome Process Flow
- Categorize research that is necessary to support the deliverables of the working group and identify pressing next steps
- Outline effective use of funds in remaining fiscal year



# Mission

Empowering consumers to drive significant supply chain innovations based on their ability to influence marketplace changes that lead to better products and a more sustainable world

# Need for the Working Group

**Allow retail to set the bar for product sustainability but allow the consumer to drive industry towards a higher bar:**



- Incorporate the **Voice of the Consumer** throughout the process
- Achieve TSC and sector mission by **Enabling the Consumer**
- Drive **Market Demand** towards sustainable innovations by empowering consumers through understanding and awareness
- Show consumer need as leverage to **Drive Supply Chain Innovations**
- Create a **Baseline Measure** of where the consumer is today
- Understand how to **Shift the Consumer of Tomorrow** to align with supply chain and product innovations

# Deliverables

## Research Compendium Report

What is the deliverable?	Compendium of key research findings related to consumers and sustainability as well as a review of best practices
What will it produce?	Identify useful learnings and GAPS in the existing state of knowledge and drivers of successful past efforts

## Support of Mission

- Supports strategies to increase demand for sustainable product innovations
- Supports strategies to reduce impacts through consumer use and disposal

# Deliverables

## Hot Spot-Hot Button-Consumer Matrix

What is the deliverable?	Model that plots hot spots from a consumer perspective
What will it produce?	Results of sector identified hot spot testing with consumers as well as consumer identified hot button testing

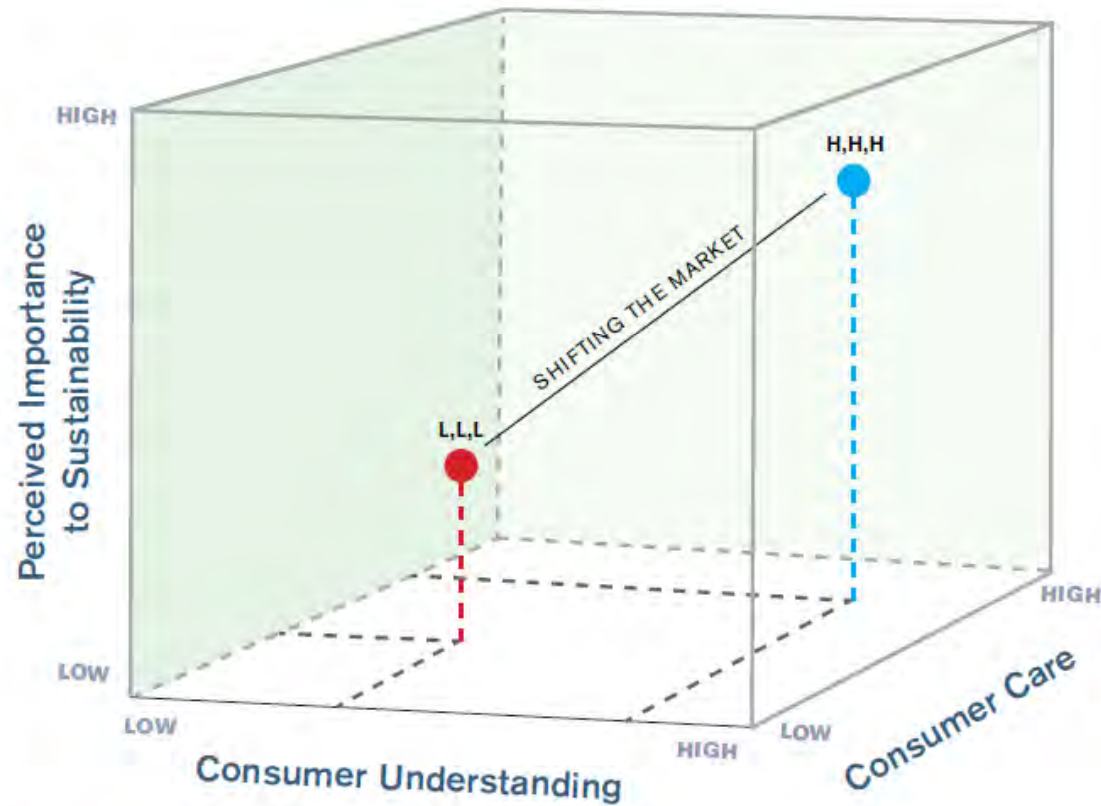
## Support of Mission

- Produces baseline model to measure industry progress with consumers
- Enables concentrated shifting of consumers to align with sector identified hot spots
- Generates consumer driven additions to SMRS development to capture data that is meaningful to the consumer

# Deliverables



## SHIFTING THE MARKET

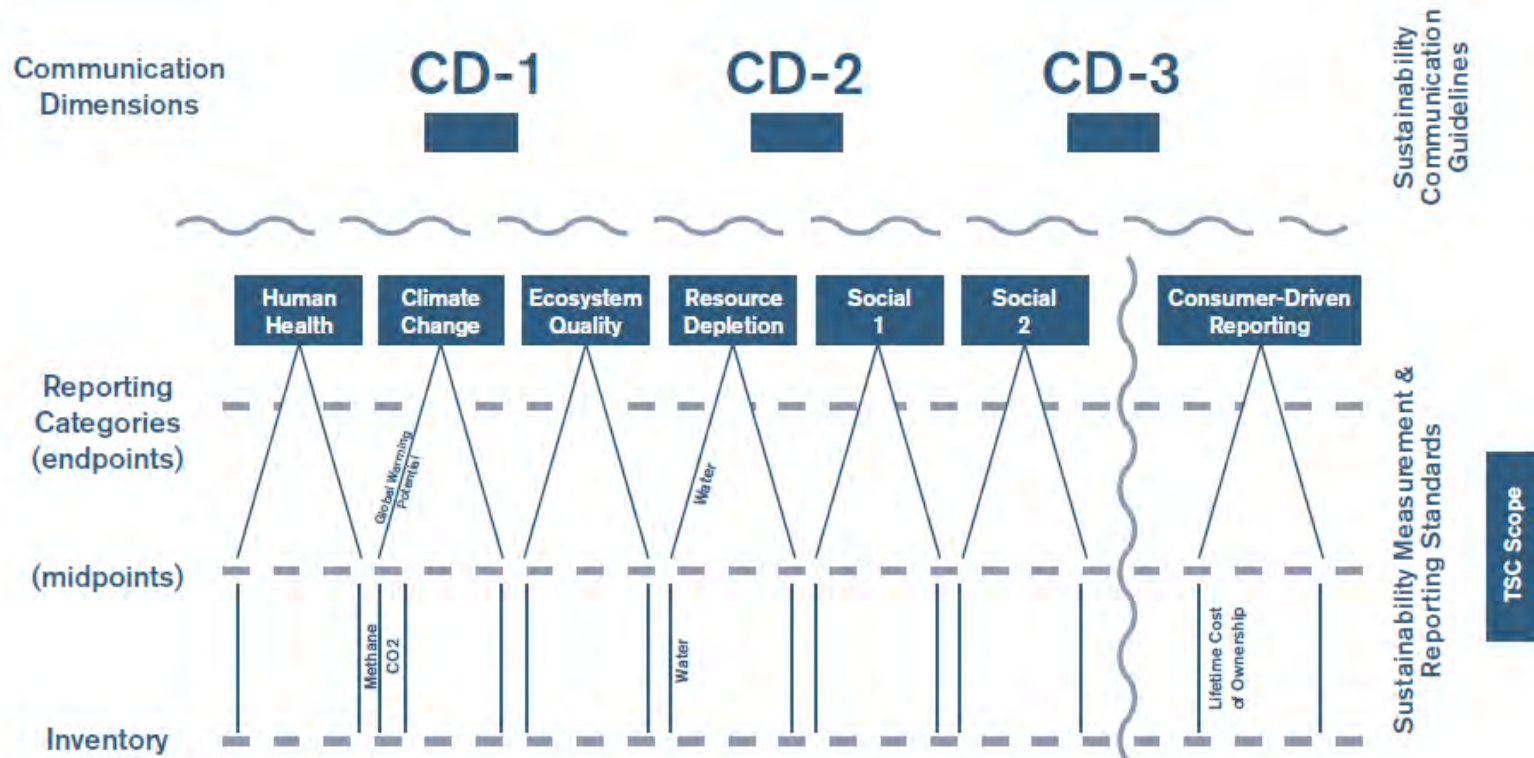


- Hot Spot to Current Consumer  
(Material Flow + Unit Process)
- Hot Spot to Future Consumer  
(Material Flow + Unit Process)

# Deliverables



## DRAFT REPORTING STRUCTURE



# Deliverables

## Guiding Principles for Communication

What is the deliverable?	Guiding document establishing the principles for effective delivery systems of sustainability-related information to consumers
What will it produce?	Identify necessary communication elements and guidelines to address them successfully

## Support of Mission

- Supports effective and consistent communication to consumers which will align them with sustainability imperatives
- Enables increased consumer need for sustainable products

# Deliverables

## Use & Disposal Behavioral Drivers Report\*

What is the deliverable?	Consumer behavior report that drives sector identification of use and disposal phase hot spots
What will it produce?	Identification of consumer based hot spots and the behavioral attribute drivers

## Support of Mission

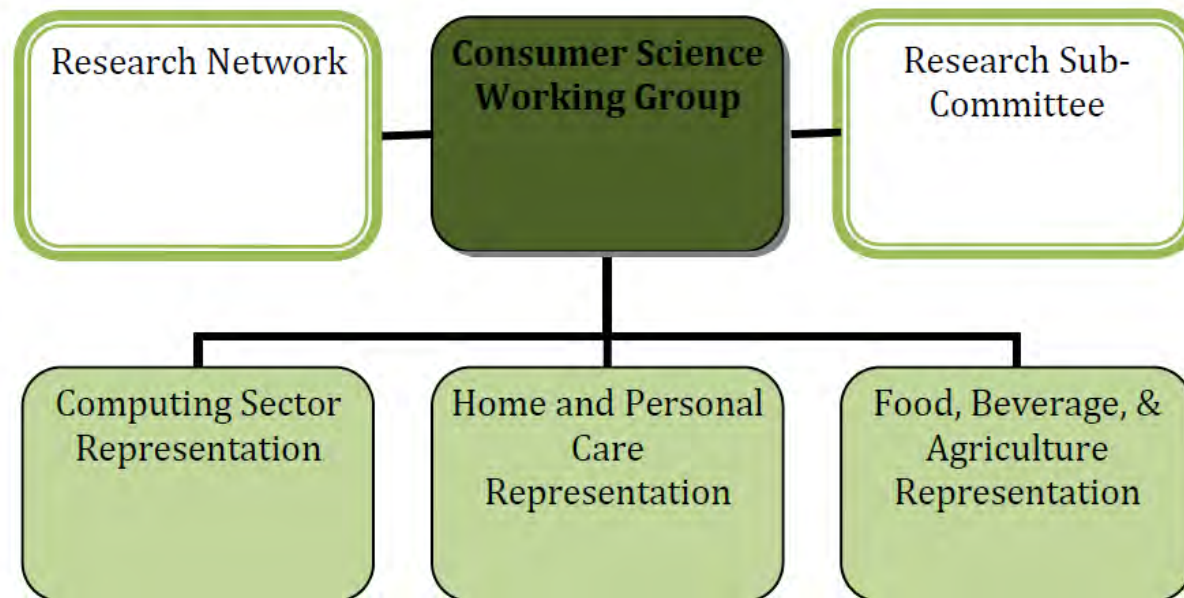
- Supports attribute based SMRS development for use and disposal
- Directs strategies to reduce behavioral drivers of product impacts

\*Deliverable is sector specific and requires the sector to identify the need for the deliverable and to initiate the completion of the deliverable

# Interaction with Sector Flow

Where	What	Why
Throughout the flow	Present consumer voice	To inform, prioritize, and organize efforts, no to impede upon LCA based science
Within the stages of research review & SMRS development	Consumer response to sector identified hot spots	To direct efforts to align consumers with science
Within the stages of research review & SMRS development	Consumer response to consumer identified hot buttons (not captured within the sectors)	To inform sectors of additional consumer needs for information
On the front end of delivering outputs to users	Guiding principles for communication	To support effective and consistent delivery to consumers
Sector specific-requires sector to identify need and appropriate time to initiate	Use and disposal support in hot spot identification and behavioral drivers	To provide consumer behavior expertise to understand critical human elements in LCA

# Structure



# Outcomes of Success

**Mission** Empowering consumers to drive significant supply chain innovations, based on their ability to influence marketplace changes, that lead to better products and a more sustainable world



- The voice of the consumer will be incorporated throughout the process to create meaningful and actionable output

- The consumers of tomorrow will be aligned with consistent understanding of scientific findings

**Vision of Success** Empower<sup>ed</sup> consumers driv<sup>ing</sup> significant supply chain innovations, based on their ability to influence marketplace changes, lead<sup>ing</sup> to better products and a more sustainable world