

EXTERNAL RELATIONS

External relations breakout session

Key points: What external relations would most benefit the consortium.

External Relations: General

#	Why? (TSC strategic need/rationale)	What? (Types of orgs to fulfill need?)	Who? (Which specific orgs to target?)
1	Best end use of data	Consumer / customer groups	
2	Retailer buy-in and use of outputs	Individual retailers, trade groups, retailer associations	Depends on region, market, scale. CGF, RILA, GMA, FMI, CIAA
3	Best communication of messaging, raising profile, brand image	Internal & External Marketing/Communications	Numerous media outlets; Also, investment analyst community
4	Credibility is paramount	NGO's	WWF, EDF, others Steering Committee and Sector Specific. Coalition or Foundation formation?
5	Industry buy-in	Trade associations	Sector specific, ACC (American chemistry council)
6	Global buy-in	Non US centric organizations	Other regulatory, WRI, WBCSD (World Business Council for Sust Dev)
7	Best academic expertise	World class universities	Many (did not name specifically), proven performance.
8	Validity of science	Scientific community	INLCA (lifecycle assessment community), SETAC
9	Ensure alignment with other certification/standards through better collaboration.	Other organizations	ISEAL, UL Environment, ISO, ANSI, EPEAT, Green Products Roundtable/Keystone
10	Recruit new members	Retailers, CPG	
11	Learn from other Multi-Stakeholder efforts	Successful Multi-Stakeholder efforts	
12	Preempt, guide, advise, inform regulation, Lack of Fed Guidance leading to patchwork of local and state reg. Possible oversight in application and use of TSC outputs.	National and International Government Agencies	US: EPA, FDA, DOE, NREL LCA, USDA, FTC, Fed. Environmental Executive Committee, CEQ OMB, Commerce. International: UNEP, WBCSD, EU and others
13	Funding of Consortium	Foundations, Government, other	

External Relations: Sector Specific

#	Why?	What?	Who?
1	Farmer facing	Commodity groups	Farm Bureau, Crop Life, International Seed Federation, Claifornia Rice Growers, Corn Growers, etc.