

The logo consists of three overlapping green leaves of varying shades, positioned to the left of the text.

Sustainability Consortium

Follow Up

March 16-18, 2009 Meeting

Tempe, Arizona

Sustainability Consortium

INNOVATIONS AND APPLICATIONS FOR A GLOBAL COMMUNITY



Participants



50



Vision Statement

A vibrant research community with unprecedented access to data, and international reach challenged with the opportunity to reframe sustainability as a practice and process. The Consortium develops the best system science and empirical based tools for decision makers in industry and government to support sustainable innovations in the development and use of consumer products.

Mission Statement

The Sustainability Consortium is comprised of researchers from leading global universities that partner with NGOs, governmental agencies, and industry. Administered jointly by Arizona State University and the University of Arkansas, the Consortium is funded by Wal-Mart, other retailers, industrial partners and government agencies. The Consortium has an ambitious first goal: to establish scientific standards for measuring the sustainability of consumer products. Consortium members are dedicated to creating and implementing a powerful, credible, transparent, and user-friendly system for generating scientific measures of product sustainability.

Ultimately, the Consortium will generate scientifically grounded data and methods that will be used to create product indexes that allow retailers to compare consumer products manufactured by their supply chain as well as to provide the platform to stimulate innovations in sustainable technologies, strategies, and public policy. Measurements of sustainability will be holistic and account for both environmental and social imperatives throughout the entire life cycle of the product including consumer use and post-use.

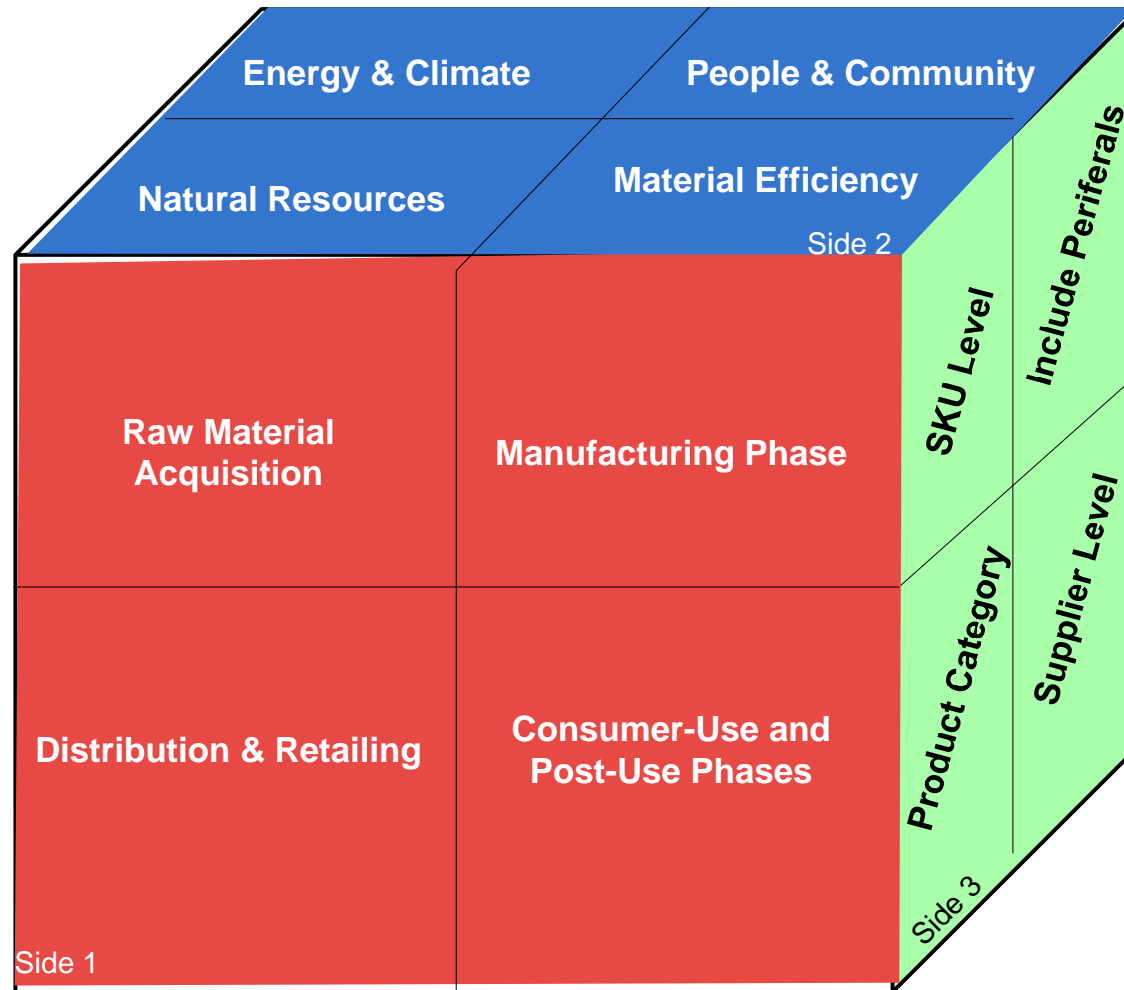
What is a Sustainable Index

	Across the lifecycle of its products	Sample topics
Energy and Climate	Reduce operational and embedded energy requirements and minimize greenhouse gas emissions.	<ul style="list-style-type: none"> • Efficiencies • GHG emissions • Renewable energy
Material Efficiency	To maximize efficient use of all materials, close material loops and minimize waste.	<ul style="list-style-type: none"> • Use / efficiency of all resources other than energy (water, minerals, chemicals, etc.) • Waste, re-use and recycling
Natural Resources	To promote the integrity of nature and a safe, reliable supply of natural resources.	<ul style="list-style-type: none"> • Water Quantity & Quality • Ecological Services • Emissions (solid, air etc.) • LULC
People and Community	To promote quality of life and safeguard human health.	<ul style="list-style-type: none"> • Safety • Health & Nutrition • Livelihoods • Community development • Economic development

These impact areas would be a guiding force, as opposed to an absolute design element

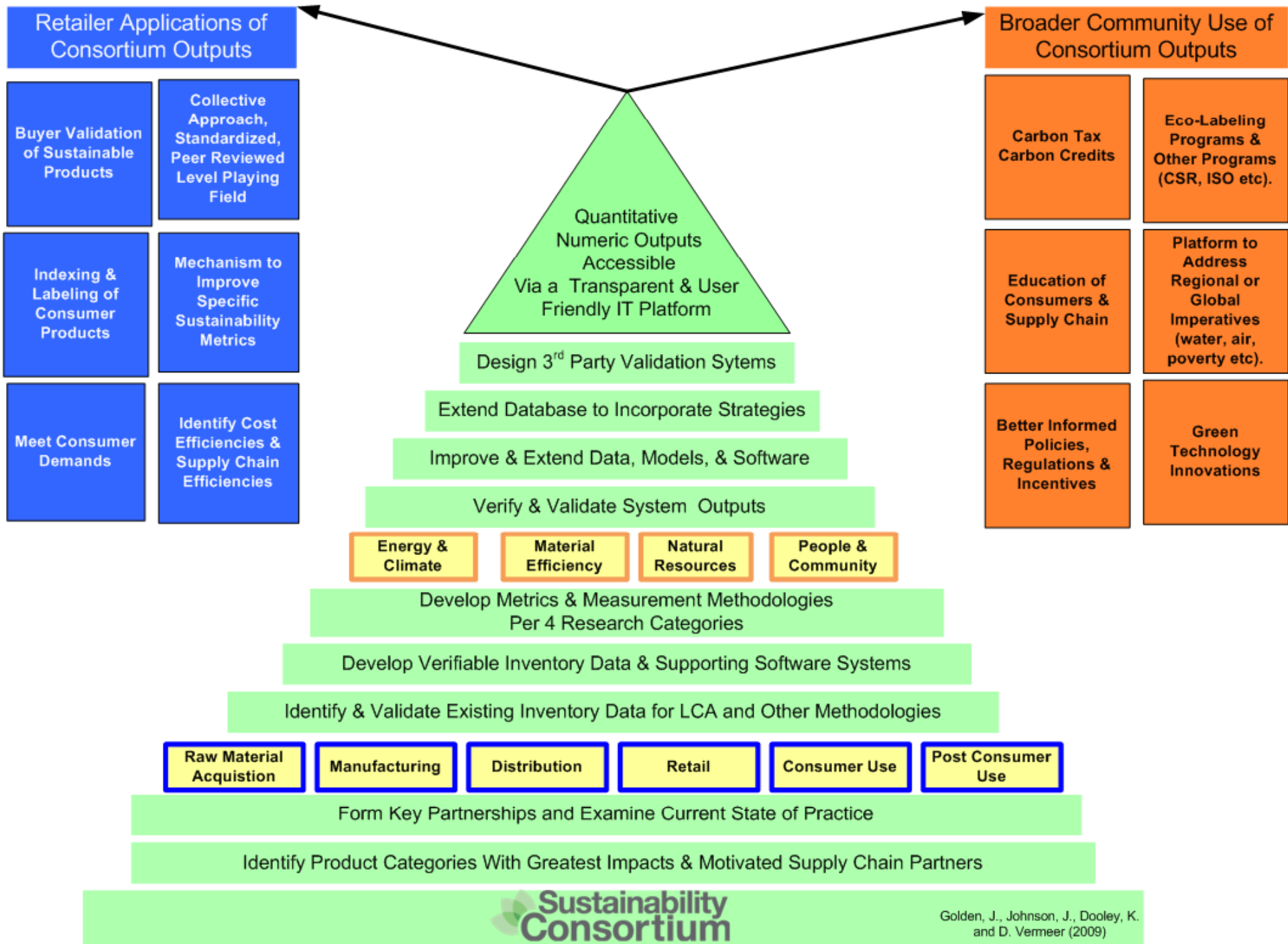
Complexity

Hidden Side 4: Socio-Economic Variability



Hidden Side 5: Spatial & Temporal Variability

Hidden Side 6: Uncertainty



Sustainability Consortium

Sustainability Information Inputs

Life Cycle Inventory Data
Environmental and Social Attributes
Standards and Protocols
LCA Product Category Rules

Key Players

10 to 20 universities supported by gov't,
retail & CPG companies as focus of research

Consortium Activities

Life Cycle Data Generation

Research that results in life cycle data, certainty analysis, and methods development

Evaluate Rules & Models

Develop alternative rules and models for different Index systems

Consumer Facing

Explore consumer response and use of sustainability product labeling

Auditing and Assurance

Research potential methods of assurance

Transparent
Rules
& Models

Credible
Independent
Research

Research
Supports
Decision-
Making
Tools

The Consumer Goods Index

Sustainability Index Database Outputs

Translated scientific data creating a decision making tool
Index Definition and Standards

Key Players

Retailers and eventually a third party who can own the systems

Index Activities

Index Definition & Standards

Choose & establish standards for evaluating life cycle data on consumer goods

Index Data Collection & Management.

Oversee data collection, aggregation, and reporting

Consumer Labeling Standards and Communication Strategies

Manage the development of consumer facing message

Auditing Standards Oversight

Direct development of generally accepted principles of sustainability reporting

6 Month Deliverables

- Partnerships formalized with other global retailers and broader NGO & governmental partners
- Create a roadmap for organizing ourselves and guiding principles
- Form the Academic Council
 - Universities confirm sector assignments
 - Establish process for soliciting proposals (e.g. RFP process)
- Form the Advisory Council (industry, NGO's, government)
- Define organizational structure & communication lines
- Prioritize the sectors & product categories & initiate strategic research with key sectors
- Organize research by objectives, key issues & opportunities and collect research questions.
- Form an Alliance with IT sector partner(s) for data management, education and communication

Year 1 Deliverables

- Established partnerships with key firms and industry associations in each high priority sector and understand state of practice in those sectors
- Universities submit sector engagement plan
- Broad buy-in and funding from large and small retailers & manufacturers around the world
- Gap analysis of existing inventories, methodologies and system drivers
- Identification of priorities and timetable for deliverables
- Create research agenda
- Analytical framework
- Agreement on data structuring
- Initiate cross university education programs including K-12