



# Baselines and Progress vs. Cross-Comparisons

Principles, Ideas, Dialog

June 8, 2009

G. Norris

# Outline

- Principles
- Discussion/dialog invited at every step



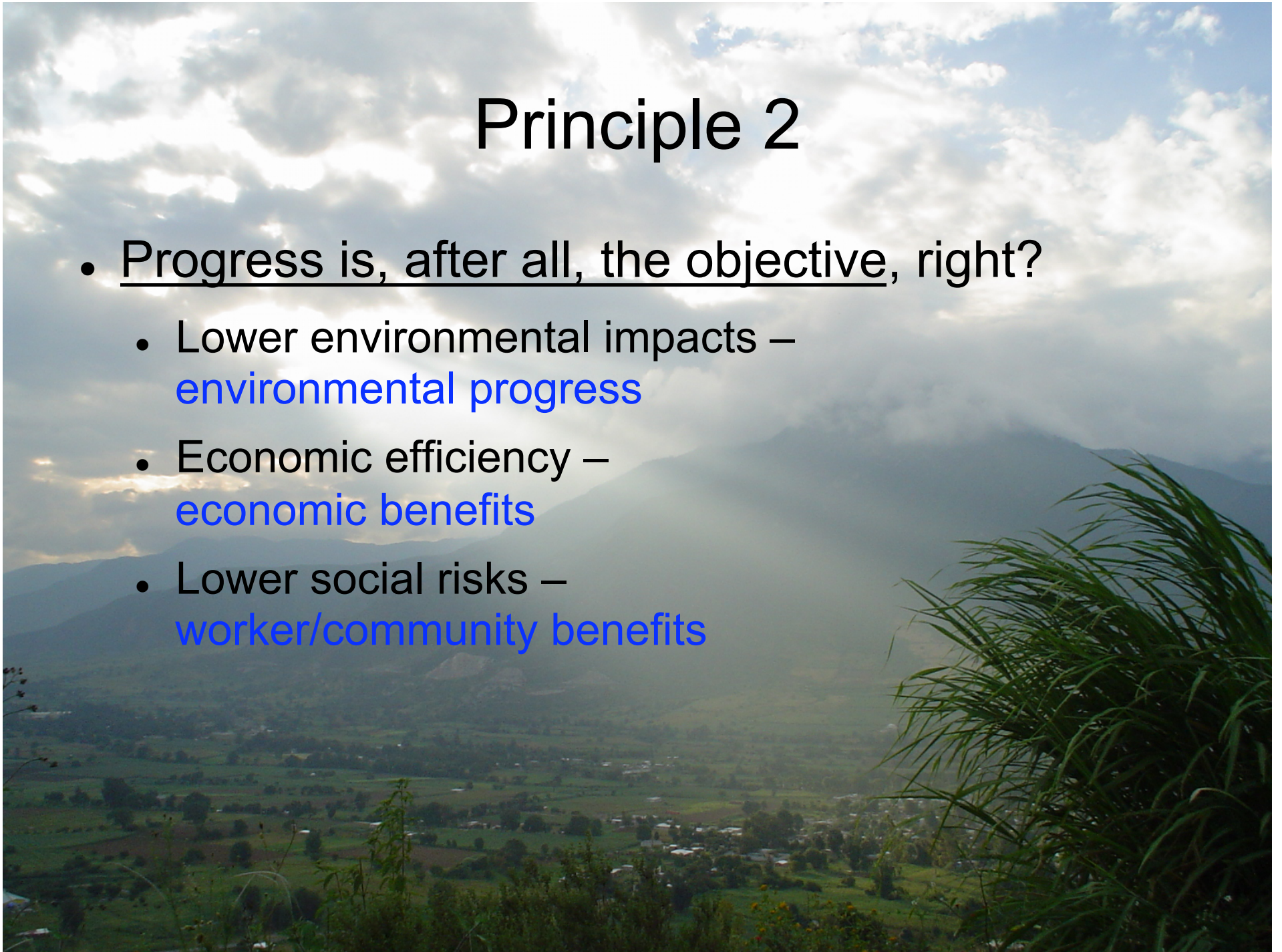
# Principle 1

- Progress is a game every company can play.



# Principle 2

- Progress is, after all, the objective, right?
  - Lower environmental impacts –  
environmental progress
  - Economic efficiency –  
economic benefits
  - Lower social risks –  
worker/community benefits



# Principle 3

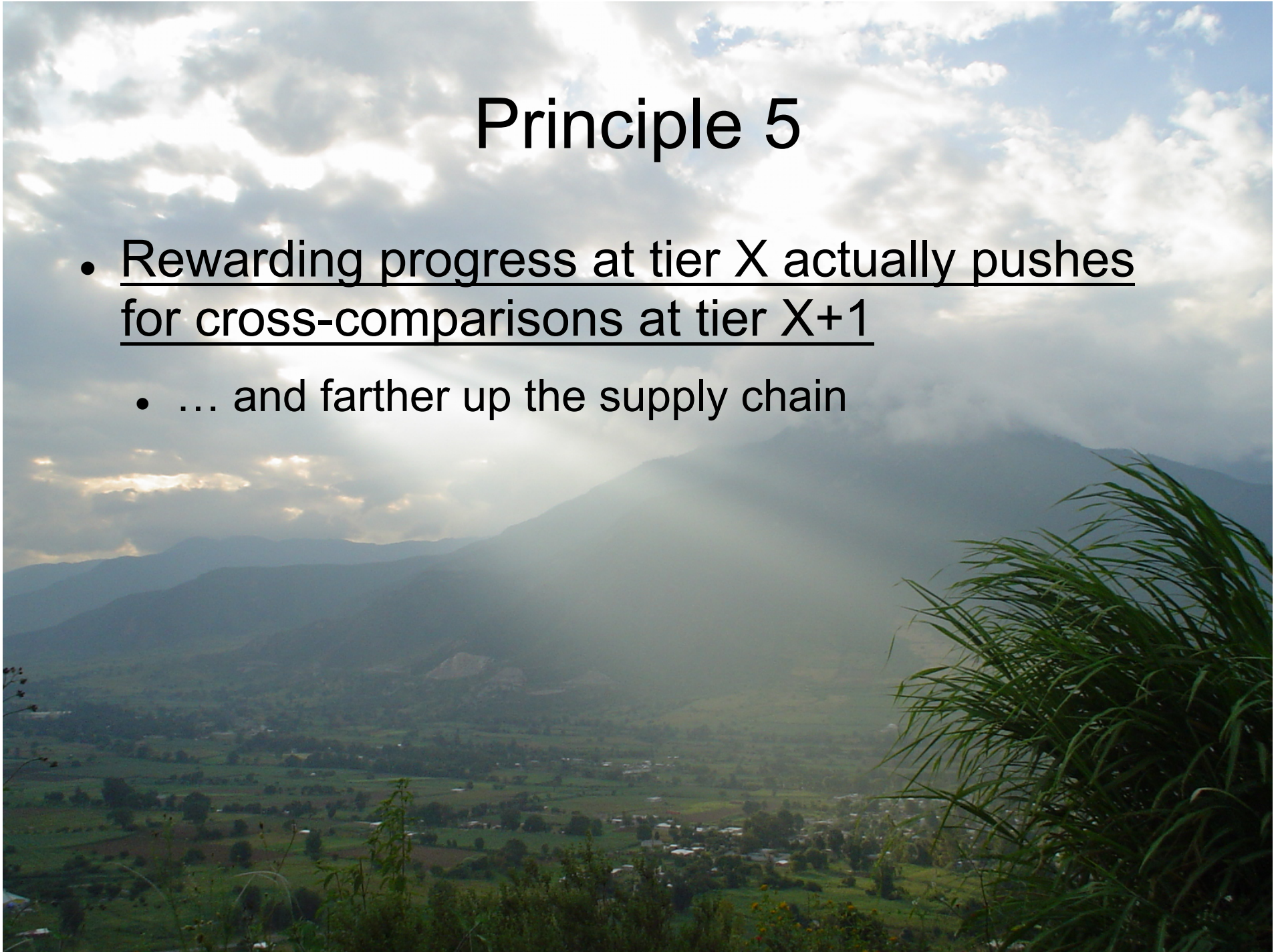
- Self-comparison is more reliable than cross-comparison.
- Compare with respect to baseline:
  - Lower uncertainty
  - More reliable functional equivalence
  - Reduced influence of reporting/data artifacts

# Principle 4

- We will need to **define progress**.
  - This turns out to be an interesting next step.
- The SI, and LCA, are **multi-attribute**
- Data are **uncertain**
- Possibilities
  - “Big enough” improvement on at least 1 attribute, while other impacts don't get “much” worse
  - “Big enough” progress on “enough” attributes
  - **Progress on a final score, or highly aggregated sub-scores...**

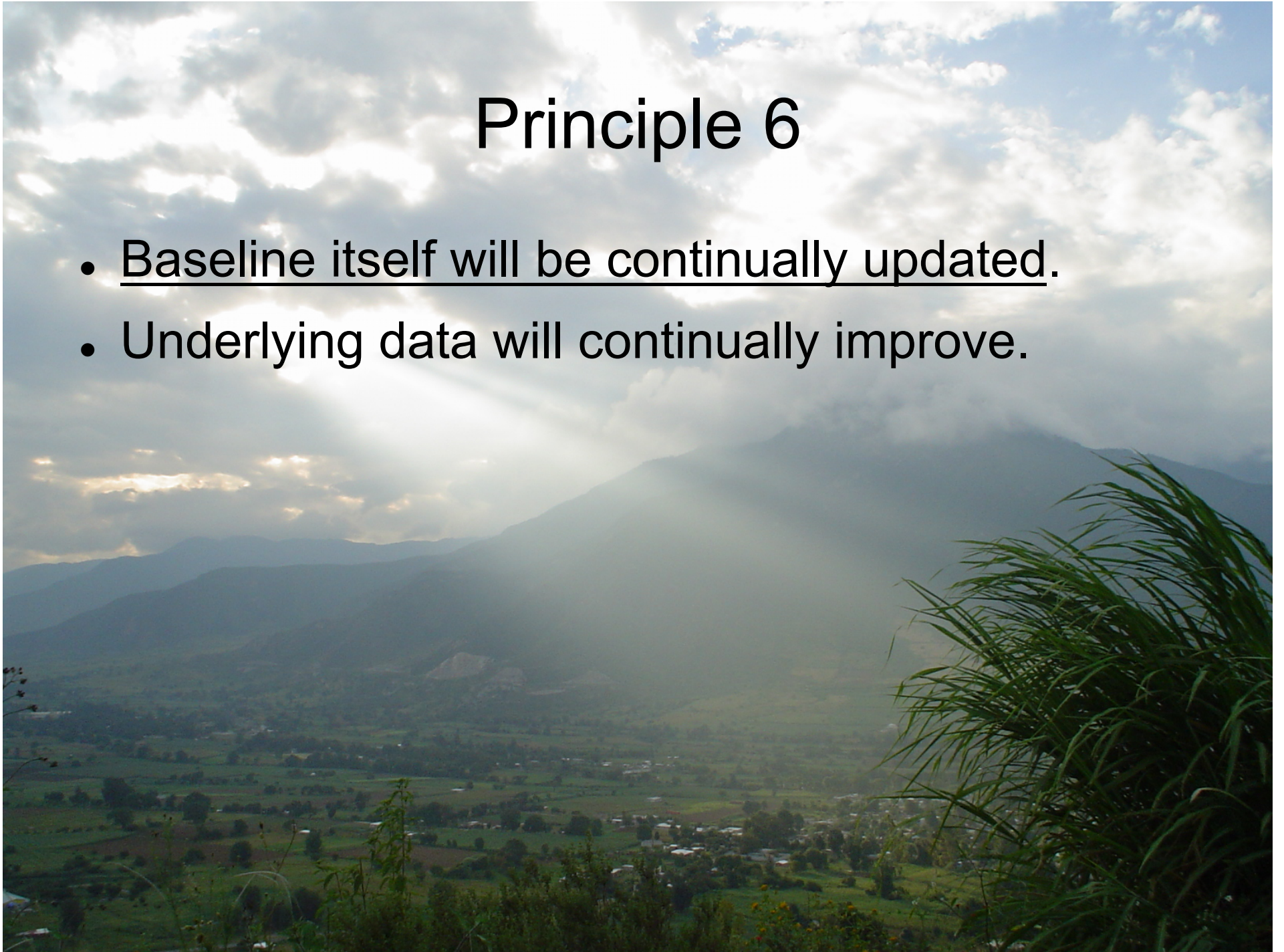
# Principle 5

- Rewarding progress at tier X actually pushes for cross-comparisons at tier X+1
  - ... and farther up the supply chain



# Principle 6

- Baseline itself will be continually updated.
- Underlying data will continually improve.



# Principle 7

- Progress (indeed, change) relative to baseline can come from many factors/changes
  - Switching to more accurate data
  - Supplier change (same input)
  - New input / product design
  - Input efficiency
  - On-site emissions/impact reduction