



SUSTAINABLE PITTSBURGH



CHAMPIONS FOR SUSTAINABILITY

Champions for Sustainability Upcoming Event

CERTIFYING SUSTAINABLE PRODUCTS: A SMaRT WORKSHOP

May 23, 2008

PPG Headquarters

One PPG Place, Third Floor, Room 3A, Pittsburgh, PA

9:00 AM – 3:30 PM

How can my company:

- Learn how to save money by examining new ways of making products using sustainable materials and reduced energy flows?
- Improve its product-to-market time?
- Respond to increasing demands for sustainable products?
- Create new capacities for innovation and new markets?

Come to this workshop to learn about and to begin certifying your company's products according to Sustainable Materials Rating Technology (SMaRT) consensus-based standards adopted through an American National Standards Institute (ANSI) accredited process. This is the first offering of this workshop in Western Pennsylvania, and **space is limited to the first 30 companies who register**. This workshop provides companies with the needed guidance and background in four key areas:

- Product Life Cycle Assessment (LCA)
- Documentation of the absence of harmful chemicals
- Energy efficiency and baseline assessments
- Documentation of social equity indicators

SMaRT Registration starts companies on the process towards:

- **Credible sustainable product communication**
- **Improved product design**
- **Responding to purchaser demands and FTC requirements**
- **Mitigating the long term rising costs of energy and carbon footprint**

Registration Information

- **\$100/ Person for C4S and Sustainable Pittsburgh Members or \$150 for non-members**
- **Deadline: May 16, 2008.**
- **Only the first 30 registrants can be accommodated.**
- **Registration Fee Includes Continental Breakfast and Lunch Buffet**
- Register online at www.C4SPgh.org/know.html or by using the attached registration form

For more information, contact:

Matthew Mehalik, Program Manager, Sustainable Pittsburgh

mmehalik@sustainablepittsburgh.org or 412-258-6644 FAX: 412-258-6645

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AGENDA

- 9:00 Registration and Continental Breakfast
- 9:30 Welcome and Introduction – C4S and Sustainable Pittsburgh
- 9:45 SMaRT Sustainable Product Certification
“What’s the Standard, What’s the Value, and How Do You Do It”
Mike Italiano, CEO, Market Transformation to Sustainability (MTS)
Margaret Zak, President, Environmental Logic
- Background on consensus standards
 - How they reduce risk and uncertainty
 - How they are adopted by government and capital markets
 - SMaRT: 15 years of consensus standards
 - Life Cycle Assessment (LCA)
 - The value proposition
 - New York Stock Exchange launch of SMaRT investment products
 - Local government adoption
- 11:30 Lunch
- 12:30 SMaRT Process
-  **SMaRT** certified | **Transparent.**
Quantified.
Global.
- SMaRT Registration – Option 1
 - ISO-compliant LCA or equivalent
 - Energy inventory
 - Social equity reporting
 - SMaRT Certification – Option 2
 - SMaRT checklist
 - Application process – Step-by-Step
- 2:30 Next Steps and reflections on the day
- 3:00 Adjourn



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REGISTRATION FORM**

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Register online securely using your credit card at:

www.c4spgh.org/know.html

OR

Send full contact information using the form below with a check payable to:

Champions for Sustainability (C4S)
Sustainable Pittsburgh
425 Sixth Avenue, Suite 1335
Pittsburgh, PA 15219

Email: info@sustainablepittsburgh.org

Phone (412) 258-6642

Fax (412) 258-6645

www.C4SPgh.org

www.sustainablepittsburgh.org

Name

Daytime Phone

Position/Title

Fax Number

Name of Organization

Email Address

Address 1

Physically disabled or other special accommodations needed

Address 2
