



SUSTAINABLE PITTSBURGH



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*Champions for Sustainability  
Member Workshop Summary Series*

Vol. 3 No. 1  
March 2010

# **Certified, Credited Sustainable Products: Innovation In Manufacturing**

**Workshop Date:  
March 12, 2010**

Champions for Sustainability (C4S)  
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## ***Certified, Credited Sustainable Products: Innovation In Manufacturing***

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David Kahley <i>President &amp; CEO Progress Fund</i>	Jerry Swart <i>(Steering Committee Co- Chair) Managing Director Environmental Services Department FedEx Ground</i>
Mike Kane <i>Executive Director Community Foundation for the Alleghenies</i>	Scott Van de Mark <i>Director, Special Projects Pennsylvania Environmental Council Western Regional Office</i>
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Jamie Moore <i>Sustainability Coordinator Eat-n-Park/Parkhurst</i>	

### **C4S Program Administration**

Matthew M. Mehalik, Ph.D.  
*Program Manager  
Sustainable Pittsburgh*

### **Executive Summary**

On March 12, 2010, fifty three of Western Pennsylvania's leaders in manufacturing participated in the Champions for Sustainability Workshop, *Certified, Credible Sustainable Products: Innovation in Manufacturing* at Eaton Corporation's meeting center in Moon Township, PA. The event, co-organized with the Washington, DC-based Market Transformation for Sustainability, featured industry panels of manufacturers and purchasers who successfully achieved sustainable product certification under the Sustainable Materials Rating Technology (SMaRT) standards. The manufacturing panel provided guidance on the certification process itself. The purchasers panel provided insight into increasing market demands and trends for credible, certified-sustainable products.

### **C4S Workshop Series**

Champions for Sustainability engages its members by convening a series of events and workshops for its membership approximately six times per year. Each workshop event explores a strategic topic of interest for the membership. Events make accessible current trends and challenges, provide access to tools, knowledge, and examples, and engage the membership in assessments and reflections to help craft the regional practice of sustainability. This publication series summarizes and makes accessible the most important outcomes from these workshop events.

### **About C4S**

Champions for Sustainability brings together companies large and small, from many different industries, entrepreneurs, community leaders, university researchers, educators, and other social ventures to put sustainability into practice. C4S aspires to be the most effective region-based collaboration of leaders accelerating the practice and policy of sustainability in business and civic circles. Champions for Sustainability provides value to firms and organizations that seek sustainable solutions to operational practices through convening, networking, and direct consulting.

### **Memberships and Information:**

- Champions for Sustainability [www.C4SPgh.org](http://www.C4SPgh.org)
- Sustainable Pittsburgh [www.sustainablepittsburgh.org](http://www.sustainablepittsburgh.org)

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## 1 Event Summary

**Title:** *Certified, Credited Sustainable Products: Innovation In Manufacturing*

**Location:** Eaton Corporation

**Date:** March 12, 2010

### 1.1 Agenda

8:30 Continental Breakfast

9:00 Welcome: Kevin McLean, Senior VP of Marketing, Eaton Corporation

9:10 Program Objective

9:15 Manufacturing Panel

- Jason Bondra, WESCO Sustainability Director
- Casey Johnson, National Sales Director, Forbo Flooring
- Steve McGuire, Philips Sustainability Director
- John White, Eaton Energy Director

Issues:

- Sustainable manufacturing
- Sustainable product attributes & prerequisites
- Third party certifications
- Increasing sales & profitability
- Sustainable manufacturing underwriting
- Certified sustainable product credits
- Eliminating greenwash & market confusion
- Leadership standards campaign

10:30 Break

10:45 Purchasers Panel

- Shawn Carter, Regional President, Home Depot (invited)
- Joe Parisi, GSA Public Building Service
- Bill Hubbard, Thompson Hine, LLP
- Jeaneen Zappa, Allegheny County Sustainability Director

Issues:

- Home Depot Eco Options
- Executive Order compliance
- Lacey Act
- Sustainable manufacturing underwriting standard for retailers & manufacturers

11:30 How to Get Certified: Margaret Zak, Catalyst Partners

12:30 Adjourn

## 1.2 Summary

### **Certified, Credible Sustainable Products: Innovation in Manufacturing**

Date: Friday March 12, 2010  
Location: Eaton Corporation  
1000 Cherrington Parkway  
Moon Township, PA 15108-4312

On March 12, 2010, fifty three of Western Pennsylvania's leaders in manufacturing participated in the Champions for Sustainability Workshop, *Certified, Credible Sustainable Products: Innovation in Manufacturing* at Eaton Corporation's meeting center in Moon Township, PA. The event, co-organized with the Washington, DC-based Market Transformation for Sustainability, featured industry panels of manufacturers and purchasers who successfully achieved sustainable product certification under the Sustainable Materials Rating Technology (SMaRT) standards. The manufacturing panel provided guidance on the certification process itself. The purchasers panel provided insight into increasing market demands and trends for credible, certified-sustainable products.

The overall theme of the conference addressed how certified and credible/verifiable standards provide trustworthy sustainable products in a marketplace where greenwashing has become commonplace. As more companies provide products to tap into the growing green product market, many companies are making green claims only in terms of marketing, not in terms of verified reductions in energy, resources, and social impacts. Consumer skepticism has also reached high levels, potentially undermining the work of product manufacturers who have shown proper diligence in sustainable performance. What has emerged is a need for consensus-based product standards and performance evaluations so that the companies who have done their homework can gain the trust in the marketplace that they deserve, and that purchasers seeking such products can gain trust in the real, sustainable value of such products. Southwestern Pennsylvania has the opportunity to seize upon these trends because of its sizable and increasing number of manufacturers who are creating sustainable products.

The conference began with a welcome by Eaton Corporation's Senior VP of Marketing, Kevin McLean, who provided an introduction to Eaton Corporation and its historical and current corporate culture based upon efficiency and electrical technology.

Mike Italiano, CEO of Market Transformation for Sustainability, introduced the panel of manufacturers, who spoke on a range of issues relating to the opportunities that the manufacturers are realizing by offering products that have been certified as well as the process that they went through in order to achieve certification.

Jason Bondra, WESCO's Sustainability Director, discussed the sizable increase in demand that the company had experienced for its products since they began offering

energy saving products in power technologies, lighting, and automation and control equipment.

Casey Johnson, National Sales Director, Forbo Flooring spoke extensively about what it was like to be one of the early adopters of SMaRT standards and to go through early versions of the certification process. Forbo flooring has been able to significantly expand its portfolio of sustainable flooring products as a result of seeking standards that boosted its credibility in the growing green product market.

John White, Eaton's Eaton Energy Director, spoke extensively about their expanding green product line of electricity and building related technologies that provide substantial energy savings, all under increasing demand across building and industrial sectors.

Steve McGuire, Philips Sustainability Director, provided an overview of the significant number of energy efficient lighting products as well as other products using materials that have lowered impacts, and how the challenge has been branding such products so that they stand out in the marketplace. The result has been high level of demand for the innovations that Philips has been able to offer the market.

After a brief Q&A session, during which the audience learned a lot more about what was involved with how these producers were able to gain credibility in the marketplace based on evaluating various standards, the event continued from the perspective of purchasers who are seeking and driving demand for credible products.

Jeaneen Zappa, Allegheny County's Sustainability Director, discussed the challenges involved with changing the culture of how the procurement cycle works in government so that more sustainable options make their way into the range of choices considered during the procurement process.

Joe Parisi, of GSA's Public Building Service, discussed how recent executive orders have set requirements for seeking more sustainable products as more and more government buildings are built or certified under LEED standards.

Shawn Carter, Regional President, Home Depot, commented on the growth of the consumer sector for sustainable products for home construction, and especially about the need to provide useful information to consumers about realistic "green" claims about such products. Consumer education continues to be an area that needs support.

Bill Hubbard of Thompson Hine, LLP, commented on the increasing focus on product stewardship in the marketplace as more and more people are looking at false claims in terms of green products and taking enforcement action against bad actors. The need for clarification and credible standards is of necessity for protecting purchasers and consumers from underperforming or false sustainability claims that can impact business reputations and market perception.

Margaret Zak or Environmental Logic provided an overview on the process of how products become certified.

The event ended with a roundtable discussion about the opportunities to promote sustainable product standards and certifications so that Southwestern Pennsylvania's manufacturers can maintain and increase their edge on the growing sustainable product market.

### 1.3 Event Speakers

#### **Seam Carter**

Sean is the Regional Vice President of The Home Depot's Northern Ohio Valley Region. He is responsible for the sales and operations of 130 stores in Ohio, upstate New York, and western Pennsylvania, and leads a team of more than 17,000 associates. Since joining the Company as a Sales Associate in 1992, Sean has held several positions of increasing responsibility, serving as Store Manager, District Manager, and Regional Operations Manager. He has a Bachelor of Science Degree in Business Management from Kaplan University.

#### **Bill Hubbard**

Bill is an associate in the Product Liability Litigation and Construction practice groups. He focuses his practice on litigation and dispute resolution concerning commercial, consumer, and building products, injuries to persons and property, contracts and leases, claims involving owners, contractors, architects, engineers, construction managers, and other construction professionals, and other business transactions and relationships. Bill has both trial and arbitration experience, and was selected as an Ohio Super Lawyer Rising Star by *Ohio Super Lawyer* magazine in 2010.

#### **Mike Italiano**

Mike is President & Chief Executive Officer for Market Transformation to Sustainability (MTS) and Capital Markets Partnership. He founded the Capital Markets Partnership, MTS, U.S. Green Building Council (USGBC), and American Society of Testing & Materials (ASTM) Committee E50 on Environmental Assessment. He is a Director of MTS, Capital Markets Partnership, Sustainable Furniture Council, and former Director of ASTM, USGBC and Chairman of ASTM E50. Mike has been responsible at over 200 waste sites for expert testimony, litigation, cleanup, settlement, and scientific and technical analysis.

Mike directed the development and approval of the SMaRT© Sustainable Product Standard, authored *Sustainable Products Guides* for the Sporting Goods Manufacturers Association and the International Sanitary Supply Association, and is an expert witness for environmental litigation including sustainable products labeling.

#### **Kevin McLean**

Kevin is Sr. Vice President of Marketing— Eaton Electrical Sector. In this role, he is responsible for Marketing, Marketing Communications, Strategic Segments, Major Accounts and Business Development for Eaton's electrical business. Prior to this,

McLean was President of Electrical's Asia Pacific Region and was located in Shanghai, China.

McLean started his career with Westinghouse Electric Corp., in 1981, serving in a variety of positions including sales engineer and product line operations and vice president of the Electrical Group's global sales organization. McLean has 28 years of combined Westinghouse and Eaton service. He holds a Bachelor of Science degree in Mining Engineering from the University of Pittsburgh.

### **John J. White**

John is the Energy Management and Sustainability Solutions Manager within Eaton's electrical group. White has more than 18 years of experience in engineering, sales, marketing and business development, and has a major role in the delivery of Eaton's PowerChain Management solutions to help its customers develop sustainability programs, alternative energy approaches and empower building owners to qualify their facilities for Leadership in Energy and Environmental Design (LEED®) certification. Most recently, White held the position of Director of Business Development for Constellation Energy Projects & Services Group, Inc where he was actively involved in developing renewable energy projects and comprehensive energy efficiency programs. White is a LEED® Accredited Professional, a licensed Professional Engineer, Certified Energy Manager, and served as a lead energy engineer with Johnson Controls. He holds a Bachelor of Architectural Engineering from Penn State University and an MBA from Johns Hopkins University.

### **Margaret Zak**

Margaret is a Project Manager/Environmental Scientist with over 25 years experience in the management of environmental corrective action projects, human health and ecological risk assessments, and environmental auditing/compliance management. Margaret has worked for the federal government, major corporations, non-profit organizations, and environmental consulting firms in this capacity. Margaret is currently involved in sustainable product certifications for various manufacturers, educating companies as to the value of obtaining these certifications, and developing streamlined tools by which to facilitate the certification process.

### **Jeanee Zappa**

Jeanee serves as the first Sustainability Manager for Allegheny County, a role in which she is responsible for helping the County to identifying priorities and contribute to organization-wide strategies related to greener purchasing, energy reduction, greenhouse gas inventorying, recycling, waste water issues and community outreach. Previously, Jeanee worked for the Green Building Alliance, where she directed the Green Building Products Initiative and participated in the project team that built out a LEEDI Platinum office space for GBA. Prior to working in sustainability, Jeanee spent 15+ years in marketing, working at a variety of public and private industry employers, primarily in the technology and logistics sector, and volunteered for several conservation organizations.

## 2 Workshop Report Results—Participant Information

### 2.1 Event Attendees:

The following organizations had representatives attend this workshop:

Allegheny County (3)  
ARTEMIS Environmental Building Materials  
Centria  
Eaton Corporation (5)  
EnerGreen, Inc.  
Evolve Architecture LLC  
Forbo Flooring (2)  
Green Building Alliance  
GSA  
Hazelwood and Associates  
Home Depot  
Honeywell Specialty Materials  
The Mall at Robinson  
Philips (4)  
Phipps Conservatory and Botanical Gardens  
PPG Industries (8)  
SCA  
Skoloda Sales Group  
Slippery Rock University  
Sustainable Pittsburgh (2)  
Thompson Hine, LLP  
TTB Consulting  
WESCO (2)

A total of 53 people attended the event. Of the 53 attendees, 43 were from the private sector, 5 were from nonprofit institutions, 4 were from the government sector and 1 was from an educational institution.

### 2.2 Business Needs Survey Regarding Sustainable Product Certification

1. What motivated you to participate in today’s product certification workshop?

Information on sustainable product certification	***** (6)
Interest in sustainability as it relates to manufacturing	**** (4)
Invited	** (2)
New business opportunities	* (1)
To clarify GSA’s goals	* (1)
Course work in masters program	* (1)

2. In what ways are your customers inquiring about the sustainability of your products?  
To what extent do they mention certification standards in their inquiries?

Frequency

Customers inquire often	***** (5)
Customers inquire occasionally	*** (3)
Customers (not end users) are asking questions	** (2)
Customers do not inquire	* (1)

Customers and clients are...

Not seeking standards	***** (5)
Confused	**** (4)
Seeking standards	*** (3)

3. What resources do you know about that can or are helping with assessing the sustainability of your products?

SMaRT	**** (4)
EPA Energy Star	*** (3)
None	*** (3)
None except internal	** (2)
BEES	** (2)
FSC	** (2)
Other sources	* (10)

4. What are some of the barriers that prevent you from accessing these resources?

Costs  
Time  
Do not encounter barriers  
Don't know about them  
Management commitment  
Poor economy  
Competitors not pursuing

5. What benefits do you expect as a result of having your products certified according to sustainability standards?

Differentiation	*** (3)
Lower costs	** (2)
Information and awareness	** (2)
Growth	* (1)
Improved public health	* (1)
Create a level playing field	* (1)

6. What competitive advantages do you see resulting from having your products certified according to sustainability standards?

- Differentiation \*\*\*\*\* (5)
- A place in the green market \*\* (2)
- Easier for customers to recognize \* (1)
- Product loyalty \* (1)
- Become an industry leader \* (1)

7. What innovation opportunities do you see resulting from having products that undergo a sustainable certification process?

- New technologies \*\* (2)
- Cost savings \*\* (2)
- Better performance \* (1)
- Alternative materials \* (1)
- Streamlining of products \* (1)

8. What sorts of technical assistance would be helpful for your business for certifying the sustainability profile your products?

- Education \*\*\*\*\* (9)
- Measurement \*\*\*\*\* (7)
- Strategy \*\*\*\*\* (6)
- Cost Mitigation \*\*\*\*\* (5)
- Marketing \*\*\*\*\* (5)
- Other Areas \* (1)

9. In what ways would it help your business if your suppliers offered products that were certified to be sustainable?

- Make supply chain audit easier
- Simplify the purchasing process
- Better performance
- Simplify component specification

10. In what ways does having a certification label (such as SMaRT) make a difference in to your customers and suppliers who are interested in the sustainability of your products?

- Unsure \*\*\* (3)
- Provides credibility
- “One-stop-shopping” for certification
- Simplify the line of information to the public
- It doesn’t that often right now, but with education there will be a growing appetite
- End users just want it to be seen and trust the buyers to make that happen
- Consistency with our board