



*Champions for Sustainability
Member Workshop Summary Series*

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**CERTIFYING
SUSTAINABLE
PRODUCTS:
A SMaRT
WORKSHOP**

**Workshop Date:
May 23, 2008**

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C4S Program Administration

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Executive Summary

This workshop provided information on how to save money by examining new ways of making products using sustainable materials and reduced energy flows; to improve its product-to-market time; to respond to increasing demands for sustainable products; and to create new capacities for innovation and new markets. Attendees learned about how to begin certifying their company's products according to Sustainable Materials Rating Technology (SMaRT) consensus-based standards adopted through an American National Standards Institute (ANSI) accredited process. This workshop provided companies guidance in:

- Product Life Cycle Assessment (LCA)
- Documentation of the absence of harmful chemicals
- Energy efficiency and baseline assessments
- Documentation of social equity indicators
- Credible sustainable product communication
- Improved product design
- Responding to purchaser demands and FTC requirements
- Mitigating rising costs of energy and carbon footprints

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
- Sustainable Pittsburgh www.sustainablepittsburgh.org

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1 Event Summary

Title: *CERTIFYING SUSTAINABLE PRODUCTS: A SMaRT WORKSHOP*

Location: PPG Headquarters

Date: May 23, 2008

1.1 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 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

1.2 Event Speakers

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), Risk-Based Corrective Action (RBCA) Leadership Council, and American Society of Testing & Materials (ASTM) Committee E50 on Environmental Assessment. He is a Director of MTS, USGBC, USGBC CEO Board, Sustainable Furniture Council, and former Director of ASTM 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.

He published over 50 articles in the environmental field and authored four environmental books.

He has over 35 years of environmental experience including as Senior Analyst in the White House Science Office and Assistant to the Director, National Commission on Water Quality where he helped write the Congressional Report on the Clean Water Act. He is:

- Author of MTS' Sustainable Products Training Manual© and for the Capital Markets Partnership: Creating Economic Stimulus While Stopping Climate Credit Risk / Irreversibility©;
- US Green Building Council Founders Award recipient;
- ASTM / Standards Engineering Society Robert J. Painter Award recipient for contributing the most outstanding service in the field of standards;
- ASTM E50 Outstanding Service Award recipient, and
- Co-originator of the RBCA Standard adopted by EPA saving over \$50 billion for waste site response while protecting public health and environment.

Mike directed the development and approval of the SMaRT© Sustainable Product Standards, 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. He also served as Director of the first environmental program for all governments in the Cleveland-Akron area which (1) developed a 20-year environmental improvement program approved by local government, State of Ohio, and EPA, (2) designated the Chagrin River as a State of Ohio Scenic River, and (3) enacted the first State of Ohio sediment control statute.

He has a B.A. in Physical Geography from Syracuse University, M.S. in Water Resources from the New York College of Environmental Science and Forestry, and J.D. from George Mason University where he was member of Law Review and National Moot Court. He is a member of the Bar in Pennsylvania and the District of Columbia.

Margaret A. Zak

Margaret is the President of Environmental Logic, Inc., a full service environmental consulting firm in the Pittsburgh area and has over 25 years of experience in the environmental business having worked for consulting, government, and industrial sectors. She has thirteen years of experience as Environmental Risk Manager for United States Steel Corporation which involved directing the corporation's human health and ecological risk assessment program, participating in internal environmental audits, as well as other corrective action-related duties. She has also worked in the environmental departments of Westinghouse and the Koppers Company, both Pittsburgh-based industrial entities with facilities located throughout the U.S.



Certifying Sustainable Products: A Smart Workshop



Margaret serves on the Board of Directors for a local non-profit organization, the Nine Mile Run Watershed Association, directing post-restoration monitoring efforts in a local city stream and helping to determine sustainable methods for addressing the source of the issues in the stream within the community. The restoration project is the largest urban watershed restoration effort in the U.S.

Margaret participates as a member of Sustainable Pittsburgh, an organization in the Pittsburgh area whose mission is to promote integration of economic growth, environmental health, and social equity as the foundation for innovation, a high quality of life, and long-term prosperity for Southwestern Pennsylvania. She is also a member of Pittsburgh's Green Building Council. She is a SMaRT Certified Sustainable Product Educator and is currently involved in a program to assist companies in the Pittsburgh area with SMaRT Registration or Certification.

Margaret is a graduate of the University of Pittsburgh with a Bachelor of Science degree in Biology and Chemistry as well as a Master of Science degree from the Pennsylvania State University. She is also a Registered Professional Biologist in the Canadian province of British Columbia.

2 Workshop Report Results—Participant Information

2.1 Event Attendees:

The following organizations had representatives attend this workshop:

Daedalus Excel (3)
Aloca, Inc.
Bayer Material Science
Bernier
Eaco Chem. Inc.
EnerGreen, Inc.
Environmental Logic
Green Building Alliance
Market Transformation to Sustainability
Philips Lighting Co.
PPG Industries (8)
Rachel Carson Homestead Association
Sustainable Pittsburgh (2)
Universal Aggregates, LLC
University of Pittsburgh (2)

A total of 25 people attended the event. Of the 25 attendees, 19 were from the private sector, 4 were from nonprofit institutions, and 2 were from educational institutions.

Of the 19 private sector attendees, 14 were from manufacturers, 3 were from engineering design, and 2 were consultants.

2.2 Business Needs Survey Regarding Sustainable Product Certification

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

Desire to have own product line certified	***** (7)
Desire to learn about sustainable product certification	***** (7)
Differentiate from competition	*** (3)
Supplier relationships	** (2)
Referral from colleagues	* (1)
Guest speakers	* (1)

2. In what ways are your customers inquiring about the sustainability of your products?

LEED certification	***** (5)
New market opportunities	**** (4)
They are not inquiring	*** (3)
New construction questions	** (2)
Energy-related questions	** (2)
Want to understand what sustainable products mean	** (2)
Life cycle assessment-related questions	* (1)
Carbon footprint-related questions	* (1)
ISO 14001-related questions	* (1)
Other	* (1)

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

Lifecycle assessment methods and databases	***** (5)
Other existing cert. programs (Energy Star, Greenseal)	**** (5)
LEED certification	*** (3)
None	*** (3)
Today's workshop materials	** (2)
Other web sources	** (2)

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

Lack of information	***** (6)
Complexity of implementing a program	***** (5)
Cost/lack of funding	**** (4)
Lack of time	*** (3)
Lack of demand	** (2)
Don't know	* (1)

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

Increased sales volume and/or market share	***** (10)
Higher value of product	***** (7)
Clearer specifications	** (2)
Improved public perception	** (2)
Profit increase	** (2)
LEED credits	* (1)
Environmental benefits	* (1)
Don't know	* (1)
None	* (1)

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

Improved public and customer perception	***** (7)
Higher profits	**** (4)
Access to new types of contracts	**** (4)
Better information to customers	*** (3)
Don't know	*** (3)
LEED Credits	** (2)
Supply chain efficiencies	** (2)
Leadership position	* (1)

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

Waste reduction	***** (5)
Productivity increases	*** (3)
Energy savings	*** (3)
Cost reduction	*** (3)
New product applications	*** (3)
Leadership	** (2)
Don't know	** (2)

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

- a. Education ***** (9)
- c. Strategy ***** (9)
- b. Measurement ***** (7)
- e. Marketing ***** (6)
- d. Cost mitigation ***** (5)
- f. Other areas ***** (4)

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

- Supply chain efficiency ***** (4)
- Recognition of certification *** (3)
- Public perception and relations *** (3)
- Cost reduction ** (2)
- Market opportunities * (1)
- Networks/connections * (1)
- Meeting organizational goal * (1)
- Don't know * (1)

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?

- Addressing market needs ***** (5)
- Providing value ***** (4)
- Don't know *** (3)
- Improved quality * (1)
- Reduced cost * (1)
- Supply chain management * (1)
- Easier product choices * (1)
- Public relations * (1)