



# **ANSI World Standards Week:** *Climate Change Mitigation Panel*

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# UL Environment

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UL Environment is an environmental and sustainability evaluation company who provides independent confirmation of claims, certification to standards and develops standards to provide transformation to the marketplace.

We are:

- A business interested in helping other companies bring their products to market.
- A trusted source for environmental information.
- A local business with global capabilities.
- A part of the UL family of companies.
- Your partner in sustainability.

# Green Marketplace – Consumers

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- The global Green Marketplace for environmentally preferable, or sustainable products and services, has seen rapid and continual growth over the last decade. It is not a fad and it not going away; it is in fact – the future of business.
- Sales Data: recent 2008 US marketing studies indicate that:
  - **36%** of U.S. adults claim to regularly buy green products
  - **82%** of U.S. consumers are buying at least some green products – even in the recent weaker economy.
- The Green Marketplace represents a valuable opportunity for businesses, who can provide the kind of green products and services that an ever growing number of consumers desire.
- **Consumers consistently say they buy more ‘green’ than they actually do.**

# Green Marketplace – Businesses

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## Growth of both Voluntary & Regulatory Drivers

- Greenhouse Gas Management - Voluntary
  - Carbon Disclosure Project
  - The Climate Registry
  - ~~Climate Leaders~~ & 1605b
- Greenhouse Gas Management - Mandatory
  - EPA GHG Reporting Rule
  - Regional & State Initiatives (AB32, WCI, RGGI)
  - SEC Guidance on Climate Risk Disclosure
- Broader Sustainability Drivers
  - Walmart Supply Chain Questionnaire
  - P&G, IBM & Others following suit...

# Certifications & Ecolabels Within GHG & Sustainability Markets

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How Effectively Do  
We Communicate to B2B  
& B2C Markets?





# Certifications & Ecolabels Within GHG & Sustainability Markets

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## Why?

- GHG and Sustainability Considerations Impact So Many Business Areas
- Early Formative Stages
  - Sustainability Consultant – “This reminds me of the early Internet days, where every company had an Internet Officer“
  - GHG Markets Consultant – “Is analogous to early 20th Century America where every city had its own stock market ”
  - Accountant – “If you read your history, it reminds me of the period right before the passage of the various Securities Acts in the early ‘30s”



# Certifications & Ecolabels Within GHG & Sustainability Markets

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## What to Do?

- Talk Across Sectors
  - ISO 14064 – GHG Reductions (In Definitions )
  - GHG Protocol – GHG Reductions (Referenced in Glossary)
  - **ISAE 3410 – GHG Deductions**
- Think Strategically about Standards Development
- Are there Historical Parallels we can learn from?
- Consolidation is Necessary