ANSI World Standards Week:  
*Climate Change Mitigation Panel*

Craig Coulter  
ULE Sustainability Services

September 21, 2010
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

• 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

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…
How Effectively Do We Communicate to B2B & B2C Markets?
Certifications & Ecolabels Within GHG & Sustainability Markets

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

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