

<b>S. Joe Bhatia</b> President and CEO American National Standards Institute	<b>Closing Remarks</b> ANSI Workshop Toward Product Standards for Sustainability April 8-9, 2009
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Over the past two days, we have heard a few themes shared again and again:

- First: there is no “one size fits all approach” to standard-setting and conformity assessment in this difficult area of sustainability. We need to consider various viable options.
- There is no one organization working to develop standards for product sustainability, there are many: standards developing organizations (SDOs), government programs, buyer specifications, and so on.
- There is no “private-sector only” or “public-sector only” solution . . . more likely we need to rely upon a public-private partnership.
- There is no one word answer to whether a product is environmentally friendly, green, or not . . . more likely we will find shades of green.
- Another theme we heard repeatedly is that we need to keep in mind the economic viability of possible solutions while seeking social goodness.
- Lastly, it seems obvious that we need to focus on collaborating across industry sectors. That is how we will begin to tackle some of the issues that we identified together during this workshop and the breakout sessions.

Yesterday morning, Chris O’Brien kicked off a discussion among standards/criteria developing organizations by raising a point that I think we all agree upon . . . a standards-based approach to sustainability is a good idea.

During yesterday’s lunch panel, Richard Davis of Georgia Pacific elaborated on this notion. He said that – *at a minimum* – product standards for sustainability must be scientifically based and relevant. They should not be so proscriptive as to stifle innovation. And they must avoid emotional criteria . . . not an easy task, when we’re talking about an important issue that we are all passionate about.

And during the keynote address, Urvashi Rangan shared her belief that a “good” standard probably hurts – it is painful to develop, since we are striving for improvement.

Throughout our discussions over the past two days, many have said that standards should be clearly written, so they can be effectively used for reliable certification. We need claims that can be substantiated. We need to reward good performance and raise the baseline floor.

Clearly, we have a big challenge ahead of us, but we do have a lot of excellent work to build upon. We have a movement. Now we need to pull it together, identify gaps where more work needs to be done, and start building consensus.

I see many familiar faces in the audience, so I thank you for your continued engagement. We look forward to serving your needs well into the future.

But I know I have seen many new faces as well. For those of you who are new to the standardization community or to this effort, I would just like to underscore ANSI's role as coordinator of the U.S. standards and conformity assessment system.

First, ANSI accredits the procedures of standard-setting organizations and subsequently approves individual documents as American National Standards (ANS). More than 220 ANSI-Accredited Standards Developers are now engaged in the creation and maintenance of voluntary consensus standards that are being used in virtually every industry sector.

Second, ANSI accredits the procedures of product certification bodies, personnel certification bodies, and greenhouse gas validation and verification bodies. The ANSI-ASQ National Accreditation Board accredits management systems certification bodies under the ANAB brand and accredits testing and calibration laboratories, reference material producers, and inspection bodies under the ACLASS brand.

Third, ANSI powers the NSSN search engine for standards, a powerful information resource with more than 313,000 individual standards on record. NSSN provides information on completed and draft standards from a wide range of developers, including ANSI-accredited SDOs, other U.S. private-sector standards bodies, government agencies, and international organizations. This information network helps all members of the U.S. standardization community to stay in touch with ongoing developments and learn more about which organizations are active in a particular space. We invite you to make full use of this resource and add your standards to this common database.

Fourth, ANSI is the U.S. representative to the International Organization for Standardization (ISO), and via the U.S. National Committee, to the International Electrotechnical Commission (IEC). ANSI is also a member of the International Accreditation Forum (IAF), and carries U.S. interests forward to a number of regional forums including the Pacific Area Standards Congress (PASC) and the Pan American Standards Commission (COPANT).

In this capacity, ANSI promotes the use of U.S. standards internationally, advocates U.S. policy and technical positions in international and regional standards organizations, and encourages the adoption of international standards as national standards where these meet the needs of the user community.

Finally, ANSI convenes a number of standards panels and coordination activities in a wide variety of areas. Whether we are talking about healthcare information technology, homeland security, nanotechnology, biofuels, identity theft, or chemical regulations, these issue-driven fora help to promote the development and promulgation, and use of voluntary consensus standards that will enable and support advancements in each area.

Above all, the Institute provides a neutral forum for all members of the standardization community – private and public sector alike – to come together to address key issues and priorities and to develop solutions. This workshop is a great example. I encourage you to stay engaged beyond our adjournment today and reach out to ANSI. Your voice is important and we need your participation.

I would like to thank all of our excellent speakers, panelists, and facilitators. We appreciate your perspectives and enthusiastic participation.

And once again, many thanks to EPA for their support and dedication, and to our sponsors for their generous contributions.

Thank you all for joining us. I wish you safe travels. Thank you.