



**ANSI Workshop  
Toward Product Standards for Sustainability**

**AGENDA**

Wednesday, April 8, 2009: 9:00 a.m. – 5:30 p.m.

Thursday, April 9, 2009: 9:00 a.m. – 12:00 p.m.

**Crowne Plaza – Washington National Airport**  
1480 Crystal Dr., Arlington, VA 22202

*Sustainability is: meeting the needs of the present without compromising the ability of future generations to meet their own needs.\**

*A standard is: an established norm or requirement. It is usually a formal document that establishes uniform engineering or technical criteria, methods, processes, and practices.\*\**

**Day One: April 8, 2009**

Time	Topic	Presenter
8:00 a.m.	Registration desk opens	
9:00 – 9:10 a.m.	<b>Opening Remarks</b>	S. Joe Bhatia, ANSI President and CEO
9:10 – 9:20 a.m.	<b>U.S. Environmental Protection Agency (EPA) Interests and Experiences</b>	Dr. Mary McKiel, U.S. EPA Standards Executive
9:20 – 9:50 a.m.	<b>Overview of the U.S. Standards and Conformity Assessment System</b> <ul style="list-style-type: none"> <li>▪ <i>United States Standards Strategy</i> Recognition of multiple approaches to standardization</li> <li>▪ <i>National Conformity Assessment Principles</i></li> </ul>	Frances Schrotter, ANSI Senior Vice President and Chief Operating Officer  Lane Hallenbeck, ANSI Vice President of Accreditation Services

\* "Brundtland definition" from the 1987 Report of the World Commission on Environment and Development

\*\* Adapted from Wikipedia <<http://en.wikipedia.org/wiki/Standard>>

9:50 – 10:15 a.m.	<b>Keynote Address – A Purchaser’s Perspective</b>	Urvashi Rangan, Consumers Union/Consumer Reports
10:15 – 10:30 a.m.	Break	
10:30 a.m. – 12:30 p.m.	<p><b>Facilitated Discussion with Standards/Criteria Developing Organizations</b></p> <p>Panelists will address several issues about their organization’s sustainability performance criteria, such as:</p> <ul style="list-style-type: none"> <li>▪ What products and/or services are in scope?</li> <li>▪ Which attributes and lifecycle stages are considered?</li> <li>▪ What development model/process is used?</li> <li>▪ What kind of claim verification process, if any, is in place?</li> <li>▪ What are the greatest challenges involved in a successful development process? What are the lessons learned, best practices, and areas for potential improvement?</li> <li>▪ What have been the demonstrable benefits/results? How are these measured?</li> <li>▪ What are the next steps to increase the manufacture and purchase of greener and more sustainable products?</li> </ul> <p>The Panel’s discussion will be followed by a one-hour Q&amp;A session.</p>	<p><u>Facilitator</u></p> <p>Chris O’Brien, Responsible Purchasing Network</p> <p><u>Panelists</u></p> <p>Scot Case, TerraChoice</p> <p>James Ewell, MBDC Cradle to Cradle</p> <p>Katharine Kaplan, EPA ENERGY STAR</p> <p>Dru Meadows, ASTM International E60 Sustainability Committee</p> <p>Wayne Rifer, IEEE/GEC-EPEAT</p> <p>Barbara Robinson, USDA National Organic Program</p> <p>Jane Wilson, NSF International</p>

<p>12:30 – 2:30 p.m.</p>	<p><b>Luncheon Panel – The Industry Perspective</b></p> <p><i>Review of logistics for the combined luncheon and panel session</i></p> <p><i>Luncheon – box lunch provided</i></p> <p>Panelists will address several issues about their company’s experience in the sustainable products movement and the role of standards, such as:</p> <ul style="list-style-type: none"> <li>• Are your customers seeking out products that address sustainability and “green” issues?</li> <li>• What is your assessment of the amount and impact of “green noise” in the marketplace?</li> <li>• Briefly describe how your company is responding to consumer demand for products that are more environmentally and socially responsible.</li> <li>• Besides consumer interest, are there other strategic business reasons why you are interested in working toward more sustainable products, e.g., risk management, cost reduction, innovation, other competitive advantage?</li> <li>• What is your history with product environmental/social standards/certification initiatives?</li> <li>• Under what circumstances do you think environmental performance criteria are best set by individual manufacturers? Broad open consensus processes? Niche leadership initiatives? Government?</li> <li>• What is required to be able to establish a legitimate, credible standard (e.g., what kind of data, what kind of participation, expertise, etc.)?</li> <li>• To what extent does the market require “independent” or “third-party” confirmation of a product’s environmental or social performance?</li> <li>• What steps do you think need to be taken to increase manufacture and purchase of greener products from here? Are there any specific actions that you think any specific group should be taking?</li> </ul>	<p><u>Facilitator</u></p> <p>Tim Smith, University of Minnesota</p> <p><u>Panelists</u></p> <p>Tim Cole, Forbo</p> <p>Richard Davis, Georgia Pacific</p> <p>Lucian Turk, Dell Inc.</p> <p>Denise Van Valkenburg, Kraftmaid Cabinets</p>
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<p>2:30 – 5:30 p.m.</p>	<p><b>Breakout Sessions</b></p> <p><i>Each table of attendees will work collaboratively to answer the following questions. Each table will select a facilitator and a scribe to help guide and record the group's discussion. Those participating by phone may submit written responses in advance to the questions posed below.</i></p> <ul style="list-style-type: none"> <li>▪ What are the pros and cons of the various approaches to standards development we heard about in the morning session?</li> <li>▪ Does the development process affect market viability of the standard (e.g., stakeholder engagement, manufacturing, education/training, update of standards by purchasing communities)?</li> <li>▪ What type of guidance would be most valuable in steering the development of credible product standards that address sustainability issues? From whom?</li> <li>▪ What are the most important attributes to consider with respect to the development of product standards that consider/address sustainability? How are these different attributes being weighted? How should they be?</li> <li>▪ What role do single attribute initiatives play in assessing the multiple impacts of products?</li> <li>▪ How or to what degree should LCA and risk/hazard assessment issues be addressed?</li> <li>▪ How do you ensure that there are measurable environmental and societal outcomes?</li> <li>▪ What is most needed to help increase the creation of credible and robust product standards that consider/address sustainability?</li> </ul>	
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**Day Two: April 9, 2009**

Time	Topic	Presenter
8:00 a.m.	Registration desk opens	
9:00 – 10:15 a.m.	<p><b>Morning Panel – Retailers’ Perspectives</b></p> <p>Panelists will address several issues about their company’s experience in the sustainable products movement and the role of standards, such as:</p> <ul style="list-style-type: none"> <li>• Are your customers seeking out products that address sustainability and “green” issues?</li> <li>• What is your assessment of the amount and impact of “green noise” in the marketplace?</li> <li>• Briefly describe how your company is responding to customer demand for products that are more environmentally and socially responsible.</li> <li>• Besides consumer interest, are there other strategic business reasons why you are interested in working toward more sustainable products, e.g., risk management, cost reduction, innovation, other competitive advantage?</li> <li>• What is your history with standards and certification initiatives that address sustainability?</li> <li>• What if any marketing campaigns have you run in cooperation with manufacturers that help consumers identify greener products in your stores?</li> <li>• What do you think retailers’ roles should be in increasing manufacture and purchase of greener products and services?</li> <li>• To what extent does the market require “independent” or “third-party” confirmation of a product’s environmental or social performance?</li> <li>• To what extent are sustainability standards/certifications being used in conjunction with vendor scorecards or rating systems influencing selection?</li> <li>• What steps do you think need to be taken to increase manufacture and purchase of greener products from here? Are there any specific actions that you think any specific group should be taking?</li> </ul>	<p><u>Facilitator</u></p> <p>Jim Neill, Retail Industry Leaders Association</p> <p><u>Panelists</u></p> <p>Mark Buckley, Staples</p> <p>Yalmaz Siddiqui, Office Depot</p> <p>Rand Waddoups, Wal-Mart Stores, Inc.</p>

<p>10:15 – 12:00 p.m.</p>	<p><b>Breakout Session Reports</b></p> <p>A summary of the themes that emerged during breakout discussions will be presented. The information will also be presented in a Workshop Summary Report to be issued by ANSI after the conclusion of the meeting.</p> <p><b>Facilitated Discussion – Next Steps</b></p> <ul style="list-style-type: none"> <li>▪ What are the next steps and which organization(s) should take them?</li> <li>▪ Are there generally agreed upon priorities for which products need standards that address sustainability?</li> <li>▪ Is a follow-up ANSI Workshop needed?</li> </ul>	<p><u>Facilitator</u></p> <p>Don Greenstein, The Keystone Center</p>
<p>12:00 p.m.</p>	<p><b>Adjourn</b></p>	