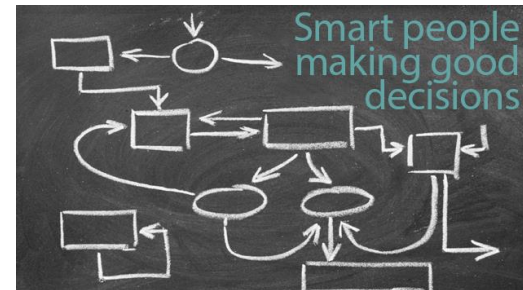


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What's Next in Product Transparency and Sustainable Material and Product Evaluations?

Kevin Brady

Sustainable Enterprise Consulting

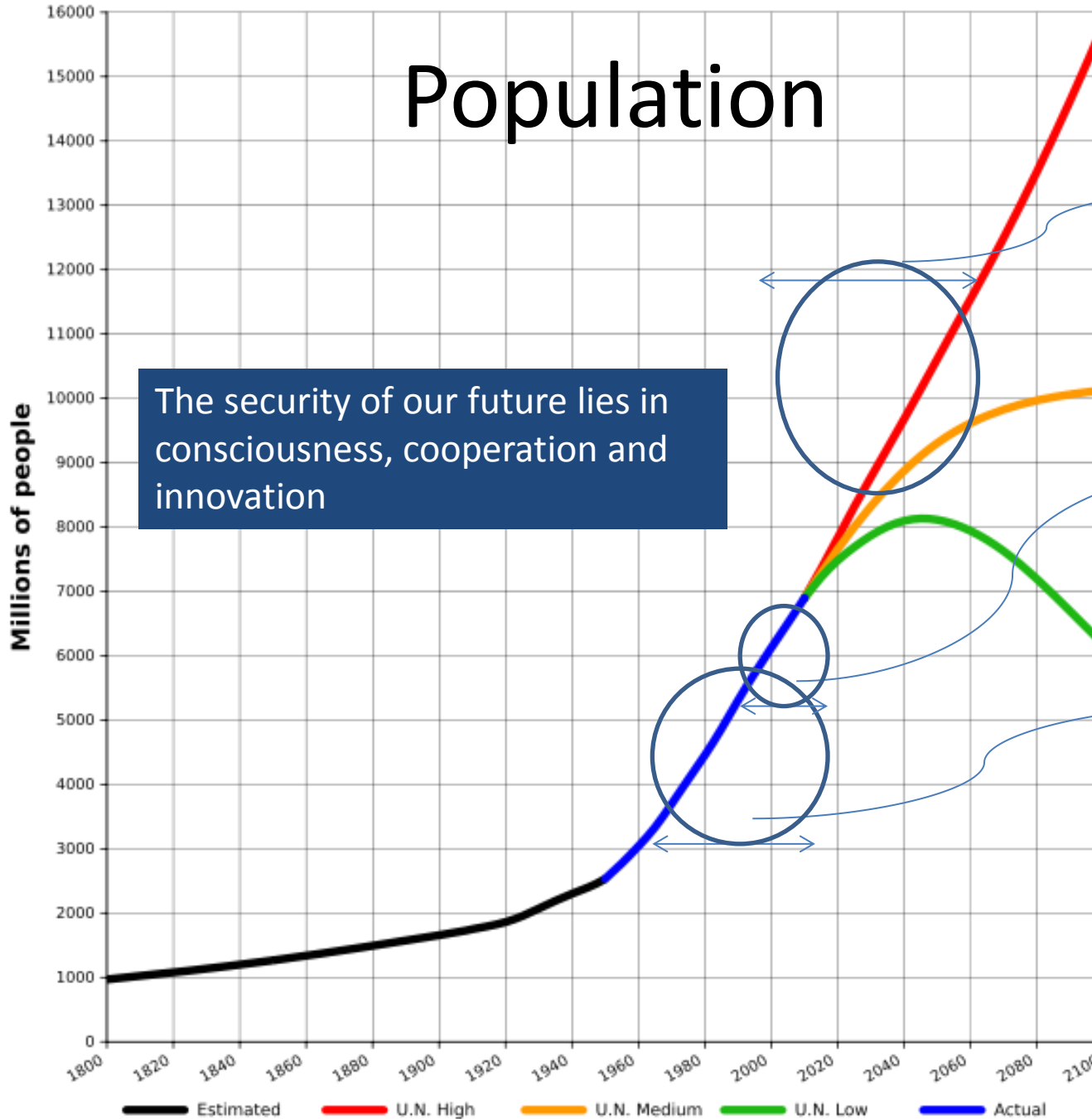


Some key questions

- Are we evaluating the full suite of attributes on materials or products needed to evaluate sustainability performance?
- How do we integrate the tools and sources of information on materials and products more effectively?
- How do we ensure we understand the decision-making context so that we can make effective interventions in organisations that lead to long lasting and meaningful change?
- Are we moving fast enough?



Population



My eldest son turns 50 - 2.5 to 5.5B

My sustainability career - 2B

My Life time x2

Resource
base

Life cycle
impacts/
benefits

Risk
Eco-toxicity
Human
Health

What is
Product
Sustainability?

Social
factors

Technical
Assessment
Fit for
purpose

TCO & Life
Cycle Costs

Draft SMM Indicators

Category	Level			
	All Materials	Nonrenewable/ Renewable	Material Group (e.g., agricultural, metals)	Individual Materials
Characterizing Consumption				
Consumption	S	S/M*	S	S/M**
Net going to Stock	S/M*	S/M*	S/M*	M
Released (air, water, land, waste)	S	M	S	S/M*
Virgin Share	M	M	M	M
Recycled Share	M	M	M	M
Import Share	S	S/M*	S	S/M*
Export Share	S	S/M*	S	S/M*
Hidden Releases (include amount from imports)	M	M	M	M
Energy Used (renewable and nonrenewable split)	S	S	S	S/M*
Water Used	S	S/M*	S	S/M*
Land Used	S	S/M*	S	S/M*
Efficiency	S	S/M*	S	S/M*
<i>Environmental Impacts</i>				
<i>Economic Impacts</i>				
<i>Social Impacts</i>				

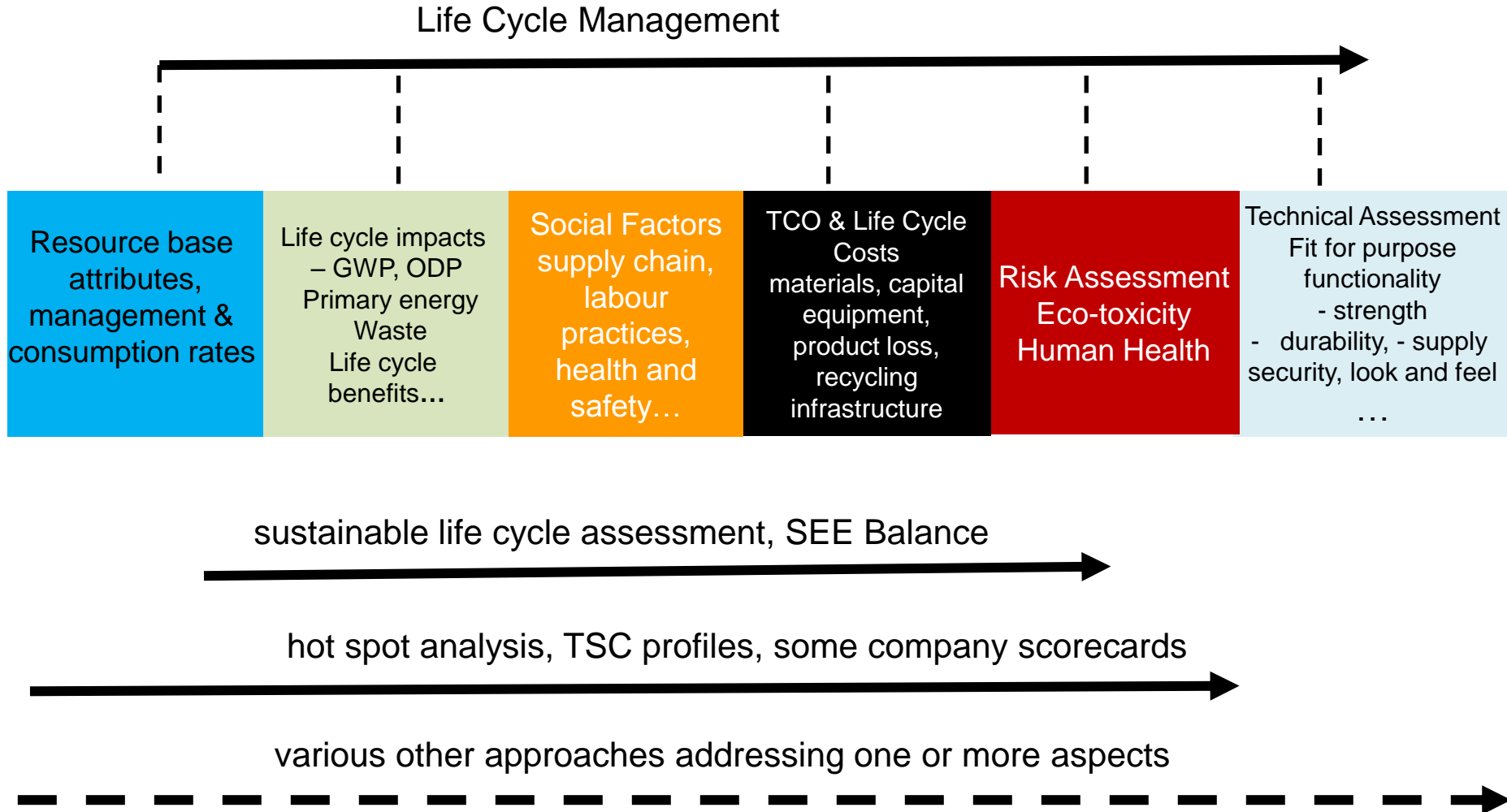
S- M-L – short, medium, long, term

* In the short-term, modeled estimates are feasible; use of monitored data to verify and/or improve resolution in existing models is a medium-term prospect.

** Some substance-specific data may be available in the short-term. Source: USEPA

Material/Product Sustainability

Integrative Sustainability Assessment Tools



Material/Product Sustainability

Perspectives of different actors (not all)

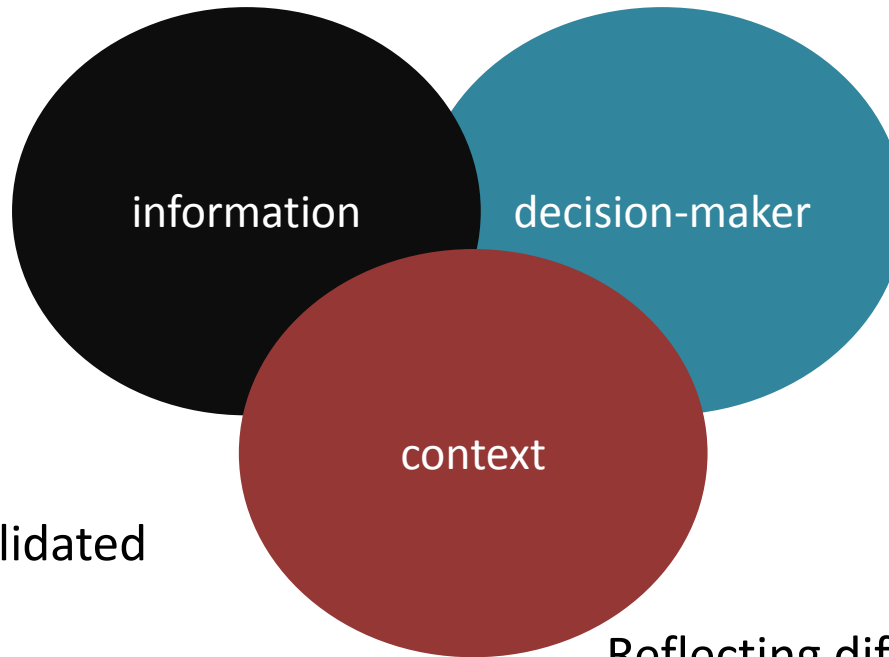
Material supplier	Product Development	End user Markets – retail B&C, auto etc...	NGO/ Consumer	Regulator	LC practitioners & academics
Capital and market access	Cost	Differentiation	Third party verification	Advancement on SCP policies – varies	Advancement in decision support knowledge and tools
Protection of cost structure	Quality	Supply risk	Clear choice	Trade rules	Research advancements in defining and measuring sustainability
Fair assessment of their materials	Performance	Standards adherence	Brands they can trust	Economic development	Integrative approaches
Internal improvement	Innovation	Defendable process	Stakeholder participation	Fair treatment of actors	Harmonised standards?
Risk management	Easy tools with clear choices	Low cost of data and information	Movement on key env. and social impacts and issues	Productivity and innovation	Business & research grants
Community & employee engagement	Branding & marketing opportunity	Supplier competition		Consumer protection	
....	Minimisation of marketing and SC risks	Demonstration of progress			

Better information to the right people at the right time

More targeted

- Organisational
- Product
- Material
- Ecosystem
- Societal

But more aggregated/consolidated



For different audiences

- Executive
- PDP team
- Consumer
- Policy maker
- Procurer

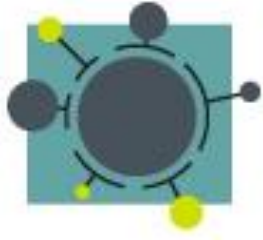
Reflecting different decision making context

- Market
- Regulatory
- Organisational and product strategy
- Personal value system

Where to?

- More comprehensive broader based tools applied earlier in decision-making process—covering more performance aspects from different perspectives in the value chain
- Acceptance that there are different tools for different players – there is no integrative tool – stop adding stuff to LCA!!!
- Greater understanding of best tools, applicable standards and informative indicators/metrics for different performance aspects and decision contexts
- More cooperative approaches that drive innovation – public comparative assertion is an innovation killer
- Tighter regulatory and market conditions that drive cooperation and put a “price’ on pollution and negative social and environmental impacts





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