The Sustainability Consortium is an independent organization of diverse global participants who work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability through all stages of a product’s life cycle.

Coordinated by Arizona State University and the University of Arkansas
WHAT WE DO

The Sustainability Consortium develops transparent methodologies, tools and strategies to drive a new generation of products and supply networks that address environmental, social and economic imperatives. The Sustainability Consortium advocates for a scientifically grounded process and transparent system, not for individuals or organizations.
HOW WE DO IT

• Supports a fully transparent process and system for all data, methods, and algorithms; participants will know how metrics are derived and used to evaluate environmental and social impacts (data explicitly acknowledges and reports uncertainty in a standardized way).

• Leads a scientifically grounded approach to measuring, communicating and educating on the environmental, economic and social impacts of consumer goods and will identify opportunities for innovation across the entire product life cycle.
HOW WE DO IT

• Organizes the community of data users with new and empowering tools.
• Seeks to balance rapid growth, broad enrollment, cost effectiveness and data/methods development; underlying databases will be widely accessible, affordable, validated, transparent and designed for continuous improvement.
• Engages in modeling how innovations and changes in manufacturing and consumer use of products can address pressing sustainability imperatives around the globe.
HOW WE DO IT

Consumer Behavior:

Understand **business to business** and **business to consumer behavior** through research that improves our understanding of **how sustainability is being incorporated into buying decisions**, and thus how the Reporting System can be enhanced to enable more sustainable buying decisions.
Members

• NGO:
  – WWF
  – BSR

• Founder-Tier I:
  – ASDA
  – BASF
  – Best Buy
  – Cargill
  – Church & Dwight
  – Clorox

• Founder-Tier I:
  – Colgate-Palmolive
  – DMA
  – Darden
  – Dell
  – Dial
  – Disney
  – Earth Friendly Products
  – US-EPA
  – General Mills
  – Georgia Pacific
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Members

• Founders-Tier I:
  – Tetra Pak
  – Tyson
  – UL-Environment
  – Unilever
  – Wal-Mart
  – Waste Management
Members

• Tier II:
  – 3M
  – Ahold
  – Alberto-Culver
  – Campbells
  – Danisco
  – EcoLabs
  – Forest Products Assn of Canada
  – Intel
  – Johnson & Johnson
  – Kik Custom Products
  – Marks Spencer
  – Sun Products
  – Toshiba
FOCUS 2010-2011

• Development of Sustainability Measurements & Reporting Standards (SMRS) using a sector approach that aggregates environmental and social impacts into meaningful metrics:
Sustainability Measurements & Reporting Standards (SMRS)

**Description**
- Scientifically grounded and transparent processes and data for quantifying social and environmental sustainability.

**End Product**
- An agreed upon set of category-specific impact areas to be reported.
- Rules and standards on what data to collect, how to collect it, and how it should be reported.
- Research to improve data quality and availability, and create new methods and processes as needed.
- Method for prioritizing impacts that can provide greatest opportunity for improvement and that can have progress measured against possible trade-offs.
- SMRS’s & Systems Group ID issues & opportunities to drive positive social, economic and environmental change.
Create a Data & IT Ecosystem

• (An integrated data sharing environment).

a). Develop a transparent and freely available database for industry average LCI data and framework that will ensure data availability and quality to improve over time.

b). Advance Inter-operable IT Systems: With LCA software companies, ERP software providers, and others to develop standards, methods, and processes to standardize the computational and sharing of LCI data in Supply Chains. Our goal is to enable supply-chain specific life cycle studies, while protecting company proprietary data, ensuring cost effective and efficient standardized reporting.
Reporting System

Demonstrate the practical application of Sustainability Measurement & Reporting Standards embedded in the IT tools to show the end to end feasibility of supply chain sharing and life cycle methodology enabling identification of opportunities and better decision making to improve the sustainability of consumer products.
Footprints

• By the end of 2010, should have criteria and measurements for both carbon and water LCA footprints to pilot
Additional Initiatives

• Additional research initiatives and projects will be conducted to support and enhance the sustainability reporting system:
  – **Product sustainability assurance**: Development of cost effective methods and standards for providing assurance of product sustainability reporting.
  – **Use phase and end of life data**: Conduct research and developing databases that advance our understanding of the impacts of consumer use of products, including end of life scenarios that model the impacts of how consumers dispose of products.
  – **Systems Research**: Modeling and research to understand how this work can address global imperatives.
  – **Consumer Behavior**: Understand business to business and business to consumer behavior through research that improves our understanding of how sustainability is being incorporated into buying decisions, and thus how the Reporting System can be enhanced to enable more sustainable buying decisions.
Wal-Mart Sustainability Index vs. Sustainability Consortium

• While WMT provided substantial seed monies to start this Consortium process, the Consortium is **not developing an Index**.

• The Consortium is:
  – Convening key stakeholders.
  – Researching impacts throughout all phases of product life.
  – Identifying and communicating key improvement opportunities for consumer product categories and facilitating dialogue on how progress can be stimulated, measured, and communicated in a meaningful way.
  – Identifying gaps and assessing the uncertainty in data.
  – Modeling, reporting, and educating on benefits of new technologies and consumer behavior.

• While the outputs of our efforts could be used by others to develop an index, it is **not the intent of the consortium to develop one**.

• Is NOT a label