



PRODUCT
SUSTAINABILITY
ROUND TABLE

Regional Product Sustainability Round Tables: What to expect and how to participate

*Find and manage sustainability business risks and opportunities
Faster More Efficiently Strategically*



Five Winds INTERNATIONAL



Regional Product Sustainability Round Tables

Built on a successful, proven approach

1995

International PSRT



2009

International
Northeastern
Midwestern

2010

Rocky Mountain

More opportunities for companies to contribute, learn, execute, and connect

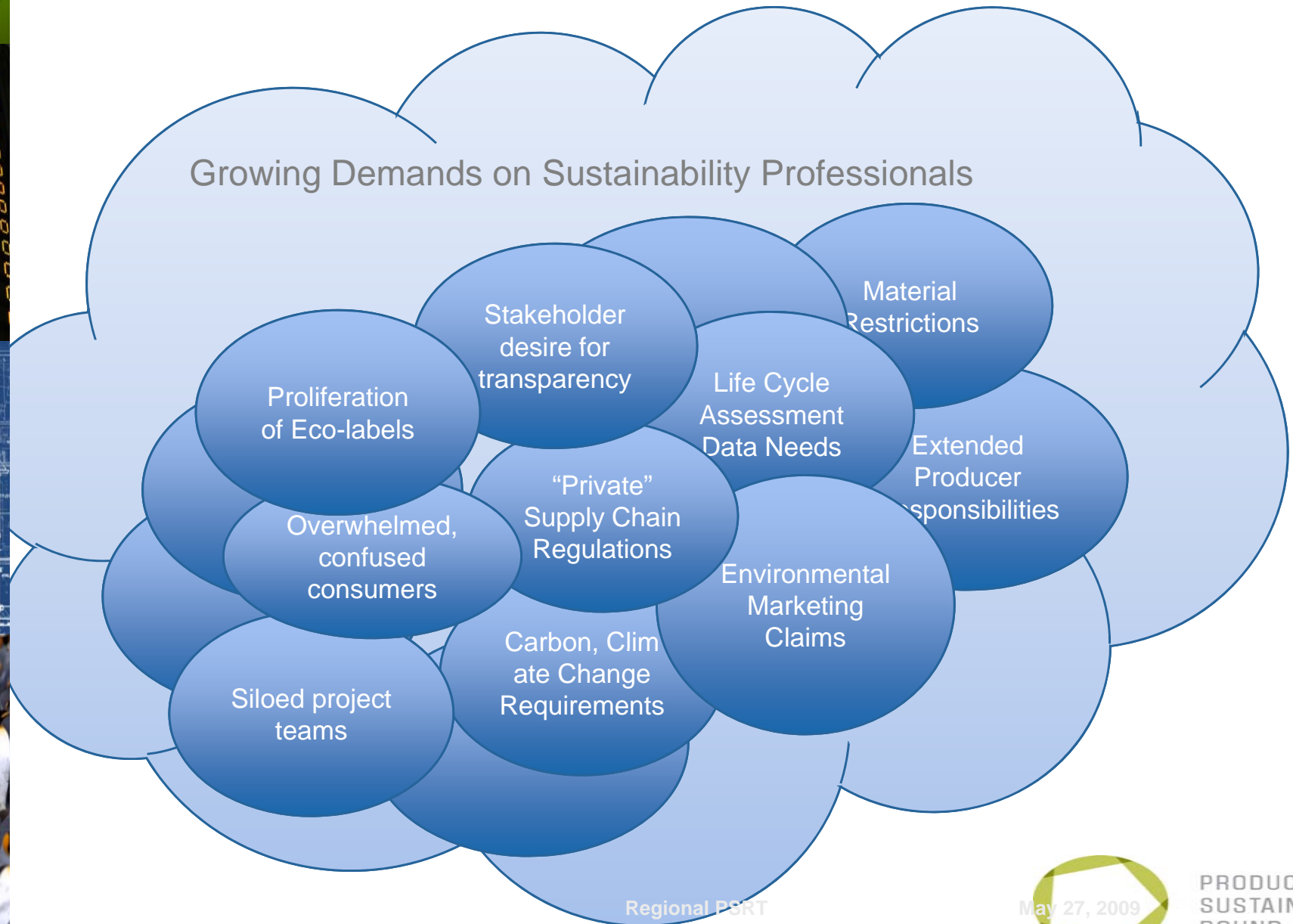




“Sustainability” in 1995 vs. 2009 = More

More regions, more markets, more requirements, more issues & more people involved

The PSRT makes sense of “more”



May 27, 2009

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Companies who participate manage sustainability business risks & opportunities....



Faster

- Filter and evaluate
- Test and benchmark



Companies who participate manage sustainability business risks & opportunities....

Cost Effectively

- Local meetings & on-line sessions
- Five Winds reports on key events
- Pooled resources to conduct research

“The PSRT gives us the relevant, important information when we don’t have the staff to track it on our own.”

Armstrong World Industries



Companies who participate manage sustainability business risks & opportunities....

Strategically

- Proactive in the marketplace
- Participation across the value chain

“The PSRT provides a different perspective on sustainability that pushes us to think beyond the status quo.”

United Technologies Corporation

Year-Round Program of Activities

	Northeastern PSRT	Midwestern PSRT
Meeting Locations	Northeast Corridor (Boston to DC)	Greater Chicago Area (IL, WI, IN, MI, IA)
Meetings: Twice Yearly, Professionally Facilitated	2 x per year, 2 days each	2 x per year, 2 days each
Annual Executive Kick-off	√	
Research	Best Practice Project (Individual Analysis for Each Participating Company)	Pilot Project for Each Participating Company
Emerging Issue Webinars with International Thought Leaders	Quarterly	Quarterly
Issue Updates	Sustainability Issues Tracker – report from key conferences, workgroups via quarterly email	News Articles via quarterly email

Rocky Mountain PSRT Program

Needs assessment in 2009, program launch in 2010



Small Number (10 – 15) of Companies Participate in each PSRT

Engaging, candid, and informal forum

Focus on business case for sustainability

Diverse value chain representation



Multi-national or regional corporations

Business divisions or major brands within multinational corporations

Regional PSRT Participants*

Emerging or newly established sustainability programs

Corporate level representatives responsible for sustainability

*International PSRT Participants in 2008: Armstrong, BASF, Black & Decker, Coca Cola, Dow Corning, General Motors, Johnson Diversey, Johnson & Johnson, Kimberly-Clark, Rio Tinto, SC Johnson & Son, Unilever, United Technologies Corporation, Vattenfall

Regional PST



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2009 Regional PSRT – Proposed Topics

Environmental Claims

- Natural, organic, cradle to grave....How do you know what's allowed? How will US FTC and European government guidelines shape product opportunities?

Eco Design Challenges

- What are effective eco-design strategies? Do product scorecards help or hinder? Why do social issues still elude design teams?

Building a Sustainable Brand

- Explore the differences between marketing a green product and building a sustainable brand.

Eco Labels

- From carbon to water, energy, and indoor emissions, will the US and European markets see an explosion in eco-labels and certifications?

Footprints

- How will carbon footprinting advance and will emerging discussions around water footprints gain traction?

Life Cycle Assessment

- What are the real benefits and applications – do life cycle screening tools add value?



Your Next Steps

- Sign-up for the PSRT
 - Northeastern PSRT
contact Libby Bernick 610-640-2302 l.bernick@fivewinds.com
 - Midwestern PSRT
contact Laura Flanigan 773-698-8073 l.flanigan@fivewinds.com
- Tell a colleague about the opportunity
- Help shape the 2010 Rocky Mountain region's program
contact Deby Stabler, d.stabler@fivewinds.com 303-442-6969



Questions?

- Sign-up for the PSRT
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Living Our Values



Five Winds is a Carbon Neutral Company and follows a Sustainable Purchasing Policy

