

New in 2009!

Product Sustainability Roundtable for the Northeastern US

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

Armstrong World Industries

Sustainability. A complex term, but widely used. Companies nationwide are asking “does it make sense to “green” my brands?” Some have already hired a sustainability executive and are rolling out strategies. Leading retailers are aggressively requiring manufacturers to reduce their supply chain’s eco-footprint if they want to keep premium shelf space. Some companies view sustainability as a way to react to the market, while others are staking out leadership positions and creating their own opportunities.

Regardless of where you are on your journey, integrating sustainability into your business is not fast or easy. There is no single approach and no regulatory structure to serve as a guide. An overabundance of information (from conferences, websites, government or non-profit work groups, and the popular media) makes it difficult to know what is really relevant. The business case is not always clear. Integrating sustainability means that cross functional product teams – environmental, R&D, marketing, operations – need to talk the same language and sit at the same table.

Since 1998, the PSRT has enabled companies to develop and integrate their sustainability vision faster, at a lower cost, and in a more strategic way.

The PSRT Catalyzes Product Innovation

- Faster**
 - The PSRT filters the issues, evaluates what’s relevant, and delivers the business implications
 - Companies test ideas and benchmark what works with peers to avoid false starts
- More Cost Effectively**
 - Local meetings and on-line sessions minimize company travel costs
 - Reduce costly conference fees – Five Winds attends key events on companies’ behalf and provides quarterly news reports from technical conferences and meetings
 - Pooled resources are used to research best practices and benchmarking studies
- Strategically**
 - Companies learn the trends, spot emerging issues and can be proactive in the marketplace
 - Participation from the full value chain helps companies understand and respond better to customer and supplier needs



2008 International PSRT Companies

Armstrong • BASF • Black & Decker • Coca Cola •
Dow Corning • General Motors • JohnsonDiversey •
Johnson & Johnson • Kimberly-Clark • Rio Tinto • SC
Johnson & Son • Unilever • United Technologies
Corporation • Vattenfall

The PSRT's Decade of Success

Fifteen years ago, a tight group banded together. They were seasoned environmental professionals from industry giants like DuPont, Rohm & Haas, and 3M. Jim Fava, one of the world's experts on life cycle thinking and Five Winds' managing director, was at the hub. They knew environmental stewardship went deeper than regulatory compliance, but roadblocks kept them at a standstill. Big roadblocks: in the way standards were set, the way people communicated, the way design teams thought about products, and the way companies manufactured products.

As time went by, visions grew into strategies, ideas showed up in new products, and conversations evolved into relationships. The International Product Sustainability Roundtable was born in 1993.

Today, the original international PSRT is still growing strong. Now, Five Winds brings you the next chapter: roundtables in the Northeastern, Midwestern and Rocky Mountain regions of the United States. Opportunities to learn, execute, and connect in your own backyard.

"The PSRT helps companies find an edge and differentiate their products – something especially important in economic down-cycles."

Jim Fava, Founder, International PSRT

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

United Technologies Corporation

Companies Get a Competitive Edge

The Roundtable gives companies a significant edge over those who rely on conferences, websites, or single issue groups to stay informed on sustainability issues.

Hear timely and exclusive analyses of the sustainability issues that most impact your product, your markets, and your business.

Focus on the business implications of sustainability; get support creating strategic responses.

Spot trends as they emerge and act on opportunities before they hit mainstream.

Gain insights into new product sustainability developments by engaging and interacting with peers across the entire value chain.

Test ideas through specially designed projects delivered by Five Winds' sustainability experts.



Small, Candid Forum Focuses on Business Opportunities

The roundtable is limited to 15 companies to allow them to fully engage in meetings and issue calls. The small informal setting lets people openly explore ideas and engage in candid discussions about opportunities for product innovation and value creation. To maintain a focus on product innovation and maintain confidentiality, membership is limited to individual companies along the value chain.

Discussions focus on the business case for sustainability - identifying the opportunities to enhance brand reputation, reduce costs, and improve revenue and profit.

Best Practice Research Informs, Advises

Each year, the roundtable conducts a specially designed \$20,000 research project focused on best practices in a selected sustainability topic. By pooling resources to conduct the research, companies receive a full, in-depth analysis for a fraction of its total cost. Companies shape the research agenda, and each receives a specific annex tailored to their individual interests and requirements. The research and analysis enables companies to find what works, test new ideas and benchmark internal performance against peers.

Diverse Value Chain Perspectives Lead to Innovative Solutions

Non-competing companies who participate represent the entire value chain – from raw material sourcing through intermediate production and manufacturing. The variety of perspectives on sourcing, marketing, and production creates a unique environment - one that generates innovative ideas and visionary solutions about sustainability in the current marketplace. Companies learn customer and supplier views, and are able to respond to their own value chain demands.

Year Round Activities Keep Companies Informed, Engaged

Roundtable sessions are where companies contribute, learn, and connect at twice yearly meetings, held for two days at member locations. Meetings are held in the Northeast region to minimize travel costs. Space is reserved for two representatives from each company. An annual executive kick-off session helps companies engage and inform senior executives within their organization. *Hosted in May and October.*

Issue Calls are exclusive presentations by sustainability thought leaders and leading practitioners. Calls give companies opportunities to measure the pulse of sustainability, debate issues, and stay informed. Multiple representatives are welcome to be part of these on-line thought provoking sessions. *Hosted online in January, April, July, and December.*

Sustainability Best Practices are examined and benchmarked in research that delivers expert advice and insights on an emerging sustainability issue. Each company receives the \$20,000 project report as well as a company specific annex with exclusive insights and implications for their markets.

Strategic Updates Members receive updates from key conferences attended by Five Winds staff, coupled with expert interviews that offer insights on emerging standards and practices. Topics tracked include carbon footprint standards, sustainable packaging, water footprinting, life cycle analysis, and sustainable product standards. *Published in March, June, August and November.*



Who Should Apply

Companies in the PSRT are product manufacturers and their suppliers who share an interest in improving the sustainability of their products and operations.

Individuals who participate in the roundtable events are responsible for corporate sustainability programs. They may serve their organizations in sustainability, product stewardship, marketing, or environmental health and safety roles. They are ready to share their challenges and successes, build on conversations during meetings and issue calls, and develop long-term business relationships with other sustainability leaders.

Companies who have recently hired a new sustainability officer, are developing a sustainability strategy, or are trying to integrate a strategy into their business will benefit from membership.

Examples of Past PSRT Research Projects

Waste Neutral and Carbon Neutral Schemes •
Green Product Readiness Assessment • Water
Footprints – Benchmarking Member Companies •
Labelling – Compiling and Comparing Criteria •
Bio-based Materials Guide • Analysis of Studies
on Green Consumerism

PSRT Costs

Annual fees are \$14,000. Companies receive the Sustainability Best Practices \$20,000 research report, two round table meetings, quarterly issue calls, quarterly news updates, and a members-only website. The fees cover the costs to produce the research, analyze and report on key trends and issues, facilitate the roundtable meeting, and administer the program.

2009 Topics

Environmental Claims Natural, organic, carbon footprint, cradle to grave..... How do you know what claims are allowed? How will the US Federal Trade Commission and European governments' guidelines shape product opportunities?

Eco Design Challenges What are effective eco design strategies? Do product scorecards help or hinder product development teams? Do the social issues of sustainability still elude designers?

Life Cycle Assessment How significant will life cycle assessment be in the race to make products more sustainable? What are the real benefits and applications.....do life cycle screening tools add value?

Building a Sustainable Brand What's the difference between marketing a green product and building a sustainable brand? What's the best approach for communicating sustainability performance?

Eco Labels From carbon to water, energy, indoor emissions and chemicals, will the US and European markets see an explosion in eco-labels and certifications in 2010? Which ones continually raise the bar?

Your Topic PSRT companies drive the agenda – ask, and we will investigate.



Round Table Charter

Companies

- Attend two-day round table meetings held twice each year. Companies make their own travel arrangements and pay for the cost of travel, accommodations, and meals.
- Periodically host a meeting. Hosts provide meeting refreshments and sponsor dinner one evening for attendees.
- Fully participate in round table events, suggest agenda topics, and share learnings from your sustainability and product stewardship programs.
- Give permission to put the logo and name of your company on the Product Sustainability Round Table website.

Five Winds

- Researches, investigates, and analyzes information to prepare the Best Practices research report and deliver news updates. Five Winds' team of sustainability specialists conducts project tasks, in partnership with companies.
- Facilitates strategy discussions with knowledge-based facilitators, who are full-time sustainability professionals that draw on a deep understanding and experience with product innovation and stewardship.
- Develops the content of meetings and issue calls by soliciting input from members, tracking emerging issues, attending conferences, and recommending issues, topics, and speakers.
- Administers the Round Table and sets-up meetings, prepares agendas, arranges for outside speakers, summarizes meeting minutes, and administers the PSRT website.

About Five Winds International

Since 1998, Five Winds has managed the international PSRT, providing expert sustainability guidance and support for participating companies.

Five Winds International is a management-consulting firm that helps organizations improve the financial, environmental and social performance—the sustainability—of their operations, products and services. Our strength is helping integrate environmental and social considerations into the core business activities of organizations. For private sector companies, these activities include strategy development, product design, operations, supply chain management and capital investment.

By integrating environmental and social considerations into their core business activities, organizations can design better products, services and projects, save money, develop better relationships with their stakeholders, and create new market opportunities.

Five Winds' international team has expertise in business strategy, engineering and material science, industrial design, environmental science, resource economics, and government policy. We work in partnership with our clients to develop and implement the strategies, management systems, programs and tools necessary to effect long-lasting and meaningful change. The firm's offices in the United States, Canada, and Germany provide an international perspective and an established network of experts throughout the world.

More information is available at www.fivewinds.com.

