

the Product Sustainability Round Table

Creating innovative, more sustainable products relies on making decisions based on a life cycle perspective and on a solid understanding of your value chain – from the environmental issues surrounding the production of raw materials to the social issues associated with consumption or investing, to the opportunities and drawbacks of recycling.

This perspective and knowledge reveal opportunities for innovation that benefit business & the environment

Members of the Product Sustainability Roundtable are corporate leaders. They share an interest in improving the sustainability – the business, environmental & social performance – of their products. The PSRT provides companies with a small open forum for connecting with peers across the value chain to generate innovative ideas for more sustainable product design and development. PSRT members represent the entire value chain, creating unique opportunities to hear alternative perspectives and explore solutions for more sustainable products.

Activities Via the PSRT, members get together twice each year. They benchmark their product sustainability programs with leaders; explore and define practices for integrating environmental and social measures into product development, marketing and other business operations; keep abreast of emerging best practices and key policy developments. The PSRT works together on projects, with consulting time paid as part of the PSRT dues. The PSRT hold 4 “issues conference calls” each year, and has access to regular news updates and insights that can be shared with colleagues.

The Value Going into its tenth year, we continue to hear the unique value of the Product Sustainability Roundtable is in its focus on products, business goals, product sustainability and innovation. Participants praise the distinct value they get from networking with peers from along the entire value chain, as well as drawing on the brainpower of the group during meetings, connecting with PSRT members on specific issues outside the meetings, and learning from side conversations & unplanned discussions which are stimulated by the knowledge sessions prepared for each meeting.

Check Us Out at This Year's Meetings

12 – 14 May 2008

Kimberly-Clark, Neenah Wisconsin, USA

We'll explore ♦ **Bio Materials** What are the facts and the impacts? What does the market perceive? What range of actions are leaders taking to evaluate, use and communicate their material and ingredient selections? Hear insights and opinions from Johnson Diversey, Armstrong and other PSRT companies; dig into the USDA bio-based testing methods and threshold values for identified product categories; hear alternative, provocative opinions from a UK NGO ♦ **Chain of Custody** Why is there such a demand for detailed, site-specific environmental and social data? Who is able to provide it, and how is it being used in decisions? Has company experience with REACH improved the flow of all types of data along the value chain? What will the future bring? Delve into results of a study of PSRT companies, select suppliers and customers; debate our updated company benchmark of value chain practices; hear from members, including Rio Tinto's perspectives on how to certify the sustainability performance of metals and minerals along the supply chain ♦ **Kimberly-Clark** will share its insights on biobased materials, supply chain sustainability initiatives, employee and customer awareness programs... we'll also visit & dine at **Lambeau Field**, home of the **Green Bay Packers!** ♦ In addition, we'll touch on issues of **WATER** and **Carbon Footprint** to bring you the latest developments with respect to products

13 – 15 October 2008

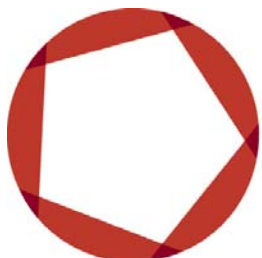
Coca Cola, Brussels, Belgium

We'll explore ♦ **Coca Cola's** bottling plant ♦ **Changing Patterns & Levels of Consumption?** With Coca Cola's current design and innovation process as the springboard for this session, discuss current reality versus how companies are preparing for the future. As consumers get increasingly engaged and want to reduce their impacts, will we really begin to consume less? Will we consume differently? Does that require new sets of products and services? To get our arms around this we will engage thought leaders, including the new group Utopia, the Happiness Index organisation, the Metro future store, the T-Mobile house and Fast Company magazine ♦ **China** Is it an emerging centre of sustainability innovation? Who is locating, not only manufacturing, but R&D centres in China? What are the experiences, challenges and benefits? What sustainable products are in use? Over the course of 2008, we will investigate specific questions and structure this study and session accordingly ♦ **Climate Change** In 2007, Carbon Trust launched their product label, BSI began writing a standard, ISO announced their entry into carbon labelling and we saw a new Climate Declaration styled after the EPD – all kinds of expectations were thus raised. In October 2008, we'll evaluate what has been accomplished in the market, what succeeded and what's next.

PSRT Members

2007

Armstrong ♦ Coca Cola ♦ Herman Miller ♦ Unilever ♦ DuPont ♦ JohnsonDiversey ♦ Vattenfall ♦ Rio Tinto ♦ Kimberly-Clark ♦ Black & Decker ♦ WestLB ♦ BASF ♦ Johnson & Johnson ♦ Dow Corning ♦ SCJohnson&Son ♦ General Motors ♦ United Technologies Corporation



PRODUCT
SUSTAINABILITY
ROUND TABLE

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