

*Transparency Delivered Through  
Life Cycle Assessments &  
Environmental Product Declarations*

**THE  
WAY  
TO  
DEFINE  
GREEN**



*Management Training &  
Executive Forum*  
April 28th–April 29th, 2010  
Washington D.C.

*Hosted by*  
The Green Standard &  
The Institute for Construction  
& the Environment

## THE NEED

U.S. manufacturers need new training and technology to be competitive in a rapidly changing global marketplace in which purchasers expect scientific documentation of environmental and sustainability attributes of products and services. On the home front, manufacturers seek the ability to meet sustainability requirements of building designers, procurement professionals and supply chain managers. In addition, they want to be well prepared to respond to new purchasing requirements of government agencies resulting from the October 5, 2009 Executive Order for Federal Leadership in Environment, Energy and Economic Performance.

On the international front, our manufacturers and purchasers want to be empowered to contribute to the U.S. meeting its commitment as a signer of the Copenhagen Accord. To take advantage of existing and emerging opportunities to increase market share in American and global markets, U.S. manufacturers will have to catch up with their counterparts in the European Union and Asia. To do so, they must incorporate training and tools aligned with the global product information system.

## THE SOLUTION

Progressive manufacturers are reducing their costs and gaining market share by using Life Cycle Assessments (LCAs) and Environmental Product Declarations (EPDs)

These next-generation tools measure, verify and report the level of “green” achieved by a product or service in a format useful in all global markets. This forum will provide manufacturers with a clear path for integrating LCAs and EPDs into their existing business model and for achieving a positive ROI on modest investments.

Manufacturers will hear from progressive leaders in government agencies, educational institutions and diverse businesses on how they plan to use LCAs and EPDs to measure, verify and report the environmental impacts of their procurement activities. As most businesses, educational institutions and government agencies spend over 60% of their operating budget on the purchase of products and services, discussion of this process has become an important component in a Corporate Social Responsibility (CSR) Report.

## **Management Training**

April 28, 8:30 am EST–4 pm EST

Designed to provide U.S. manufacturers with an understanding of how to efficiently develop and use product Life Cycle Assessments (LCAs) and Environmental Product Declarations (EPDs), the Management Training will be conducted by staff and consultants from the Institute for Construction & the Environment, PE Americas and The Green Standard.

## **Executive Forum**

April 28, 4 pm EST–April 29, 4 pm EST

How to achieve a positive ROI on product LCAs and EPDs

## **Wednesday, April 28, 2010**

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### **4:00 pm** – Welcome

Theodore Miles

*Chair, The Green Standard–Confirmed*

**4:15** – Improving the Bottom Line, Reducing the Risks – Panelists from Stakeholder Groups in the Building Industry Pose Key Questions and Outline New Possibilities

*Moderated by,*

Deborah Dunning

*President, The Green Standard–Confirmed*

Erin Meezan, Interface

*Vice President, Sustainability–Confirmed*

Marvin Malecha – Building Design

*Dean, College of Design, North Carolina State University*

*Former President, American Institute of Architects–Confirmed*

George Gosiecki – Real Estate

*Chair, Global CoreNet–Confirmed*

Michael Zimmer – Law

*Attorney, Thompson Hines–Confirmed*

### **5:30** – Social Hour

**7:00** – Dinner and Keynote by Dennis Hightower, Deputy Secretary, U.S. Department of Commerce – *Invited*

**Thursday, April 29, 2010**

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**8:00**–Continental breakfast

**8:30**–Keynote on “ Understanding Construction Product Regulations in the European Union” by Horst Bossenmayer, President, Institute for Construction & the Environment; Chairman of CEN/TC 250 “Structural Eurocodes”, 2000–2007. – *Confirmed*

**9:30**–How Manufacturers are Using EPDs to Increase Their Market Position

*Moderated by,*  
Eva Schmincke  
*Five winds & The Green Standard–Confirmed*

CASE STUDY ONE: CARPET TILE

Erin Meezan, Interface  
*Vice President, Sustainability- Confirmed*

CASE STUDY 2: CARPET BROADLOOM

Kim Matsoukas–Bentley Prince Street  
*Sustainability Manager–Confirmed*

CASE STUDY 3: 100% RECYCLED COUNTERTOPS

James Sheppard–Vetrazzo  
*CEO–Confirmed*

CASE STUDY 4: 100% RECYCLED GRANITE FLOOR TILES

Rosemary Williams–Earth Stone  
*President–Confirmed*

**10:45**–Break

**11:15**–Achieving a Positive ROI with LCAs and EPDs

*Moderated by,*  
Leanne Tobias,  
*Managing Partner, Malechite LLC–Confirmed*

Marc Binder  
*Technical Director, PE Americas–Confirmed*

Benjamin Hill, Eric Whitney,  
Sheila Dawes, and Alicia Conway  
*Kenan-Flagler Business School,  
University of North Carolina–Confirmed*

Jonathan Philips,  
*Managing Director, Anka Funds–Confirmed*

**12:30**–Lunch and Keynote by Nancy Sutley, Chair of President Obama’s Council on Environmental Quality on the Executive Order on Federal Leadership in Energy, Environment, Economic Performance–*Invited*

**2:30 to 4:00**–Possible Uses of LCAs and EPDs–Panel of Building Industry Leaders

*Moderated by,*

Wesley Evans

*Director, The Green Standard–Confirmed*

**Brad Nies**–Building Design

*BNIM Architects–Confirmed*

**Scot Horst**–Building Rating Systems

*U.S. Green Building Council–Invited*

**Beverly Dyer**–Government

*U.S. Department of Energy–Invited*

**Jeremy Benkin**–Real Estate Management

*CB Richard Ellis–Confirmed*

## **The Green Standard**

Located in the United States, The Green Standard raises the bar on product performance information, empowering manufacturers and purchasers to contribute to a sustainable world through the ways they design, make, select, use and repurpose products.

*[www.TheGreenStandard.org](http://www.TheGreenStandard.org)*

## **The Institute for Construction and the Environment**

Located in Germany, The Institute for Construction and the Environment seeks to be a world leader in the building industry and to generate long term profits for our shareholders while strengthening our commitment to environmental and social sustainability.

*[www.bau-umwelt.de](http://www.bau-umwelt.de)*

**THE GREEN  
STANDARD**  
*Truth Transparency Trust*

