The Vision for a Major New SPLC Program

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PURPOSE & POTENTIAL
PURCHASERS, would you like this?

A list of sustainability certifications, standards, and labels that have been carefully vetted to ensure they credibly address relevant impacts?

A way for your distributors and e-catalog providers to label ‘sustainable’ products in a credible way?

A way to write policies that prefer the most credible sustainability standards available at the time, *and* that become available in the future?

An easier way to track ‘sustainable spend’ using credible sustainability standards for products, services, and suppliers?
SUPPLIERS, would you like this?

A way to know which sustainability certifications, labels, and standards are worth investing in achieving because purchasers trust and prefer them?

A credible, independent authority that you can point buyers to when they don’t know the merits of the rigorous sustainability standards, certifications, or labels you’ve earned?

A way to identify ‘sustainable’ products in catalogs and directories in a credible and efficient way?
STANDARDS DEVELOPERS, CERTIFIERS, and LABELERS, would you like this?

A way for purchasers from many organizations to use consistent, clear, transparent, and fair criteria when determining whether or not to prefer your standard, certification, or label?

A way to have confidence that if you improve your standard to meet that criteria, you will earn the preference of those many organizations?
PUBLIC INTEREST ADVOCATES, would you like this?

A way to encourage purchasers to use credible sustainability standards, certifications, and labels without having to go from buyer to buyer, convincing each one individually?

A central place to go to push for the application of strong credibility principles to the evaluation and recommendation of sustainability standards?
SHARED PROBLEM:
Lack of clarity in the marketplace about which sustainability standards, certifications, and labels are credible.
SHARED SOLUTION:

SPLC proposes to establish a transparent, fair, and independent service which will critically evaluate and publicly recommend credible sustainability standards, certifications, and labels using a rigorous methodology developed through nearly 10 years of multi-stakeholder input.
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<table>
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<tbody>
<tr>
<td><strong>1) Evaluation</strong></td>
<td>of sustainability standards, certifications, and labels.</td>
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<td><strong>2) Publication</strong></td>
<td>of sustainability standards, certifications, and label recommendations.</td>
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<td><strong>3) Provision</strong></td>
<td>of recommendation data for integration into ERPs, catalogs, etc.</td>
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<td><strong>4) Education</strong></td>
<td>about how to use the recommendations in ways that prioritize impact.</td>
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<td><strong>5) Intelligence</strong></td>
<td>on the use of sustainability standards, certifications, and labels – especially those recommended by SUSTAIN.</td>
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Many synergistic tie-ins to SPLC’s other program work, such as Guidance, BENCHMARK, etc.
Search the Directory

Search by keyword (issue, impact, category, industry, etc.)  Go

Browse the Directory by

- Issue
- Impact area
- Product Category
- Service Category
- Industry

- Certification
- Standard
- Label
- Region
Product Category: XYZ

Priority Issues ("Hotspots")
- GHG Emissions
- Child Labor
- Health

Credible Programs
<table>
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<th>Program A</th>
<th>GHG Emissions</th>
<th>Child Labor</th>
<th>Human Health</th>
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<td>Program B</td>
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<tr>
<td>Program C</td>
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Availability
Product research databases and registries:
Why SPLC can do this successfully.
10 YEARS OF EXPERIENCE & EXPERTISE

GREEN PRODUCTS ROUNDTABLE

SPLC MEMBERS

SPLC PROGRAM CONSULTANT

SPLC PARTNERS

Assessors
Data platform providers
Accreditation bodies
Scientific experts
Suppliers
Purchasers
Public policy advocates

GPR Framework: “Preferred Practices”
Pilot of EPA Assessment Guidelines
Conducted 50+ Assessments for the EPA Pilot
Deep technical expertise
TRUSTWORTHY, FAIR & TESTED EVALUATION PROCESS

*Build on the EPA Guidelines for the Assessment of Environmental Performance Standards and Ecolabels for Federal Procurement*

The EPA Guidelines ensure that recommended standards, certifications, and labels are:

1. Created through an open and transparent process,
2. Effective at addressing the most relevant environmental hotspots,
3. Are supported by competent certifiers, and
4. Are well run programs with market traction.
EXISTING PARTNERSHIPS

Accreditation providers.
Their programs could be recognized and relied upon within SUSTAIN.

Standards developers, certifiers, and labelers.
If their programs meet SUSTAIN criteria, they get valuable marketing from a trusted advisor to purchasers.

Industry/Sector sustainability initiatives.
Their work and experts could inform SUSTAIN hotspots identification for their industry/sector.

Policy and regulatory bodies.
SUSTAIN℠ would simplify the challenge of establishing preferences in a future-proof way.

Professional societies.
Can use publicly available SUSTAIN recommendations to simplify sustainable purchasing for their audience.

Software providers.
Can import SUSTAIN recommendations into their software.
GOVERNANCE

• SPLC is an independent, mission-driven, non-profit.
• SPLC bylaws balance voice of diverse marketplace stakeholders.
• SPLC Technical Advisory Committee would oversee the maintenance and further development of the *Assessment Guidelines*.
• Use of multiple third party assessors.
• Appeals process.
• Use of IT platform to house assessment workflow.
• Tapping of existing knowledge, research and expertise.
• Establishment of user groups.
BUSINESS MODEL

• Seed funding to establish program infrastructure.
• Each SUSTAIN service has a revenue stream associated with it.
• Early market research shows willingness to pay for the services.
• Plenty of demand and room for growth:
  • Social and economic sustainability standards
  • Sustainability standards for services
  • Enterprise-level sustainability standards
  • International sustainability standards
  • Re-assessment of existing standards after major updates
  • Ratings and other tools
Why SPLC is the right organization to do this.
Why SPLC is the right organization to do this.

Mission-driven
Membership
Multi-sector/industry
Proven track record
NEXT STEPS

1. SPLC staff and Board collect feedback and gauge interest
2. SPLC staff refines program plan
3. Launch fundraising for the program, including recruiting founders
4. Hire Program Manager and establish program infrastructure
5. Begin category preparation and assessments
GIVE SUSTAIN℠ YOUR SUPPORT:

Program Founders
Sponsors of categories
Sponsors of assessments
Expertise
Assessments User Group
Program Operator User Group

Download SUSTAIN℠ Overview:
www.sustainablepurchasing.org/sustain

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