



SUSTAINABLE PURCHASING LEADERSHIP COUNCIL

To Whom It May Concern:

We believe that the creation of a shared program for evaluating the quality and credibility of sustainability standards, certifications, and labels will enable buyers and suppliers to find and deliver sustainable solutions far more efficiently and effectively. We are pleased that the Sustainable Purchasing Leadership Council is responding to this need with a new program, dubbed SPLC SUSTAINSM, which will evaluate and publicly recommend credible sustainability standards, certifications, and labels. We believe that the SPLC SUSTAIN program can uniquely do this in a way that is independent, transparent, fair, multi-sector, multi-regional, science-driven, and that prioritizes impact.

SUSTAIN will be most successful if all the stakeholders in the marketplace participate in making it a success. Therefore:

- We encourage buyers to join us in helping to make SUSTAIN a success by seeking out products and services that have earned SUSTAIN-recommended sustainability standards, certifications, and labels.
- We encourage distributors and retailers to join us in helping to make SUSTAIN a success by seeking to stock and accurately tag products with SUSTAIN-recommended sustainability standards, certifications, and labels.
- We encourage manufacturers to join us in helping to make SUSTAIN a success by earning sustainability standards, certifications, and labels that SUSTAIN recommends for their product categories.
- We encourage standards developers, certifiers, and labelers to join us in helping to make SUSTAIN a success by submitting their programs for evaluation by SUSTAIN, improving their programs' SUSTAIN recommendation over time, and creating new standards in categories where SUSTAIN has identified gaps.
- We encourage public interest organizations to join us in helping to make SUSTAIN a success by participating in SUSTAIN advisory panels and requests for input, and by advocating for all marketplace stakeholders to participate in growing the use of SUSTAIN recommendations.

As signers of this letter, we intend to do these things ourselves.

