POMS College of Sustainable Operations

2011 Mini-Conference – Reno, NV

Thursday April 28, 2011

AGENDA

8:45 – 9:00	**Welcome**
9:00 – 9:45	**Calculating Corporate GHG Inventories: Overview of the GHG Protocol Standards** Laura Draucker, *World Resources Institute*
9:45 – 10:45	**Product Carbon Footprinting: Assessment, standard development and application** Sujeesh Krishnan, *Head of Carbon Footprinting, Carbon Trust LLC*
10:45 – 11:15	Coffee Break
11:15 – 12:15	**The Sustainability Consortium: A stakeholder approach to improving consumer product sustainability** Kevin Dooley, *Arizona State University*
12:15 – 1:30	**LUNCH**
1:30 – 2:15	**The EPA SmartWay Program** Buddy Polovick, *EPA*
2:15 – 2:45	Coffee Break
2:45 – 3:30	**Supply Chain as Social Networks: Lessons from Sourcemap.org** Leonardo Bonanni, *MIT*
3:30 – 3:45	**Closing Remarks**

Session Overviews

Calculating Corporate GHG Inventories: Overview of the GHG Protocol Standards

For over ten years, the Greenhouse Gas (GHG) Protocol Initiative has helped companies measure and manage their direct (Scope 1) and purchased electricity (Scope 2) GHG emissions through implementation of the Corporate Accounting and Reporting Standard. However, more and more companies are realizing that most of their GHG risks and reduction opportunities are related to activities outside the corporate boundary; particularly due the goods and services they buy and sell. The GHGProtocol, a partnership between World Resources Institute and World Business Council for Sustainable Development (WBCSD), is currently finalizing two standards to help companies quantify and publicly report Scope 3 and product-level GHG inventories: the Scope 3 Value Chain Accounting and Reporting Standard, and the Product Life Cycle Accounting and Reporting Standard. This presentation will give an overview of the GHG Protocol Initiative Standards, as well as some detail on how companies collect and calculate Scope 3 and product-level GHG emissions data.

Product Carbon Footprinting: Assessment, standard development and application

The presentation will discuss the evolving product carbon footprinting space from the perspective of what it is, why it is important, what the emerging methodologies are, and what the Carbon Trust is doing in this space.
The BSI PAS 2050:2008 – a world-recognized methodology for conducting product carbon footprinting will be introduced along with a discussion of the process by which it was written and the supporting documentation that the Carbon Trust developed in order to support businesses to implement the methodology in an efficient manner.
The presentation will also describe Carbon Trust's tools – Footprint Expert™ and service offerings to enable companies to measure, reduce, and communicate product carbon footprints. A few case studies of the results our work with companies will be discussed to provide some insight into how different companies are using product carbon footprinting to reduce carbon emissions, make their operations more efficient, and communicate all of their work with their external stakeholders.

The Sustainability Consortium: A stakeholder approach to improving consumer product sustainability

The Sustainability Consortium is an effort between universities, corporations, government agencies, and NGOs to improve consumer product sustainability. The Consortium is developing the science and tools to promote better decision making about product sustainability. Current effort is on developing sustainability measurement and reporting standards in order to bring rigor and harmonization to claims suppliers and manufacturers make about their products. This talk will provide a summary of the Consortium's R&D and highlight the critical supply chain issues related to these efforts.

The EPA SmartWay Program

In 2004, EPA launched SmartWay℠ — an innovative brand that represents environmentally cleaner, more fuel efficient transportation options. In its simplest form, the SmartWay brand identifies products and services that reduce transportation-related emissions. However, the impact of the brand is much greater as the SmartWay brand signifies a partnership among government, business and consumers to protect our environment, reduce fuel consumption, and improve our air quality for future generations. All of EPA SmartWay transportation programs result in significant, measurable air quality and/or greenhouse gas improvements while maintaining or improving current levels of other emissions and/or pollutants.

Supply Chain as Social Networks: Lessons from Sourcemap.org

Sourcemap.org is a social network platform for sharing supply chains to inform sustainable choices. The open source website makes it possible for consumers, entrepreneurs and industry groups to draw maps of supply chains, calculate the carbon footprint of products and share this information across different media. Since 2006 the Sourcemap team has worked to enable supply chain transparency by allowing different stakeholders to link their contributions through the innovative social network. Sourcemap.org has been featured by press outlets including the BBC, NPR, the Globe and Mail and the Huffington Post and received awards from Scientific American, Ars Electronica and ID magazine.

Speakers

Leonardo Bonanni

Dr. Leonardo Bonanni is co-founder and CEO of Sourcemap.org. Leo holds a Master of Architecture from MIT and an MS and a PhD from the MIT Media Lab. He currently teaches sustainable design at Parsons School of Design in New York and at the MIT Media Lab, where he works as a Postdoctoral Research Associate in the Tangible Media Group.

Kevin J. Dooley

Dr. Kevin Dooley is a Professor of Supply Chain Management, and a Dean's Council of 100 Distinguished Scholar, in the W. P. Carey School of Business at Arizona State University. He is also currently the Co-Director of The Sustainability Consortium, and effort dedicated to improving consumer product sustainability. Dr. Dooley is a world-known expert in the application of complexity science to help organizations improve. He has published over 100 research articles and co-authored an award winning book, "Organizational Change and Innovation Processes". He has been awarded two patents concerning Centering Resonance Analysis, a novel form of network text analysis, and is co-founder and CEO of Crawdad Technologies, LLC, a provider of text analysis software for academics. Dr. Dooley has a Ph.D. in Mechanical Engineering from the University of Illinois.

Laura Draucker

Laura Draucker is a Life Cycle Assessment Associate at the World Resources Institute (WRI), where she works with the supply chain initiative team to develop the Scope 3 and Product Life Cycle GHG Reporting and Accounting Standards. Laura has expertise in many complex accounting topics such as boundary setting, allocation, recycling, biogenic emissions and removals, land use change impacts, carbon storage, and delayed emissions. Prior to joining WRI, Laura performed life cycle inventory and cost assessments for the National Energy Technology Laboratory (NETL) on electricity generation and liquid fuel production technologies. Laura also completed a post doc with the EPA Office of Research and Development, where she performed MARKAL energy systems scenario modeling. Laura holds Doctoral and Bachelors degrees in Chemical Engineering from Georgia Institute of Technology and Villanova University, respectively.

Sujeesh Krishnan

Sujeesh is responsible for the Carbon Trust's product carbon footprinting and labeling initiatives in the Americas. He is coordinating work with leading manufacturers and retailers and is working with key government bodies, NGOs, and think tanks around the development of standards. Sujeesh has worked at Ernst Young, GetConnected Inc. a digital services aggregator, and i2 Technologies Inc., a supply chain solutions provider. Sujeesh holds a B.E. (Honors) in Mechanical Engineering from the Birla Institute of Technology & Science, a M.S. in Manufacturing Systems Engineering from the University of Wisconsin and a MBA from the MIT-Sloan.

Buddy Polovick

Buddy has worked for the US Environmental Protection Agency for fifteen years as part of the Office of Transportation and Air Quality, which is part of EPA's Office of Air and Radiation. Based in Ann Arbor, Michigan at the National Vehicle and Fuel Emissions Laboratory, Buddy is the International Team Leader for the SmartWay Transport Partnership. Buddy is part of the EPA team who worked with industry leaders to develop and implement this innovative Partnership in 2004. Prior to SmartWay, Buddy worked to implement vehicle emission testing programs throughout the US. Before joining the EPA, Buddy served in the US Peace Corps as a Community Development Specialist in Mali, West Africa. His education background includes a B.A. in International Relations from The Ohio State University and graduate studies in Environmental and Natural Resource Policy at Michigan State University.