



# SUSTAINABILITY CONSORTIUM

**European Food Sustainable Production and Consumption Round Table  
July 13, 2010**

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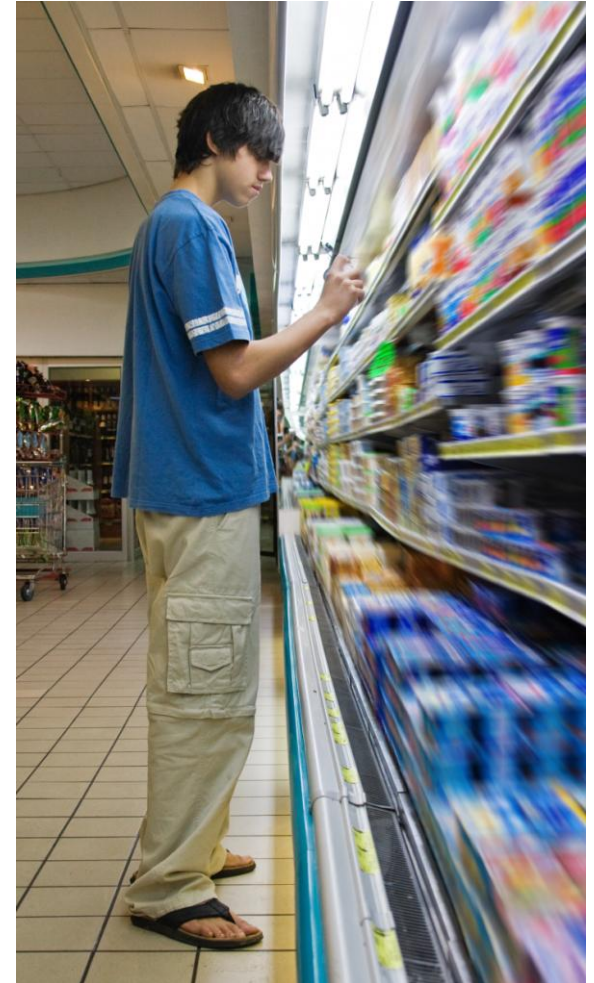
# The Sustainability Consortium

- Jointly administered by University of Arkansas and Arizona State University
- Launched July 2009, announced at Wal-Mart event
- Now working with >50 companies, individual researchers at several universities, government entities & NGO's



# Increased Consumer Demand for Sustainable Products

- Confusion on what constitutes a sustainable product
- Proliferation of single attribute eco-labels – need for a more holistic approach
- Lack of transparency in how products are evaluated
- Increase in green claims and green washing
- Understanding what is important to the consumer regarding sustainability



# Mission

The Sustainability Consortium is an independent organization of diverse global participants who work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability through all stages of a product's life cycle.



# Core Values

## Science

- *Science and outcomes based*
- *Build on existing good science*
- *Autonomy for researchers in decisions of science*

## Transparency

- *In all that we do*

## Diverse Involvement

- *Multi-Stakeholder (Governments, NGOs, Academia, and Industry)*
- *Global in reach*
- *Range in organizational size*



# What We Do

**The Sustainability Consortium** develops transparent methodologies, tools and strategies to drive a new generation of products and supply networks that address environmental, social and economic imperatives.

## CONSTITUENCY

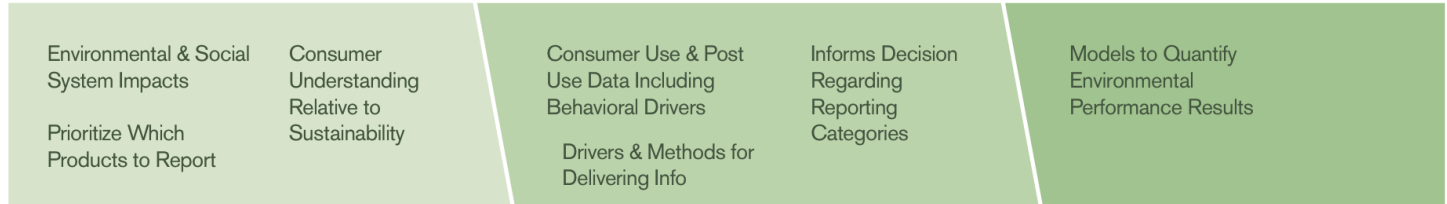
*The Sustainability Consortium advocates for transparent and verifiable processes and systems grounded in science, not for individuals or organizations.*



# Our Scope




**CONDUCTING  
THE RESEARCH**




**DESIGNING  
THE TOOLS**



**MEASURE**

**REPORT**

**INNOVATE**



**IMPLEMENTING  
THE STRATEGIES**



# What is an SMRS?

- SMRS = Sustainable Measurement and Reporting Standard
- Establishes a foundation that allows business to business, business to retail and business to consumer reporting.
- It addresses the questions:
  - What sustainability measures or attributes should be captured?
  - How should they be measured?
  - How should they be reported?
- Creates ‘index ready’ scientifically grounded data on product sustainability performance

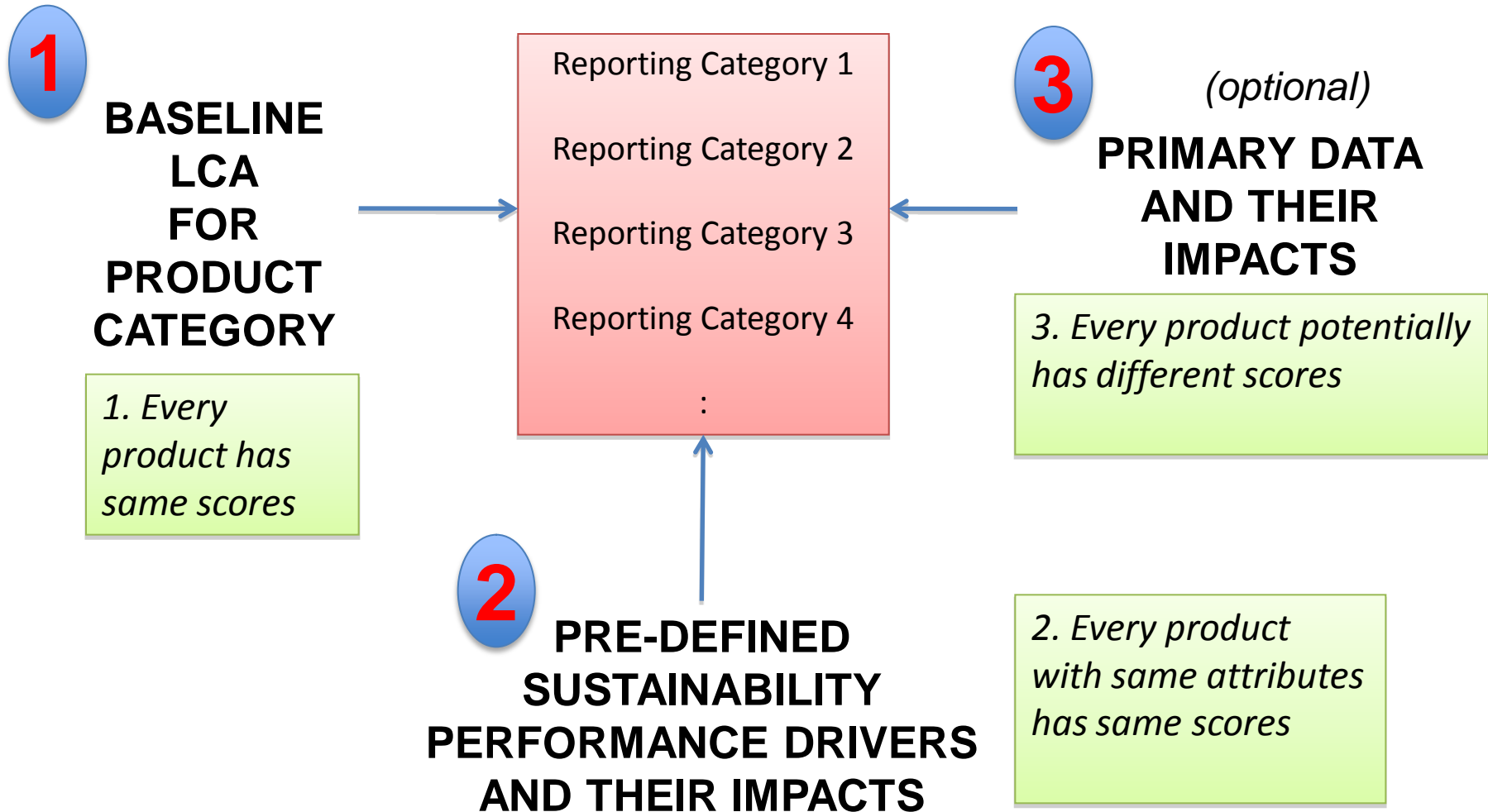
# LCA or best practices?

Given that sustainability information needs to be reported, in what form should it be reported?

Quantitative (numerical) approaches such as LCA have higher information content but are more costly.

Attribute approaches such as a check-list of best practices have lower information content and may not be performance driven, but are generally less costly. Attributes can include NGO & government labels and certifications.

# Three step reporting



# Components of an SMRS

- **Baseline Model**
  - Archetypal category model
  - LCA Model and underlying LCI data
  - Developed by Sector Working Groups
- **Sustainability Performance Drivers**
  - Design elements, certifications, variable hot-spot data
  - Underlying LCI data
- **Product Category Guidelines**
  - Rules for primary modeling

# Next steps in SMRS

- Complete pilots – currently using orange juice, wheat-based cereal and strawberry flavored yoghurt to verify process
- Adjust process as necessary
- Create product category prioritizations
  - Possibly based on product impact multiplied by category volume
- Apply adjusted process to multiple categories
- Aggressive timelines spurred by sense of urgency

# Global sustainability issues in agriculture, according to TSC's Food, Beverage and Agriculture Sector

- Greenhouse gases
- Water
  - Quantity
  - Quality
- Biodiversity
- Land use change – includes deforestation
- Social issues & Social LCAA

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