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UNIVERSITY of NEW HAMPSHIRE

PROFESSIONAL DEVELOPMENT & TRAINING

in collaboration with the

UNH Environmental Research Group

One-day Conference

Competing in the Green Marketplace

LIFE CYCLE ASSESSMENT —

What It Is, Why It's Important, and How to Do It
to Ensure Sustainability and Meet the Demands of
Today's Environmentally Conscious Market

Includes Demo
of Earthster, new
Open Source
software for Life
Cycle Assessment

Cradle to Grave

Supplier Transport Manufacturing
Disposal/Recycling Use Packaging

For CEOs plus Plant,
Purchasing, Operations,
Manufacturing, Quality,
Environmental,
Engineering, and
Marketing Managers

Sheraton
Harborside
Hotel

Friday
May 21, 2010
Portsmouth, NH

With Nationally Prominent Experts
in LCA plus Special Guest Speaker,
Nancy Hirshberg, Stonyfield Farm

www.learn.unh.edu/greenmarket

One-day Conference

Competing in the Green Marketplace

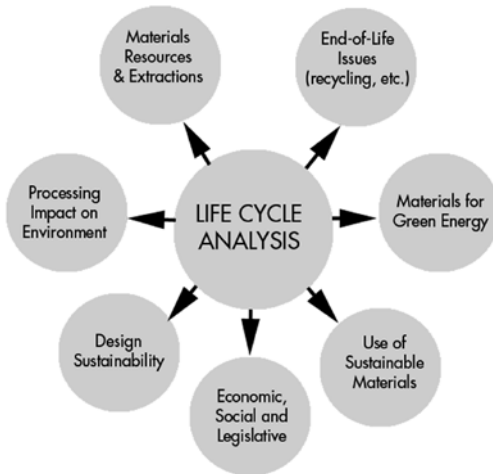
Life Cycle Assessment—What It Is, Why It's Important, How to Do It

Sheraton Harborside Hotel, Portsmouth, New Hampshire

Friday, May 21, 9:00 a.m.-4:00 p.m. (check-in, 8:30 a.m.)

Sponsored by UNH Professional Development & Training
\$270 (\$295 if registered after May 3), .6 CEUs, CRN 26074

Earn 6 hours
of Institute
for Supply
Management
CEHs



Who Should Attend

CEOs *plus* Plant, Purchasing, Operations, Manufacturing, Quality, Environmental, Engineering, and Marketing Managers

See a Demonstration of Earthster

This new tool will help your company to gather and link to the critical environmental and social data it needs to assess its performances, not only from your own facility, but for your whole supply chain. You will learn how to conduct a basic life cycle assessment and visualize initial results.

Conference Agenda

8:30-9:00 a.m. Check-in and Continental Breakfast

9:00-9:15 a.m. Welcome

9:15-10:30 a.m. Session 1

Overview of Sustainability and its Relationship to Life Cycle Thinking

Consumers are increasingly more determined to purchase products that are sustainable and good for the environment, so your business performance and your products are now also gauged by the sustainability measures you and your suppliers take. In this context, it is important to understand how to characterize your business operations and communicate about your company's sustainability measures, whether to a manufacturer for whom you are providing parts or to the marketplace consumer. This session will introduce life cycle thinking, provide a framework for understanding sustainability considerations for a business, and give examples of how it can provide value.

Presenter: Kevin Gardner, Ph.D., P.E, is the Director of the Environmental Research Group, Associate Professor of Civil Engineering, and Co-Director of the Recycled Materials Resource Center at the University of New Hampshire, where he teaches Sustainable Engineering and directs a Ph.D. program in this topic area. He has expertise in industrial ecology, use and markets for recyclable materials, risk assessment, Life Cycle Assessment, and decision analysis, and has conducted more than \$8 million in research projects for federal agencies, industrial associations, and private companies.

10:30-10:45 a.m. Break

10:45 a.m.-Noon Session 2

How to Use Life Cycle Assessment and Environmental Analysis to Gain Competitive Advantage

The future of business will require that companies gather a broad spectrum of information about their products—both environmental data (for example, how much energy is used in producing a brick or tomato) as well as socially relevant information (such as what educational opportunities are offered to employees or how the business interacts with its community). This session will give business leaders the understanding you need about product life cycles in order to position your businesses competitively. It will focus on analyzing the environmental impact of your products and business. It is applicable for manufacturers who source materials from an array of businesses—whether local or international—as well as for companies that supply products to manufacturers.

Presenter: Greg Norris, Ph.D., founded and directs Sylvatica, an international life cycle assessment institute that consults on LCA to the United Nations, governments in the U.S. and abroad, a variety of Fortune 500 companies, industrial associations, smaller companies, and the nonprofit sector. He manages the LCA-Into-LEED process for the U.S. Green Building Council. He is Senior Fellow with GreenBlue, providing LCA guidance to their Sustainable Packaging Coalition, and, through this Coalition, to Walmart and the U.S. EPA.

Noon-1:30 p.m. Buffet Lunch and Guest Speaker

1:30-2:30 p.m. Session 3

How to Use Life Cycle Assessment to Analyze the Social Impacts of Your Business

This session will examine how to use LCA to analyze the social impacts of your business, for example, impact on the labor force, the community, human rights. Because supply chains can be quite complex and gathering this data can be a daunting challenge for both large and small companies, you will also discuss how to prioritize the data you need. This session will also cover how to examine social impact as it relates to your facility and community, as well as how it relates to your suppliers and the broader general level. The role of risk and opportunity assessment and site-specific assessment will be defined and methods to gather meaningful data will be presented. Finally you'll explore ways to communicate assessment results to the businesses you work with and/or your consumers.

Presenter: Catherine Benoit, M.Sc., Ph.D. Candidate, has expertise in Corporate Social Responsibility and in social impact assessment of products and development projects. She develops and applies methods, tools, and databases for social life cycle assessment (SLCA). She joined Sylvania (www.sylvatica.com), a Life Cycle Assessment consultant firm, in 2008 and is a visiting scholar at University of New Hampshire. She is leading the development of the Social Hotspots database and the social sustainability capabilities of Earthster (www.earthster.org), two projects initially funded by Walmart and the Sustainability Consortium. She is the lead editor of the Guidelines for SLCA that were published by the UNEP Life Cycle Initiative in May 2009 (<http://lcinitiative.unep.fr/>). Prior to her current positions, she was the research coordinator for social life cycle assessment (SLCA) within CIRAI (The Interuniversity Research Centre for the Life Cycle of Products, Processes and Services (www.ciraig.org), based at the University of Quebec at Montreal business school (www.esg.uqam.ca) for 6 years (2004-2009). She is also a member of different advisory boards for sustainability initiatives such as Éthiquette/Éthipedia, Planet4Earth, and the Specialty Crops Index.

2:30-2:45 p.m. Break

2:45-4:00 p.m. Session 4

Demonstration of Earthster LCA Software and Next Steps to Supply Chain Engagement

Whether your business is primarily a supplier or you rely on suppliers for your product development, it's important that you prioritize your approach to engaging your supply chain. In the same way that your company depends on your suppliers for your products, your success in the sustainable business paradigm depends on your suppliers to give you the information and data you need to conduct a Life Cycle Assessment. This session will provide strategies for your business to gather this information and to report and use the data to your advantage. You'll get a demonstration of Earthster, a new sustainability open source software developed by New Earth that will help your company gather and link to the critical environmental and social data it needs to assess its performances, not only from your own facility, but for your whole supply chain. You will learn how to conduct a basic Life Cycle Assessment and visualize initial results.

Presenter: **Greg Norris, Ph.D.** (see previous biography)

4:00 p.m. Wrap Up



Guest Luncheon Speaker

Nancy Hirshberg
VP of Natural Resources
Stonyfield Farm

Lessons from the Trenches: Using Life Cycle Thinking to Minimize Environmental Impact and Maximize Profits

Hear first-hand from one of the nation's environmental business leaders on their efforts to apply life cycle tools and techniques to the corporate setting. Stonyfield Farm has been using life cycle tools for almost two decades to guide their business decisions. Hirshberg will share experiences in applying system thinking to a multitude of products and processes from packaging to cow emissions!

About the Guest Speaker: Nancy Hirshberg is the Vice President of Natural Resources for the world's leading organic yogurt maker Stonyfield Farm. Nancy has worked at the nexus of food, business and the environment for nearly two decades, emerging as one of the field's thought leaders. Since 1991, she has been at the helm of Stonyfield Farm's efforts to improve its environmental performance and reduce its ecological footprint. Nancy also spearheaded Stonyfield Farm's organic program for more than a decade.

What Green or Sustainable Labeling means to Your Business Success



Consumers increasingly are driving industry to be more sustainable and to develop products that are truly "Green." More and more companies have been using eco-labeling to enhance their products' marketability.

Major companies like Walmart, P & G, Colgate-Palmolive,

Disney, General Mills, Tyson, and more have gotten behind this push in a big way, and are founders of the Sustainability Consortium, whose goal is "to develop scientific methodologies, tools, and strategies to drive a new generation of products and supply networks that address environmental, social and economic imperatives."

This will mean that there will be more and more pressure on companies to be more transparent about what's in their products and to look all the way down the supply chain to make sure every component meets these imperatives.

Get Practical Tools to Guide You Into the Future

Even if your company isn't ready to move wholeheartedly into the sustainability arena, you need to know what's on the forefront and begin to plan ahead for the growing competition you will face. This conference will give you practical tools and strategies that can guide you and help you stay ahead of your competitors now and through your future development.

Walk away with critical knowledge and practical tools that will improve your company's ability to compete effectively in the Green Marketplace.



General Information

Conference Fee & Refunds

Cost is \$270 (\$295 after May 3). Cost includes lunch and materials. Refunds, less a \$25 processing fee, will be given if written cancellation is received at least 10 business days prior to the conference.

What the Cost Includes

Cost includes conference materials and handouts, continental breakfast, buffet lunch, coffee breaks, and parking. Cost does not include overnight accommodations.

CEUs

Participants will receive .6 CEUs (continuing education units), attesting to your professional development. You can also submit the contact hours for CEUs with the Institute for Supply Management.

How to Register

- **On the Web.** Go to: www.learn.unh.edu/greenmarket
- **By Phone.** Call (603) 862-2015 with VISA, MasterCard, Discover,
- **By Fax.** Complete and fax the registration form with credit card information to (603) 862-0655.
- **By Mail.** Mail the form in this brochure with payment to UNH, Registration Office, 11 Garrison Avenue, Durham, NH 03824

Forms of Payment

- Check or money order (payable to UNH)
- VISA, MasterCard, or E-check



UNIVERSITY of NEW HAMPSHIRE

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Please Route to:

Plant, Purchasing,
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Manufacturing,
Quality, Environmental,
Engineering, and
Marketing Managers

Be an Exhibitor!

If your company would like to be an exhibitor contact us at (603) 431-5674.

Overnight Accommodations

Overnight accommodations are not included in the conference fee. If you wish to reserve lodging, call (888) 627-7138.

For More Information

About the Conference:

Call (603) 862-4234 or email to: professional.development@unh.edu

About Registration:

Call (603) 862-2015

Sheraton Harborside Portsmouth



The Conference Location

The Sheraton Harborside is an elegant hotel located in the heart of beautiful downtown Portsmouth with views of the town and Piscataqua River. It is just an hour north of Boston and south of Portland and offers fine dining, accommodations, fitness and spa facilities.

Tell your Office Staff about the...

Conference for Office Professionals

Thursday, April 29,
Sheraton Portsmouth

www.learn.unh.edu/pros

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(Mail to: UNH Registration, Stoke Hall, 11 Garrison Ave., Durham, NH 03824; or call 603/862-2015; or register on the web at www.learn.unh.edu/greenmarket)

Registration—Competing in the Green Marketplace Sponsored by UNH Professional Development & Training

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Birthdate (required) _____

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Work Address (Street) _____ City _____ State _____ Zip _____

Title _____ Phone: (Day) (_____) _____ (Eve) (_____) _____

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