Sustainability Standards

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Sustainability Challenges

- Literally hundreds of programs, many of which overlap.
- Programs frequently conflict with each other.
- Major concern for global companies.

- Many programs focus on one environmental attribute and do not consider tradeoffs.
- Risk of not meeting FTC guidelines.
- Limitations of comparisons.

- Standards not necessarily built off science.
- Often perpetuate misconceptions.
- Many developed behind closed doors with little stakeholder engagement.

- Alarming lack of transparency regarding quantifiable benefits of many programs.
- Must be science-based.
- Avoid conflicts of interest.
- Validated results.

- Ensuring program goals conformant with FTC Green Guides.
- Transparency into program structure.
- Avoids conflicts of interest.

Consistency
Oversimplification
Misinformation
Inconsistent Rigor
Validation
Role of Sustainability Standards

Be Rigorous and Science-Based
- Must be based on the best available information and grounded in externally-validated research.

Utilize Open-Stakeholder Process
- Incorporate subject-matter experts from industry, academia, regulatory, NGOs, and users.

Be Transparent Regarding Limitations
- Be transparent about embedded uncertainties in calculations or limitations of the program’s scope.

Consider Tradeoffs
- If label focuses on a single-attribute, it must be clear that tradeoffs occur and alternative assessments should be considered.

Flexibility
- Must be able to stay relevant given constantly changing and improving information as well as stakeholder preferences.
Coatings Industry Examples