Purpose/Objectives: The working group will determine how to effectively incorporate sustainability into R&D by sharing experiences and best practices on the use of tools to assess the sustainability of a company’s current products and manufacturing processes and by establishing baseline criteria on the methodology and use of such tools, while developing a framework to build sustainability into new products and processes.

Project Leadership
- Co-chairs: Rich Chapas, Kent Crawford, Leslie Kulis, Virginia Brandt
- Subject Matter Experts: John Sutherland, Purdue University

Project Status and Accomplishments
- Stage ??? – Converting to a non-project entity (BOD review May 2, 2010)
- Survey of major companies and interests in sustainability
- List of certification processes
- Presentations from leading companies on sustainability: Crown, Alcan, Walmart, US BCSD, ERM, Innovolve Group, Five Winds International
- Presentation on educational tools from Alcan
- Presentations on regulations impacting industry: REACH, RoHS
- Presentation on Design for Sustainability
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What to expect at Annual Meeting 2010
• Continuation of the topic with conversion to a “non-project” entity
• Development of content for in-depth roundtables

What we need from you, the ROR community
• Enthusiasm, interest, and energy in the topic.
• Continued sharing of best practices within your company.
• Continued sharing of challenges as sustainability continues to evolve
• Identification of practitioners to participate in topic specific in-depth roundtables

Other Resources
• Check out our wiki for the most current participant roster, meeting notes, and presentation material:

Sustainability in R&D; Seattle, WA
Major Findings, Discussion Points, or WIP

Sustainability in R&D

- Most recent work products:
  - Presentation of Design for Sustainability (DfS) by Five Winds International
    - Sustainability needs to be embedded in your overall design process
    - DfS is a systematic approach that considers the product’s life cycle footprint
    - Customers are asking for “Greener products from Greener companies”.
    - Leading sustainability companies are using Life Cycle Screening and Opportunity Maps tools in the overall design process

- Work-In-Process items:
  - Development of a SIPOC describing R&D’s engagement with Suppliers, Inputs, Process, Outputs and Customers in sustainability:
    - Recommended additions to the SIPOC: Renewability, Conservation of a material (Suppliers), IP Landscape, Market Information/Demand (Input)
    - Suppliers + Input = Your company’s strategy for sustainability.
Sustainability in R&D

1. Internal vs. External functions – what are you already doing that is an opportunity?
2. Cap and Trade/CO₂ regulations – What are the costs for mitigation or taxes? What are the tradeoffs? How are calculations done/assumptions?
3. Regulatory – TSCA reform, EU Directives (incl. Recycling), other
4. Materials availability and at what $
5. Consumer expectations – what they perceive sustainability to be, what will they pay for?
6. Sustainability vs. social responsibility (kill the messenger, education of the consumer, product design trade-off vs. marketing)
7. Sustainability as “PR”
8. Sustainable vs. “more” sustainable (picking the right metrics, eliminate “yes, but” R&D thinking, advantage/disadvantage to be first)
9. Backend Litigation
10. Defacto leader in certification space - it’s not what’s happening today, rather the future
11. Design for Sustainability
12. How do you articulate trade-offs (how to focus on opportunities?)
13. Where is the Vision statement for Sustainability
14. Sustainability in Stage Gate
15. NGO’s: Driver for Regulations, consumer behavior, company behavior
16. Year to Year Metrics
17. Managing tension between Marketing & R&D
18. Pay for Performance for Sustainable execution
19. Managing the fuzzy front end of sustainable projects
Sustainability in R&D

1. Cap and Trade/CO₂ regulations
   - What are the costs for mitigation or taxes?
   - What are the tradeoffs?
   - How are calculations done/assumptions?

2. Consumer Expectations
   - What they perceive sustainability to be, what will they pay for?

3. Sustainable vs. “more” Sustainable
   - Picking the right metrics
   - Eliminate “yes, but” R&D thinking
   - Advantage/disadvantage to be first

4. Design for Sustainability

5. Managing tension between Marketing and R&D
Forward Plan

Sustainability in R&D

- Next Deliverables
  - RTM article describing accomplishments
    - Outline development this week
- Next working group meeting dates/locations:
  - Launch 3 Roundtables on the topics selected
  - Report output of Roundtables at the Fall meeting
  - Select next Roundtable topics at the Fall meeting
- What do you need from the ROR Committee?
  - People from your organization to join/lead the roundtable discussions