



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

The U.S. Department of Commerce's

**Sustainable Manufacturing  
Initiative (SMI):  
A True Public-Private Dialogue**

Matthew C. Howard  
Program Leader

# Presentation Outline

1. Administration Goals: Economy, Energy and Env.
2. Key U.S. Government Policy-Makers
3. U.S. Department of Commerce & Green Growth
4. What is “Sustainable Manufacturing”?
5. Why Does Commerce Have This Initiative?
6. About the SMI
7. Future Work

# Administration Goals: Economy, Energy and Environment

- Economy
  - Stimulating economic recovery
  - Creating jobs
- Energy and the Environment
  - Advance energy and climate security
  - Green jobs (clean energy, etc.)
  - Clean energy technologies
  - Promote energy efficiency
  - Reduce carbon pollution
  - Promote U.S. competitiveness

# Key U.S. Government Policy-Makers

- White House Council on Environmental Quality (CEQ)
  - Coordinates federal environmental efforts and helps develop policies and initiatives
- U.S. Environmental Protection Agency (EPA)
  - Protect human health and the environment
  - Regulatory agency: air, water, waste
- U.S. Department of Energy (DOE)
  - Advance the national, economic, and energy security of U.S.
  - Regulatory agency: energy
- U.S. Department of Commerce (DOC)
  - Enhance U.S. businesses' competitiveness (not a regulatory agency)
- Other agencies: Defense, USDA, etc.

# U.S. Department of Commerce & Green Growth

- **Mission:** Advance economic growth, jobs and opportunities for the American people.
- \$6.5 billion budget and approximately 38,000 employees
- Secretary Gary Locke
  - Encouraging Green Growth (green jobs, sustainable manufacturing, etc.)
  - Creating an Environment for Future Growth (innovation)
- International Trade Administration (ITA)
  - **Sustainable Manufacturing Initiative**
  - Trade in Environmental Goods and Services
- National Institute of Standards and Technology (NIST)
  - Manufacturing Extension Partnership
  - Manufacturing Engineering Laboratory
- Economic Development Administration (EDA)
  - Global Climate Change Mitigation Incentive Fund

# Working Definition of Sustainable Manufacturing

*Manufacturing processes that minimize negative environmental impacts, conserve energy and natural resources, are safe for employees, communities and consumers and are economically sound.*

# Why Commerce Has an SMI

## Industry Needs

- Material and Natural Resource Costs and Supply Pressures
- Proliferation of Environment/Health Regulations
- Customer Demands
- Access to Capital

## Industry Demands

- Centralizing and delivering information on USG programs/resources
- Enhancing awareness and education on sustainability and its benefits

*The SMI is a true public-private dialogue!*

# 1) Creation of an Interagency Working Group on Sustainable Manufacturing

- Department of Commerce (DOC)
- Environmental Protection Agency (EPA)
- National Institute for Standards and Technology (NIST)
- Department of Energy (DOE)
- Department of Labor (DOL)
- U.S. Department of Agriculture (USDA)
- Council on Environmental Quality (CEQ)
- Department of the Treasury
- Department of State
- Department of Justice (DOJ)
- Department of Defense (DOD)
- Office of Management and Budget (OMB)
- Department of Education
- Small Business Administration (SBA)
- Department of Veterans Affairs (VA)

## 2) Sustainable Business Clearinghouse

- Need for central portal of programs/resources across government agencies
- Searchable based on issue, industry, and type of information
- Nearly 800 sites in database. Has been expanded to include state resources.
- Online now @ [www.manufacturing.gov/sustainability](http://www.manufacturing.gov/sustainability)





**Helping U.S. businesses by**

Promoting Trade and Investment  
Strengthening Industry Competitiveness  
Ensuring Fair Trade

**Browse by organization**

U.S. Commercial Service  
Manufacturing and Services  
Market Access and Compliance  
Import Administration



The Sustainable Business Clearinghouse was created to provide U.S. companies with a central portal for information on programs and resources that can assist them in enhancing their competitiveness and profitability in environmentally sustainable ways.

The Department of Commerce has started by collecting information on Federal-level government programs/resources in this searchable clearinghouse. We plan to expand the clearinghouse to include state-level resources, and we encourage state government programs, or firms that receive state-sponsored services, to contact us with information on these programs.

If you know of a federal or state government site that you feel should be included in the clearinghouse or if you have any comments or questions, please email us [here](#).

[Click here](#) for instructions on how to use the clearinghouse.

Don't know where to start? In addition to the clearinghouse, we maintain a list of key federal programs and resources that support sustainable business practices [here](#).

Photo courtesy of NASA's The Visible Earth (<http://visibleearth.nasa.gov/>)

**Sustainable Manufacturing**

- ▶ [Sustainable Manufacturing Home](#)
- ▶ [About Commerce's SMI](#)
- ▶ [What is Sustainable Manufacturing?](#)
- ▶ [Sustainable Business Program and Resource Clearinghouse](#)
- ▶ [Sustainable Manufacturing American Regional Tours \(SMART\)](#)
- ▶ [Sector-Specific Metrics Efforts](#)
- ▶ [2009 Sustainability Summit](#)
- ▶ [2007 SMI Kick-off Event](#)
- ▶ [News and Releases](#)
- ▶ [Contact Us](#)
- ▶ [Sign-up for Email Updates](#)

The International Trade Administration, U.S. Department of Commerce, manages this global trade site to provide access to ITA information on promoting trade and investment, strengthening the competitiveness of U.S. industry, and ensuring fair trade and compliance with trade laws and agreements. External links to other Internet sites should not be construed as an endorsement of the views or privacy policies contained therein. This site contains PDF documents. A [PDF reader](#) is available from Adobe Systems Incorporated.



## US Department of Commerce Sustainable Business Clearinghouse

State

Hold down the <Ctrl> key to select multiple items

- All
- Alabama
- Alaska
- Arizona
- Arkansas

Sustainability Issue

Hold down the <Ctrl> key to select multiple items

- All
- Air Pollution/Quality
- Biodiversity/Ecosystems
- Brownfields/Land Use
- Climate Change/GHG Emissions

Industry Sector

Hold down the <Ctrl> key to select multiple items

- All
- Aerospace
- Agriculture
- Automotive
- Building Materials

Type of Information

Hold down the <Ctrl> key to select multiple items

- All
- Compliance Assistance
- Financial Assistance
- General Information
- How-To Guides

# 3) Sustainable Manufacturing American Regional Tours - “SMARTs”

- Goal: To raise awareness of the benefits of sustainable manufacturing and other business practices
- Entails Commerce-led tours of facilities of national and local sustainability leaders
- Closes the “familiarity gap” – show companies what “going green” entails
- Connects businesses with federal, state and local resources



# Six “SMARTs” 2008-2010

Over 120 companies have attended one of these tours; co-host with other federal agencies or local partners and focus on specific issues (i.e. supply chains, industry sectors, jobs, etc).

- **St. Louis, MO**
- **Grand Rapids, MI**
- **Rochester, NY**
- **Seattle, WA**
- **Columbus, OH**
- **Atlanta, GA**



# 4) Metrics for Sustainable Manufacturing

- Need for an internationally accepted, simplified set of metrics that companies of any size can use to measure their progress and compare themselves to others
- Will provide guidance for using the results to set sustainability priorities
- Phase 1 complete; Phase 2 in progress with goal of producing a “toolkit” in 2010
- Strong support from U.S. industry; essential OECD maintains momentum to complete this on time

ORGANISATION  
FOR ECONOMIC  
CO-OPERATION  
AND DEVELOPMENT



Energy content	MJ/Unit
Total annual GHG production	mMTCO <sub>2</sub> E / year
Weight of all pollutant releases to air	tonnes
Total water intake	m <sup>3</sup>

# Future SMI Work

*Sustainability: Affecting Manufacturers and Service Providers*



Expand SMI's Focus:

- Sustainable Business
- Supply Chains
- Processes *and* Products
- Deepen Industry Focus: studies, events

*This programmatic template can be replicated in other countries; sustainability does not stop at the border!*

# Conclusion

- Service-focused, demand-driven initiative
- Assist U.S. companies by providing resources
- Our e-mail: [sustainability@trade.gov](mailto:sustainability@trade.gov)
- Our Website:  
[www.manufacturing.gov/sustainability](http://www.manufacturing.gov/sustainability)