



International Conference on Sustainable Manufacturing

*Jointly sponsored by the Rochester Institute of Technology (RIT),
the US Department of Commerce (DOC) and the Organisation for Economic Co-operation and
Development (OECD)*

23-24 September 2008
Rochester Institute of Technology
Rochester, NY, United States

www.oecd.org/sti/innovation/sustainablemanufacturing/conference

AGENDA

Tuesday 23 September

8:00 Registration at RIT

Golisano Institute for Sustainability
111 Lomb Memorial Drive, Building #78
Rochester, NY 14623

8:30 Breakfast with William G. Sutton, Assistant Secretary of Commerce for Manufacturing and Services, US Department of Commerce

9:30 Tour of Sustainable Manufacturing Sites (Lunch and transportation will be provided)

- Eastman Kodak
- Xerox Corporation
- Harbec Plastics

17:00 Return to the Hotel

18:00 Bus pick up from Hotel for Reception and Dinner at RIT

18:30 Reception

19:00 Dinner

Day Wrap-up

William G. Sutton, Assistant Secretary of Commerce for Manufacturing and Services, US Department of Commerce

21:00 Dinner concludes. Return to hotel via bus

Wednesday 24 September8:00 **Registration** at RIT8:30 **Welcome Address**

William G. Sutton, Assistant Secretary of Commerce for Manufacturing and Services, US
Department of Commerce

Marcos Bonturi, Head of Structural Policy Division, Directorate for Science, Technology and
Industry, OECD

William Destler, President, RIT

Session 1: The Future of Manufacturing9:00 **Keynote Speeches****Electronics Sector:**

Meeting the Challenges of Sustainable Production through Innovation

Patricia Calkins, Vice President, Environment, Health and Safety, Xerox Corporation

Automotive and Transport Sector:

Sustainable Manufacturing Practices and Business Strategies

Jeanette Clute, Manager, Sustainable Business Strategies, Ford Motor Company

10:00 **Panel Discussion - Government Perspective: An Overview of Public Policy****Panellists:**

The US Department of Commerce's Sustainable Manufacturing Initiative

Adam O'Malley, Acting Director, Office of Trade Policy Analysis, Department of Commerce,
Government of the United States

Japan's Initiative for Eco-innovation

Shinji Okakura, Director for the International Affairs Office, Ministry of Economy, Trade and
Industry (METI), Government of Japan

EU Action Plan and France's Initiatives for Sustainable Manufacturing & Eco-innovation

Alain Pesson, Head of the Mission for Industrial Sustainable Development, General Directorate
for Enterprise, Ministry of Economy, Industry and Employment, Government of France

Moderator: Marcos Bonturi, Head of Structural Policy Division, OECD

11:00 **Coffee break****Session 2: Realising Sustainable Manufacturing in Selected Sectors**11:20 **Panel Discussion - Sustainable Manufacturing in the Electronics Sector****Panellists:**

Narito Shibaïke, Manager, Environmental Planning Group, Corporate Environmental Affairs
Division, Matsushita Electric Industrial, Co., Ltd. (Panasonic)

Ed Butler, Environmental Affairs Manager, Nokia North America

John Harland, Design for Environment Manager, Intel Corporation

Moderator: Nabil Nasr, Director, Golisano Institute for Sustainability, RIT

12:20 **LUNCH**

13:30 **Panel Discussion: Sustainable Manufacturing in the Automotive and Transport Sector**

Panellists:

Jody L. Howard, Director of Social Responsibility, Caterpillar Inc.

Matthew Fronk, Lab Director, Fuel Cell Research, General Motors

Bill Gregory, Director, Sustainability, Milliken and Company

Moderator: Hans Naudt, Policy Officer, Sustainable Industrial Policy Unit, Directorate on Industrial Policy and Economic Reforms, DG Enterprise and Industry, European Commission

Session 3: Focus Groups on Improving Practices of Sustainable Manufacturing

14:30 **Introduction to Focus Group Topics**

A Preliminary Analysis on Indicators for Sustainable Manufacturing

Tomoo Machiba, Senior Policy Analyst, Structural Policy Division, Directorate for Science, Technology and Industry, OECD

Public Policy and Sustainable Manufacturing

Nabil Nasr, Director, Golisano Institute for Sustainability, RIT

14:50 **Focus Group Breakout Session 1**

Discussion Questions

- How can the government and the OECD contribute to industry efforts to find innovative solutions for sustainable manufacturing?
- What tools and indicators are useful for sustainable manufacturing and should be further developed?

Breakout Groups:

Consumer Electronics

Automotive and Transport

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|---|--|
| Group A: Discussion of Tools and Indicators Facilitator: Shinji Okakura (Japan) | Group C: Discussion of Tools and Indicators Facilitator: Bill McElnea (US) |
| Group B: Discussion of Public Policy Issues Facilitator: Alain Pesson (France) | Group D: Discussion of Public Policy Issues Facilitator: Brian Titley (UK) |

15:45 **Focus Group Breakout Session 2**

Consumer Electronics

Automotive and Transport

| | |
|---|--|
| Group A: Discussion of Public Policy Issues Facilitator: Alain Pesson (France) | Group C: Discussion of Public Policy Issues Facilitator: Brian Titley (UK) |
| Group B: Discussion of Tools and Indicators Facilitator: Shinji Okakura (Japan) | Group D: Discussion of Tools and Indicators Facilitator: Bill McElnea (US) |

Session 4: Closing Session – The Way Forward

16:40 Wrap Up Reports

Readout from Focus Groups

Main conclusions of the conference and the road ahead

Nabil Nasr, RIT

Marcos Bonturi, OECD

17:30 End of conference – board bus for dinner

18:00 Dinner at Liberty Hill hosted by William Destler, President, RIT