



## 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](http://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 September**8:00 **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 Manufacturing**9:00 **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**

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

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

**Consumer Electronics**

**Automotive and Transport**

<b>Group A:</b> Discussion of Public Policy Issues Facilitator: Alain Pesson (France)	<b>Group C:</b> Discussion of Public Policy Issues Facilitator: Brian Titley (UK)
<b>Group B:</b> Discussion of Tools and Indicators Facilitator: Shinji Okakura (Japan)	<b>Group D:</b> 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**