



INTERNATIONAL
TRADE
ADMINISTRATION

The U.S. Department of Commerce's *Sustainable Manufacturing Initiative*

Adam O'Malley

*Office of Trade Policy Analysis
Manufacturing and Services
U.S. Department of Commerce*

The 3R Drivers of Sustainable Business

Resources

- Energy, raw material and water consumption
- Make up significant share of company cost pressures

Regulation

- Environment and health-related regulatory compliance costs

Retail

- Retailer sustainability policies
- Help reduce environmental footprint of products sold and enhances marketability/brand image

Addressing 3R Drivers



September 2007 Stakeholders Event



- Goal: To determine how the public and private sectors can work together to promote sustainable manufacturing
- Event outcome: Four next steps for the Sustainable Manufacturing Initiative (SMI)

Next Step #1: Creating an Interagency Group

- 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)

Next Step #2: Clearinghouse of Government Programs/Resources

- Need for central portal of USG programs/resources
- Commerce has developed preliminary clearinghouse
- Advanced search engine expected in early 2009
- [Preliminary clearinghouse](#)



Next Step #3: Sustainable Manufacturing American Regional Tours (SMART)

- Goal: To raise awareness of the benefits of sustainable manufacturing practices
- Entails Commerce-led tours of U.S. manufacturing facilities
- Closes the “familiarity gap” – show companies what “going green” entails



St. Louis, Missouri – July 28th

- Tour of Sunnen Products Company – machining systems manufacturer
- Company has reduced lighting costs by 30% and production-related energy costs by 25% through installation of more energy-efficient technologies



Grand Rapids, Michigan – September 3rd

- Visited:
 - Steelcase, Inc.
 - Rapid-Line, Inc.
 - Herman Miller
 - Cascade Engineering
- Showcased OEM-Supplier collaboration
- Participation from over 40 regional manufacturers



Next Step #4: Metrics for Sustainable Manufacturing

- Need expressed at 2007 stakeholders meeting
- Metrics need to be “internationally comparable”
- Proposal submitted to the OECD in 2006
- First study on automotive and consumer electronics sectors



Conclusion

- Service-focused initiative
- Goal: To assist U.S. companies by providing resources

- Our Website:

<http://www.trade.gov/competitiveness/sustainablemanufacturing/index.asp>