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## *Happy New Year!*

*Dear Friends and Colleagues: As most of you know, I have recently become an independent environmental/sustainability consultant. I am introducing a quarterly newsletter that will include insight into sustainability issues and solutions. I hope the newsletters also help us stay connected.*

*Best wishes for a happy and sustainable 2008!*

“TO SUCCEED  
YOU HAVE TO  
BELIEVE IN  
SOMETHING  
WITH SUCH A  
PASSION THAT  
IT BECOMES A  
REALITY.”

*Anita Roddick*

*1943 - 2007*

## REFLECTING UPON 2007

One thing that happened in 2007 is ‘climate change’ and ‘sustainability’ have become household terms. Although the shift in consumers’ habits has not changed overnight, corporations are taking sustainability more seriously than ever before.

Unfortunately, 2007 had some missed opportunities as well. The U.S. chose not to take a leadership role at the United Nations Climate Talks, the Farm Bill was not revamped to encourage better ways of meeting our food and energy needs and the U.S. Environmental Protection Agency denied 17 states’ from establishing their own greenhouse gas emissions standards for automobiles.

My hope is that corporations won’t wait for legislation and will recognize the competitive advantage of operating more efficiently and sustainably. Leaders will source more sustainable materials, offer ‘greener’ products and establish goals to reduce their greenhouse gas emissions by 25-40% as recommended by experts. Let’s all help get there!

## SPOTLIGHT ISSUE: CERTIFICATION AND SUPPLY CHAIN SYSTEMS

Agriculture is a behemoth when it comes to environmental impacts. It uses up to 70 percent of available water, often requires chemicals and fertilizers and can lead to the destruction of ecosystems and soil health. It can also pose unacceptable social ills such as child labor, forced or bonded labor, and unsafe working conditions. Various multi-stakeholder initiatives, such as the Roundtable for Sustainable Palm Oil (RSPO), Better Cotton Initiative (BCI), hope to improve social and environmental conditions in agriculture through the establishment and implementation of certification and supply chain systems. Liz is a member of RSPO and has been supporting BCI’s effort to better understand industry standards in certification programs and supply chain systems.

*(Continued on page 2.)*

### RECENT REPORTS & PRESENTATIONS:

PLEASE VIEW THE FOLLOWING  
AT [WWW.LIZMULLER.COM](http://WWW.LIZMULLER.COM)

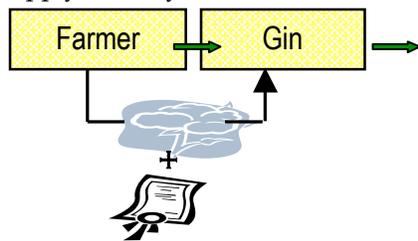
- UNDERSTANDING THE COTTON SUPPLY CHAIN
- CERTIFICATION & SUPPLY CHAIN SYSTEMS
- SOCIAL IMPACTS IN AGRICULTURE

# REDUCING A BUSINESS'S ENVIRONMENTAL IMPACTS

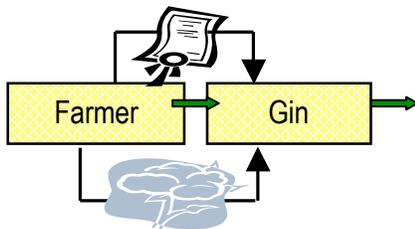
Every business has a different set of environmental and social impacts. In order to develop an effective sustainability strategy, one must understand how the business is organized, how it operates and who its costumers are. An effective program will result in measurable and lasting improvements. Liz has found that motivating and empowering decision makers, suppliers and/or customers with simple trainings, tools or inspirational speeches can lead to such measurable and lasting change. This can be as easy as educating them on better materials or suggesting questions to ask their suppliers to ensure they are getting the best materials possible. Please contact Liz if you would like to learn more about her success in developing effective tools and resources.

## SUPPLY CHAIN SYSTEMS (CONTINUED FROM PAGE 1)

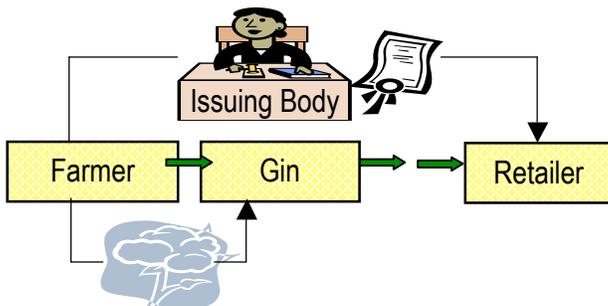
As many companies look to source sustainable materials they will probably implement one of the following three common supply chain systems.



Physical segregation (a.k.a. identity preservation): Certified products are physically segregated from non-certified products at every facility along the supply chain. Documentation accompanies the material at all stages. Example: organic products.



Mass balance: The amount of certified product sourced and sold by each supply chain actor is tracked. However, the certified product and sustainable certificates (i.e., documentation that represents the sustainable attributes embedded in the certified product) do not need to be sold together. Example: Forest Stewardship Council's mixed sources.



Book and claim: Certified products are completely decoupled from sustainable certificates. Certified products flow through the supply chain just as conventional products do. Sustainable certificates are traded through an independent Issuing Body. Example: renewable energy certificates.

Please contact Liz if you would like to learn more about these systems and/or develop protocol to ensure certified products and materials are authentic and sustainability claims are credible.

## LIZ MULLER, LLC - EXPERIENCE AND SERVICES

### IN THE NEXT ISSUE:

- COMPETITION BETWEEN FOOD AND BIOFUELS
- MORE ON CREATING EFFECTIVE RESOURCES

Liz Muller helps organizations and businesses develop more sustainable operations and products. With over 20 years of experience in the environmental arena, she puts her expertise and innovative approaches to work to help organizations to stand out from the competition.

Liz offers a variety of services and approaches that can be tailored to fit your organization's structure, services and products. Areas of particular interest include creating practical sustainability tools and resources as well as designing effective supply chain systems.