Sustainability: Historical Perspective, Present Directives, And Future Influence On IAAP Members
Executive Summary

- Sustainability Benefits:
  - Profitability
  - improving global marketplace penetration
  - gaining a social license to operate
  - providing a competitive advantage
  - identifying and controlling risk
  - generating additional revenue streams
  - minimizing environmental impacts
Executive Summary

- Origin of Sustainability
- What is Sustainability?
- Sustainability 1989 to Present
- Sustainability Principles
- Sustainability Benefits
- Case Study of Sustainability – Fairmount Minerals
- IAAP & Sustainability
- Resources
Origins of Sustainability
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- Population growth video

world growth sim.wmv
Origins of Sustainability

- In 1983 World Commission on Environment & Development researched:
  - Population growth
  - Modern technology
  - Consumer demand
  - Environmental issues
Origins of Sustainability

- Research findings
  Concluded:
  - Rate of consumption not in balance
- 1987 Brundtland Commission Report
  - Our Common Future
  - Launched the concept of “Sustainable Development”
What is Sustainability?

- “Sustainability” is the capacity to continue a lifestyle indefinitely
- “Sustainable Development” is development that meets the needs of the present without compromising the ability of future generations to meet their needs
- “Sustainable Business” is a non traditional strategy that:
  - Strives to maximize effectiveness
  - Restore environmental quality
  - Build social equity while increasing long-term profitability
What is Sustainability?

- A business model that is fluid and adaptive
- Encourages long-term thinking and planning
- Sustainability is not an obligation or regulation but a strategy for pursuing innovation
Sustainability 1989 to Present

1989 - 1999
- 1989 CERES founded to introduce sustainability to business
- 1991 McDonough Architects – *The Hannover Principles*
- 1994 Paul Hawkins - *The Ecology of Commerce*
- 1999 Dow Jones Index - Sustainability Index

2000 - 2003
- 2000 Global Reporting Initiative – Sustainability Guidelines
- 2002 Jane Benyus – *Biomimicry Innovation Inspired by Nature*
- 2002 Lafarge – First Sustainability Report
- 2002 McDonough – *Cradle to Cradle: Remaking the Way We Make Things*

2005 - 2010
- 2005 Fairmount Minerals – *Corporate Responsibility Report*
- 2007 NSSGA Board – *Guiding Principles for Sustainable Aggregates Operations*
- 2008 The Business & Institutional Furniture Manufacturer’s Association (BIFMA)
- 2010 ISO 26000 Social Responsibility Guidance Standard
Sustainability Principles

- Sustainable business innovation requirements:
  - Financial benefits for the company;
  - Social benefits for employees and members of the local community
  - Environmental benefits for the natural world

- Commonly referred to as: the Triple Bottom Line
Sustainability Principles

Social

Environmental

Livability

Equity

Eco-efficiency

Financial

Sustainability Initiatives
Financial Benefits

- Accessing capital
- Increases ability to compete locally and globally
- Efficient use of resources spurs innovation
Social Benefits

- Improve community relationships
- Improve license to operate
- Improve corporate image

- Attract and retain employees
- Improve communication across all divisions within a company

Fairmount Minerals School Tour
Environmental Benefits

- System of Environmental Management improves corporate image
- Reduces legal and regulatory risk
- Encourages long-term planning (returning land to natural habitat, addressing environmental concerns before they become a regulatory or liability issue)
Implementing sustainability initiatives enhances corporate reputation, improves business innovation, and can create a competitive advantage for businesses.
Fairmount Minerals Embraces Sustainability
Sustainability

Financial
- Increase ROI
- Increase building value
- Increase productivity
- Lower life cycle cost
- Attract government attention
- Marketing benefits

Social
- Employee satisfaction
- Improve well being
- Improve surrounding community
- Attract public attention

Environment
- Reduce global warming
- Restoring natural habitat
- Less pollution
Consensus among Board Members that IAAP membership should begin to be educated on the subject
IAAP & Sustainability

**IAAP’s Current Efforts**
- Rock Solid Safety Awards
- Community Relations
- Environmental compliance
- Working with lawmakers
- Quality recycled materials
- Emailing newsletters

**Sustainability Committee Goals**
- Educate members
- Create web-based guidance documents & education programs
- Create industry specific assessment tools
- Implement & develop user groups
- Create a database of best management practices
IAAP & Sustainability

- Sustainability Committee is seeking member participation
- Future meetings will coincide with Environmental Committee Meetings
Resources

- ASTM Sustainability Standards: [http://www.astm.org/COMMIT/astmsrole.html](http://www.astm.org/COMMIT/astmsrole.html)
- Global Reporting Initiative: [http://www.globalreporting.org/Home](http://www.globalreporting.org/Home)
- Business and Institutional Furniture Manufacturer’s Association: [http://bifma.org/public/](http://bifma.org/public/)
- SusFurnStdArchive/Draft/2009-02-20%20e3.pdf
- NSSGA Self Assessment Guide: [http://www.cxnz.net/nssga/survey/sustain.html](http://www.cxnz.net/nssga/survey/sustain.html)
Thank You

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