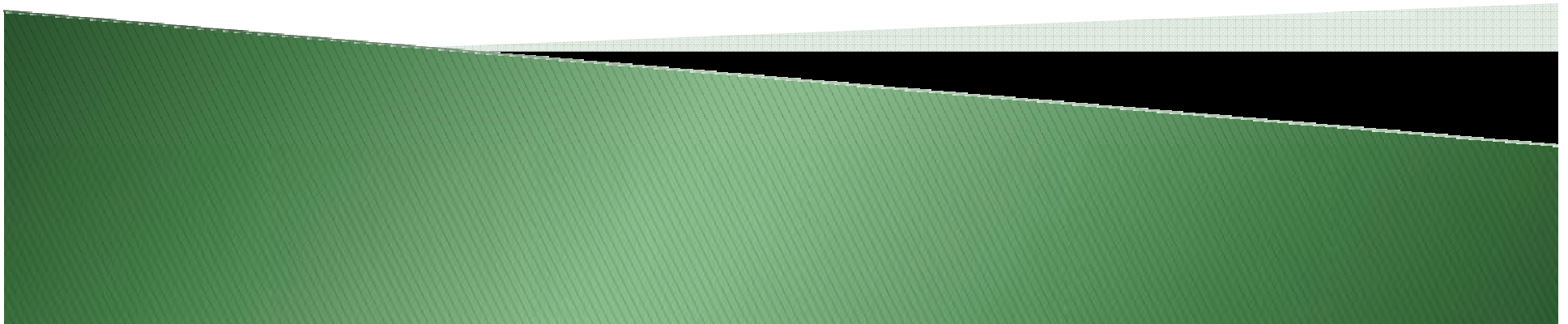




Sustainability: Historical Perspective, Present Directives, And Future Influence On IAAP Members



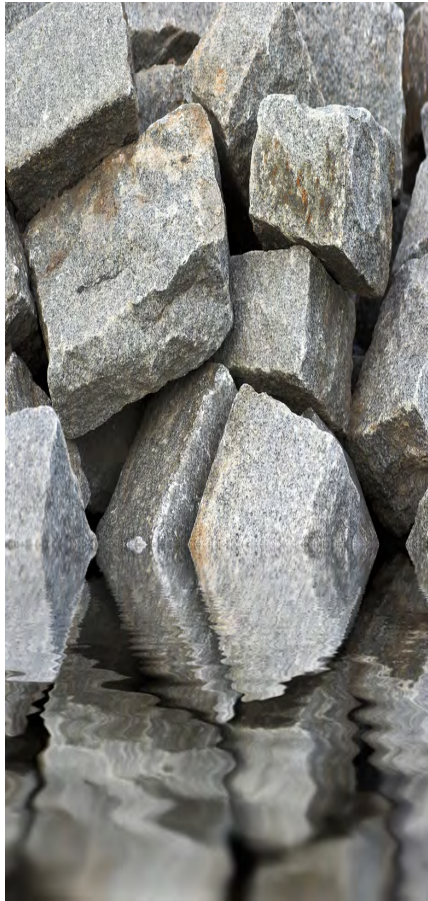
Executive Summary



- ▶ 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



Origins of Sustainability



Origins of Sustainability



Origins of Sustainability

- ▶ Population growth video

world growth sim.wmv



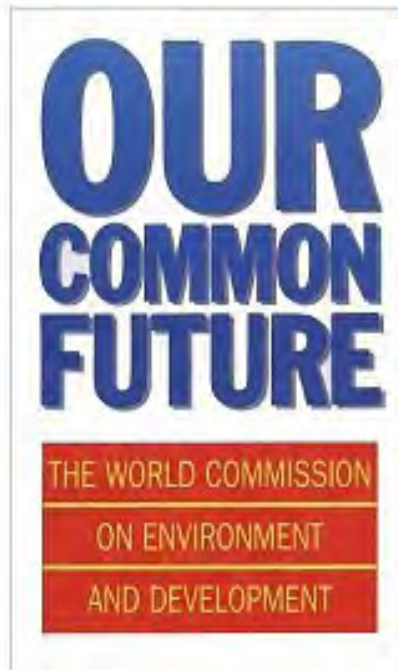
Origins of Sustainability



- ▶ 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”

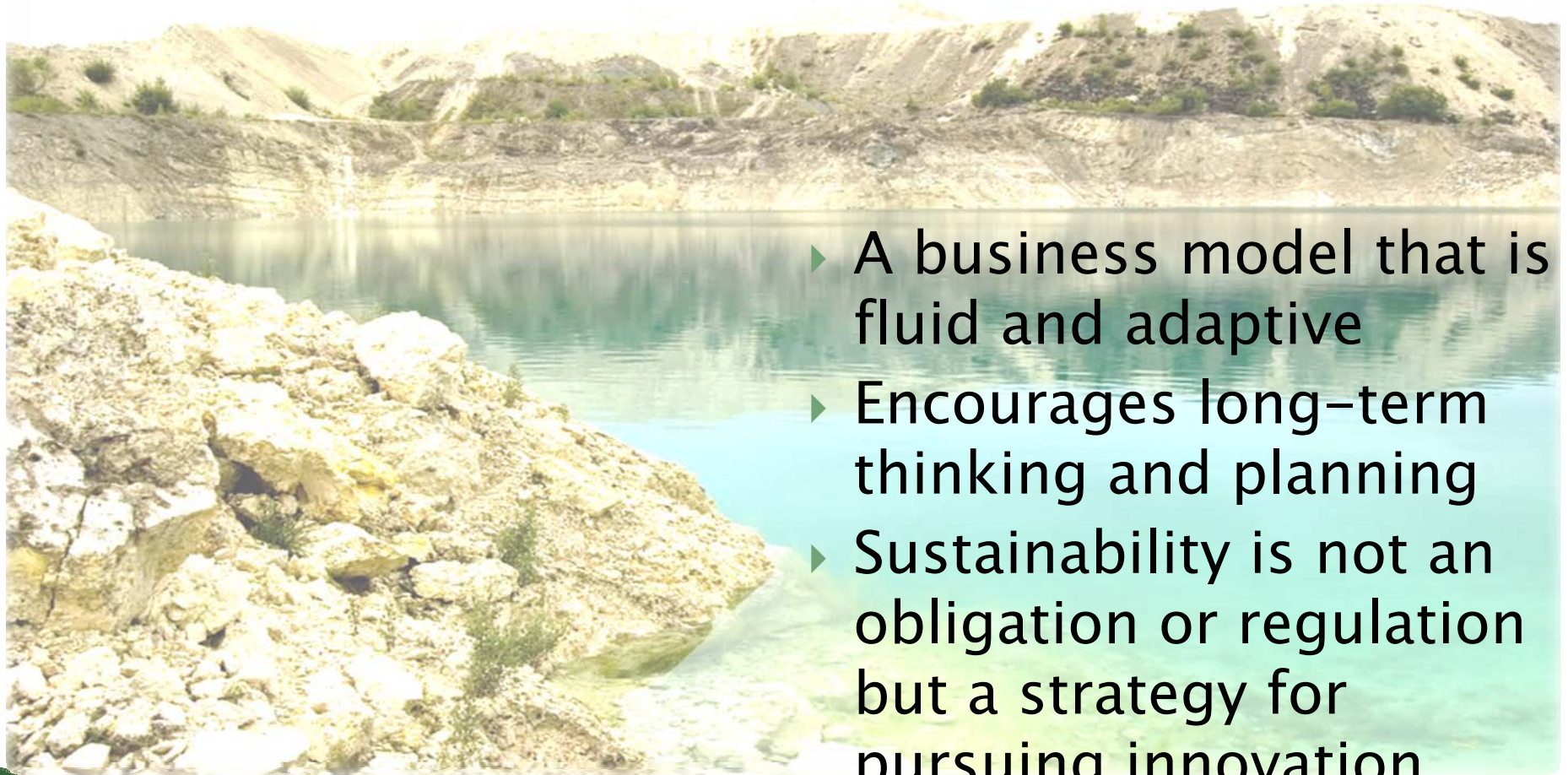


What is Sustainability?

- ▶ “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*
- 2003 Holcim, *Sustainability Report* and Vulcan, *Social Responsibility Report*

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 2600 Social Responsibility Guidance Standard



Sustainability Principles

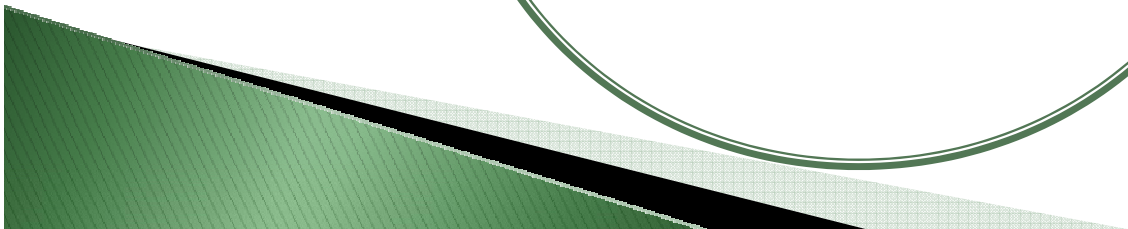
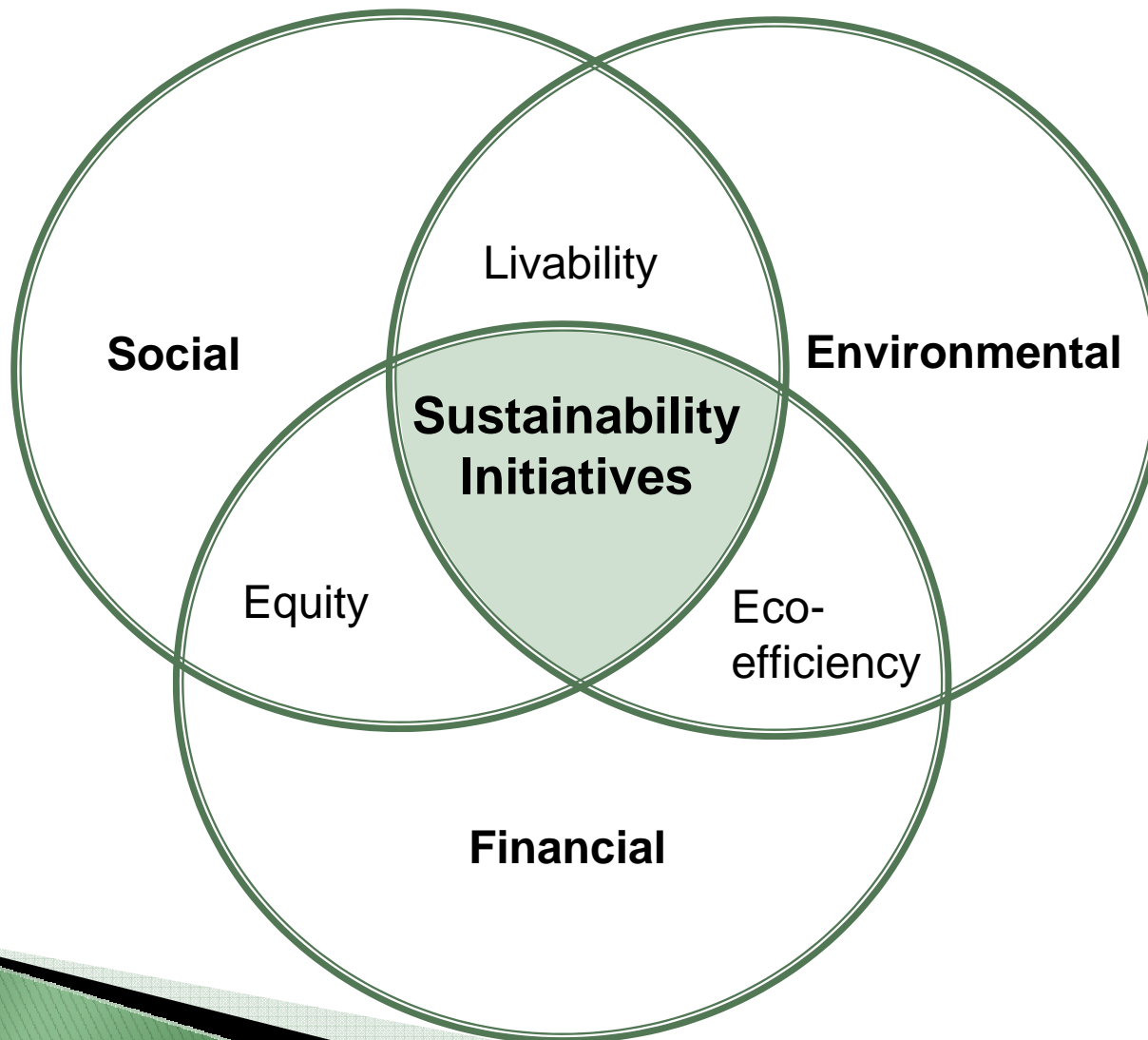


- ▶ Sustainable business innovation requirements:
 - Financial benefits for the company;
 - Social benefits for employees and members of the local community
 - Environmental benefits for the natural world

- ▶ Commonly referred to as:
the Triple Bottom Line



Sustainability Principles



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)



Sustainability Benefits

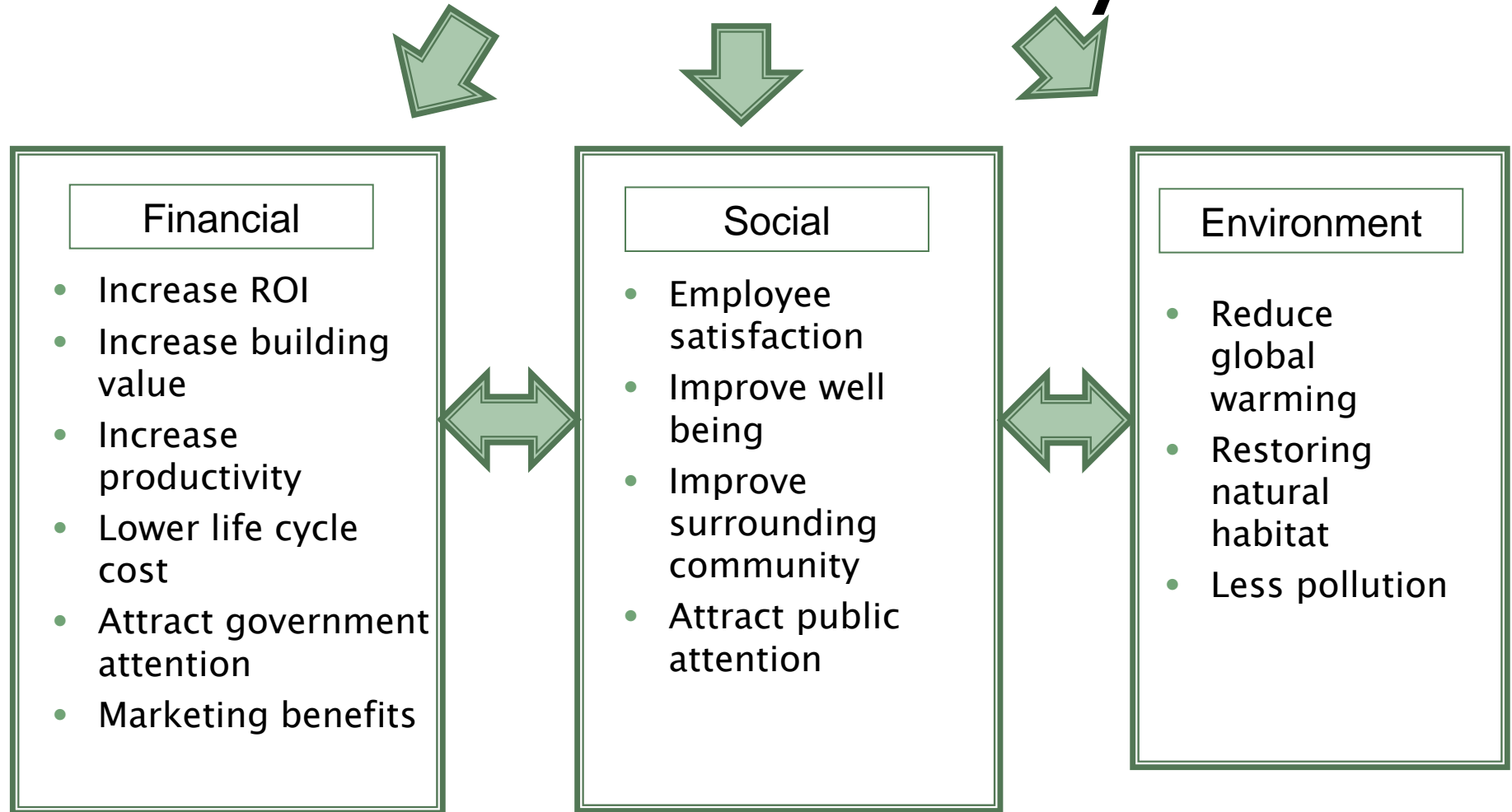
- ▶ Implementing sustainability initiatives enhances corporate reputation, improves business innovation, and can create a competitive advantage for businesses.



Fairmount Minerals Embraces Sustainability



Sustainability



IAAP & Sustainability



- ▶ 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

- ▶ Our Common Future: <http://www.worldinbalance.net/intagreements/1987-brundtland.php>
- ▶ ASTM Sustainability Standards: <http://www.astm.org/COMMIT/astmsrole.html>
- ▶ Global Reporting Initiative: <http://www.globalreporting.org/Home>
- ▶ GRI Board Mining and Metals Sector Supplement: http://www.globalreporting.org/NR/rdonlyres/25EEFOC7-F050-48CA-9FF5-C79F359D9976/0/SS_MiningMetals_ENG.pdf
- ▶ Fairmount Minerals Corporate Social Responsibility Report: <http://www.fairmountminerals.com/2008CSR/>
- ▶ West Michigan Sustainable Business Forum: <http://www.wmsbf.org/>
- ▶ Dow Jones Sustainability Index: <http://www.sustainability-index.com/>
- ▶ Business and Institutional Furniture Manufacturer's Association: <http://bifma.org/public/SusFurnStdArchive/Draft/2009-02-20%20e3.pdf>
- ▶ NSSGA Self Assessment Guide: <http://www.cxnz.net/nssga/survey/sustain.html>



Thank You

Wendy Schlett

Project Manager

GZA GeoEnvironmental, Inc.

Phone: 616-956-6123

Cell: 616-648-4333

wendy.schlett@gza.com

Mike Melton

EHS Coordinator

Fairmount Minerals, Inc.

Phone: 815-431-8692

Cell: 815-830-2920

mike.melton@fmsand.com

