



BUILDING MARKETS FOR GREENER PRODUCTS

11:00- 12:30, June 17

Overview

Every day consumers- whether individuals, businesses or institutions- make purchases that leave an “environmental and social footprint.” Countries and other stakeholders are coming together at the Rio+20 Conference on Sustainable Development to explore ways to grow our economies while improving living conditions and protecting our environment. The Building Markets for Greener Products initiative seeks to promote more sustainable consumption and production by: a) creating demand through commitments to sustainable procurement and b) promoting the development of open and transparent access to credible data to help green supply chains and products, including through expanded use of product life-cycle data systems and tools.

Programme

At this event, speakers will describe new partnerships, tools and commitments to build markets for greener products. These include: the recent US Government commitment made to sustainable public procurement in an Executive Order on Federal Leadership in Environmental, Energy, and Economic Performance, and through other programs; the launch of the USDA Digital Data Commons, a new “one stop shop” built to house data on the full, life-cycle footprint of commodities and products; perspectives on the role of the private sector in greening supply chains; and new initiatives promoting markets for green products and services through multilateral/multi-stakeholder initiatives including a new UNEP-led Sustainable Public Procurement Initiative and efforts of the UNEP-SETAC Life Cycle Initiative.

Moderator:

- **Walker Smith**, Director, Office of Global Affairs and Policy, Office of International and Tribal Affairs, USEPA

Speakers:

- **Bicky Corman**, Deputy Associate Administrator, Office of Policy, USEPA
- **Elise Golan**, Director of Sustainable Development, USDA
- **Peter White**, Director, Global Sustainability, P&G
- **Fanny Demassieux**, Coordinator of the Resource Efficiency Sub-programme, UNEP
- **Cassia Ugaya**, Professor, Federal Technological University of Parana. Board Member, International Life Cycle Board, UNEP and SETAC Life Cycle Initiative

Agenda

- Welcome Remarks
- Speaker Presentations
- Audience Q&A
- Summary of Deliverables and Wrap up

