



GC3 Innovators Roundtable
Creating Movement with Metrics





Guiding Principles

Positively
Transparent

Greener
Together

Living Things



Earthright Themes

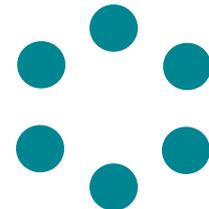
Resource Smart



Eco-inspired Design



Community Driven





Resource Smart Goals

Zero Waste

Eliminate
VOCs, Hazardous, Landfill



Net Zero Water

Use only what is needed
Return it clean



Net Zero Energy

Reduced intensity
Use renewables



10 YEAR GOALS

Zero Waste

50% Less Water

50% Less Intense
50% On-Site/Local Renewables

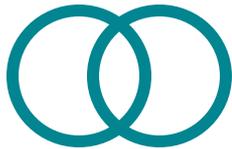
** Intensity is measured by dividing total energy consumption by annual sales revenue (megawatt hrs/ million dollars of sales).*

*** This amount of energy is equal to powering 4500 average US homes for one year.*



Community Driven

Employee Engagement



Supply Chain Collaboration



10 YEAR GOALS

Engage 53% of employees

Engage 100% of suppliers



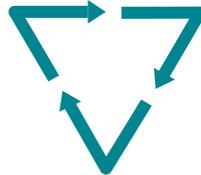
Eco-inspired Design Goals

Drive health and wellness

100% Safe Chemistry



100% Recycled/Bio-based Materials



100% Closed-Loop Systems



100% Life Cycle Assessment



10 YEAR GOALS

100% DfE Approved Products

100% level 3 Certified Products

Takeback 125,000 tons of product



rePurpose



“We cannot become what we want to be by remaining what we are.”

Max DePree





Better Designs





Better Designs





*Do they encourage movement?
Who really owns these goals?
Can they scale across the company?*

Ecoinspired Product Scorecard

Product Assessment	Weight
Disassembly / Recyclability	15%
Material Toxicity	15%
Recycled/Bio-based Content	15%
Life Cycle Assessment	25%
Restricted Substance List	20%
Supplier Performance	10%





Creating Speed and Scale for Better Products

1. Full disclosure and complete assessment
100 ppm threshold
2. Partial disclosure and 'List of Lists' screening
3. RSL Attestations

