

# Getting SMaRT About Sustainable Products



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## SMaRT (Sustainable Materials Rating Technology) Sustainable Product Standard

What LEED™ has done for buildings, SMaRT is doing for Sustainable Products. On June 25th you can earn AIA and IIDA credits to learn how SMaRT provides a matrix for manufacturers to be awarded certification on the thousands of products that go into a built environment. The matrix allows governments, financial groups and specifiers a way to evaluate environmental risk. For a complete list of financial groups and non-profits supporting SMaRT go here <http://www.sustainableproductsblog.com/mts/2008/04/smart-sustainab.html>.

You will acquire a basic knowledge of what constitutes a “certified sustainable product” and understand how products are identified for social equity and environmental attributes including life cycle assessment (LCA). You will learn why sustainable product communications are required to be based on certification to consensus sustainable product standard or equivalent due to international law, the US EPA, the US Attorney General, and the Federal Trade Commission legal and environmental requirements. This program will coach designers and product specifiers how to differentiate between credible sustainable product communications and “greenwashing”. Several case studies will be demonstrated by our program sponsors.

The SMaRT EMERGENCY Product Standards are part of the AIA and Mayors’ imperative to reduce 60% of conventional energy use in buildings by 2015. The public awards presentation will recognize the forward thinkers, including Certified Manufacturers, who brought us to this launch point.

See <http://mts.sustainableproducts.com/smartstandards.html> for more information.



Hosted By:



TREEPEOPLE

Join us to celebrate evolutionary product evaluation criteria and learn how sustainability can be built into the products that you specify for your clients.

### Special guests:

Hon. Kevin McKeown, Santa Monica City Council  
Ray Landy, CEO, DMJM H&N  
Denny Darragh, CEO, Forbo Flooring  
Bob Baird, General Manager, Milliken  
Lou Newett, Environmental Director, Knoll

### When:

June 25, 2008  
4:00 – 4:30 Registration / Refreshments  
4:30 – 6:00 SMaRT Overview and Q & A  
6:00 – 7:00 Cocktail Reception, Awards and Announcements, including outreach to all US Cities

### Where:

TreePeople Center for Community Forestry  
<http://www.treepeople.org/>  
12601 Mulholland Drive  
Beverly Hills, CA 90210  
818-753-4600

### Cost:

FREE – no charge to attend

RSVP by Friday, June 13, 2008 to [SustainableProducts@gmail.com](mailto:SustainableProducts@gmail.com)

Reserve your place early at this program due to space limitations. Please carpool to this unique facility in order to maximize parking capacity.

AIA credits available  
IIDA Course #5125

0.2 CEU Credits