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SMaRT Purchasing / Sustainable Manufacturing Underwriting Launched at August 18, NYSE Meeting

San Francisco, Santa Monica & US Conference of Mayors take Leadership Role

New York, New York, Aug. 18, 2009. [As an important part of launching Sustainable Manufacturing Underwriting Standards at the August 18, 2009 Meeting at the New York Stock Exchange, the City of Santa Monica adopted a SMaRT Sustainable Product Purchasing Preference including SMaRT START with eight levels of achievement for manufacturers.](#)

[In cooperation with the nonprofit Market Transformation to Sustainability, Santa Monica is transmitting its SMaRT Preference to all US cities for adoption of a SMaRT Preference, pursuant to an adopted US Conference of Mayors support resolution to stimulate the economy and stop dangerous climate change.](#)

[Importantly, the first three SMaRT Certified manufacturers all went climate neutral at their manufacturing facilities to achieve the SMaRT LEED green building credit.](#)

[According to Dean Kubani, City of Santa Monica Environmental Programs Director, “The City adopted SMaRT for purchasing because it provides a credible, transparent, quantified, and third party sustainable product certification for our green building program. Also, it is a consensus national standard that went through a rigorous approval process with government, environmental groups, manufacturers and purchasers. Thus it substantially limited risk and uncertainty for the City in a very complex area with many false claims about environmental benefits.”](#)

[Santa Monica Councilmember Kevin McKeown adds ” Santa Monica taxpayers have enthusiastically supported our environmental programs because they know we pursue policies that minimize short-term costs and maximize long-term economic gains, like SMaRT. We're honored to be one of the national award recipients for sustainable product leadership for our SMaRT adoption.”](#)

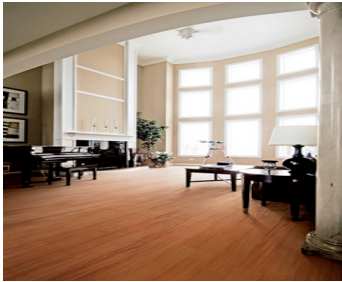
[Los Angeles Community College District \(LACCD\) has made an investment in its facilities and the environment through its unprecedented \\$5B LEED Platinum Green Building Program. Rose Tourje’, LACCD’s head of product specification says “We adopted SMaRT for purchasing not only for its substantial climate change benefits, but also because it counts toward our LEED green building certification with added points. To achieve Platinum certification requires being the greenest, but we know its is an investment in our future and quality of education by providing the best learning environment possible.”](#)



Acting Now for a Safe and Prosperous Tomorrow



The US Conference of Mayor's adopted a resolution that really gets at the heart of local government business: encouraging SMaRT / EPP Purchasing, which takes purchasing and sustainability to a whole new level.



SMaRT products include Forest Stewardship Council Certified Wood like the floor in this photo, which prevents illegal logging and deforestation --- primary causes of dangerous climate change.

Sherrie Gruder, an experienced environmental expert and distinguished lecturer for the University of Wisconsin, chairs the City of Madison's sustainable city program implementation. She emphasizes *"I'd recommend SMaRT for local government purchasing. From having participated in the SMaRT consensus standard development, I know the rigor and value SMaRT provides. It is a comprehensive product standard."*

SMaRT Requires Reuse which means that manufacturers must have operable programs to take products back so they do not go to landfills and incinerators. Manufacturers receive credit for how much they reuse from 1% to 100%. SMaRT certified Milliken's closed loop carpet process used by local government including King County and Seattle Washington achieves 100% reuse.

"Milliken has found local governments to be receptive to SMaRT's multi-attribute sustainable product certification that ensures extended product life / reuse," explained Milliken & Company Director of Sustainability **Bill Gregory**. Multi-attribute means many environmental impacts and single attribute standards are incorporated in SMaRT including sustainably harvested wood, Green-e power, California 1350 indoor air quality / GREENGUARD, social equity, EPA's Toxic Release Inventory, toxic pollutants, certified organic products, EPA Agricultural Best Management Practices, ISO 14001 Environmental Management.

SMaRT is the only certification providing a bona fide defense to civil liability for greenwash and criminal liability under the Lacey Act for illegally logged wood. Greenwash is unlawful and any inaccurate, misleading, or false communication about the environmental benefits of products. Last month, the FTC sued Kmart and manufacturers last for such a claim and Congress in oversight hearings demanded more progress by FTC in enforcing truth in advertising law since greenwash is rampant and undermines national economic and environmental goals.

As the manager of more than 2 billion square feet of real estate globally, including both GSA and JPMorgan as clients, CB Richard Ellis (CBRE) is the industry leader in sustainable real estate practices, *"Credible third-party certifications are critical to advancing sustainable purchasing activities within the broad markets that we are active. SMaRT provides us with a credible system for ensuring the goods we provide our clients meet the standards we established."* says **Dave Pogue**, CBRE Sustainability Director.

Following the precedent of the CMP's Green Building Underwriting Standard being used by Comerica Bank, Federal Home Loan Bank, CB Richard Ellis, and JPMorgan to reduce risk in their real estate portfolios, the Sustainable Manufacturing Underwriting Standard is a 1-100 score of sustainable attributes that increase share value and qualify for Green Convertible Securities for manufacturers and retailers, a robust \$200B market.

In addition to new sustainable investment product announcements, the August 18 NYSE Meeting Press Conference will release CMP's *Capital Markets Briefing Paper: Business Case for Commercializing Sustainable Investment*. The Paper is for top management and documents four years of Wall Street due diligence determining that green buildings and SMaRT certified products are more profitable, less risky, and preferred by investors.

“Setting a leading standard for sustainable product certifications is very important – and necessary – to creating a new culture of climate change-related communications that will help reduce risk and encourage smarter purchasing,” according to **Mark Bennett**, Climate Change Practice Group Leader for Miller Canfield, an international law firm with expertise in environmental compliance and standards for the building industry.



Keith Winn, a SMaRT Committee Officer and advisor to the City of Grand Rapids explains that *“LEED certified green buildings and SMaRT certified products are an economic bright spot of strategic focus to boost local economies. Despite dramatic shifts in the economy we have seen little downturn in the sustainable construction and products markets. The market transformation has been remarkable.”*

Grand Rapids' LEED Gold Art Museum is at left.

Adopting a SMaRT purchasing preference is easy through a model program available for local government from MTS. For a copy, please send an email to mts@sustainableproducts.com. It ensures lowest cost, best quality, on time product delivery, and comprehensive product

SMaRT is administered by the nonprofit public charity Market Transformation to Sustainability (MTS), which is comprised of leading environmental groups, private companies and state and local governments including the cities of Santa Monica, Portland (Oregon), San Francisco, Seattle, Denver, Dallas, Chicago, and New York and State of Minnesota. <http://mts.sustainableproducts.com>

The Capital Markets Partnership is a nonprofit coalition of MTS led by Hon. Gavin Newsom, Mayor, City & County of San Francisco representing the US Conference of Mayors, JPMorgan Chase, Citi and Bank of America, and consists of 70 investors, investment banks, NGOs, governments and countries.