

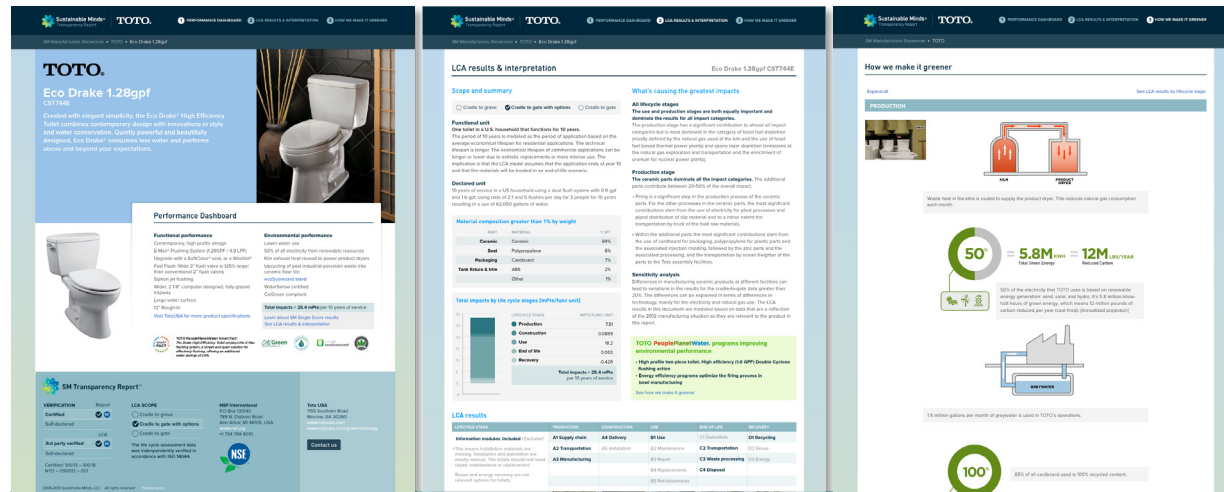
# SM Transparency Report™ Program

An alternative to the PCR/EPD process with equivalent credibility, verification – plus much more

The first comprehensive solution to market and design greener products:

- Provides options to make it easier to get started with transparency reporting**
  - The **standardized framework** provides time and cost-effective ways to create product group definitions
- Delivers SM Transparency Reports™ – a strategic marketing and lead generation tool**
  - Drives greener purchase decisions** by making LCA & environmental performance information understandable & meaningful; enables a manufacturer to describe how they are making products greener.
- Helps you market greener, and then start designing greener**
  - More than just a report**, you get SM Eco-concept & LCA Software with your data in a private dataset

SM Transparency Reports™ drive **greener purchase decisions** by making **environmental performance information easy to understand**. Manufacturers can showcase both the functional and environmental performance of products in a concise, easy to understand format for decision-makers to quickly review to make well-informed greener purchase decisions. **A win/win solution.**



## Who it's for:

Designed for a single manufacturer, group of manufacturers or trade associations when:

### You are in an industry

- Where no PCRs have been created yet
- With many product categories, requiring multiple PCRs but only 1 created making it difficult to compare products
- That has PCRs, but you want an SM Transparency Report

### Your products are

- In categories not addressed in current PCRs
- Made from materials and components that have EPDs, but no PCR to cover the products you make

**Just you and/or several companies want to get started, time to market and response to customers is urgent, but**

- No European PCR so would need to start from scratch
- Don't have the budget to run a PCR process

**You already invested in LCAs that don't align with PCRs**  
**EPDs are not required, but transparency is**

## Leverage your LCA investments to create effective, credible & affordable marketing tools.

Consisting of 3 easy to understand pages, your product info & data is in the cloud – not encoded in PDFs.

- Performance dashboard**
- LCA results & interpretation**  
(Add optional HPD results & interpretation)
- How we make it greener**

They present functional and environmental performance information all in one place, make LCA results understandable and enable a manufacturer to describe how they are making products greener.

Choose from 3 verification levels. Third-party verified Transparency Reports can be used to meet green building rating system criteria in LEED v4 and Green Globes.



**NSF Sustainability** provides credible, transparent verification of all LCA data provided in an SM Transparency Report. The NSF logo is your assurance of fully evaluated and confirmed evidence-based claims and conclusions communicated. NSF-Certified SM Transparency Reports are one of your most credible sources for environmental information.

# Getting started: SM Transparency Reports™

Keep the science, re-engineer the process.

## Designing greener and marketing greener is an integrated process.

Sustainable Minds is committed to delivering tools and systems to enable manufacturers to develop, acquire, use and share data & knowledge to create meaningful information that presents the current environmental performance AND enables the future environmental performance to be improved.

Design	Market
<ul style="list-style-type: none"> <li>• <b>Make better decisions earlier</b></li> <li>• <b>Make process more efficient</b></li> <li>• <b>Operationalize into development</b></li> <li>• <b>Manage supplier data, engage &amp; reward</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Get visibility for new greener products</b></li> <li>• <b>Make transparency reporting credible &amp; efficient</b></li> <li>• <b>Standardize consistency &amp; comparability</b></li> <li>• <b>Connect buyers &amp; sellers</b></li> </ul>

## Take these steps to create your certified SM Transparency Reports:

### Phase 1: Definition – Product Group Definition & SM Transparency Reports

1. **Develop PGD** Use an established Product Group Definition (PGD) or develop a new one for your products and submit for approval to Sustainable Minds' Technical Advisory Board (TAB).
2. **Determine the number of SM Transparency Report(s)**. This is the decision to market a single product, one product with a variation, 2 distinct products or multiple products in a series. An optional HPD Overview (Health Product Declaration) tab can be added.
3. **Conduct your LCA(s) and draft the LCA report(s) following the SM TR Framework Parts A & B**. If you need assistance in creating LCAs, Sustainable Minds can provide expert resources to assist. Submit your LCA report to NSF for verification.

### Phase 2: Content creation, production & launch

1. **Content strategy, design, production** Using the SM Transparency Report content creation process, acquire and create the content for the three-page report: **1. Performance dashboard, 2. LCA results & interpretation, 3. How we make it greener**
2. **Certification** Submit SM Transparency Reports for certification to NSF Sustainability.
3. **Market greener** SM launches & deploys your report(s) in the SM Manufacturers Showroom.
4. **Design greener** In your SM Eco-concept & LCA Software account, your LCA data is represented as SM impact factors and CO<sub>2</sub> equivalents in your Private Dataset with example product modeling.



## More than a report! Deliverables include:

### SM Transparency Reports

- Strategic marketing & lead generation tool, updatable HTML format – your content not trapped in a PDF
- Your Showroom in the SM Manufacturers Showroom, a public destination to showcase your greener products and your brand's commitment to environmental sustainability.
  - Presence for 3 years, drive traffic to your websites and social media
- Promotion to the SM community at launch

### SM Software & Data

- SM LCA Software account with 1 user subscription (*additional subscriptions purchased separately*)
- Your LCA data as SM impact factors in a Private Dataset
- Example product modeling so you can design greener

### Compare by cost, time and understandability

**Until now, there's been only one industry-accepted option for transparency reporting, the EPD. Now there's another.** Both include comparable steps, but only the SM Transparency Report Program ensures creating consistent, understandable and meaningful marketing tools – affordably and efficiently.

*“The development of the SM Transparency Reports is an important alternative to help manufacturers of all sizes across the value chain meet the market's demand for science-based, verified sustainability information, delivered in a meaningful, understandable way. This increasing demand is driving the need for solutions that help manufacturers not only report but also to design greener products and demonstrate continuous improvement.” – Tom Bruursema, GM, NSF Sustainability*

## Contact us about getting started & a quote.

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