



## **“ENHANCING U.S. COMPETITIVENESS THROUGH SUSTAINABLE MANUFACTURING: A PUBLIC-PRIVATE DIALOGUE”**

### **ATTENDEE FEEDBACK**

#### **Broad Issues and Common Themes**

- Need a common definition of sustainable manufacturing
- Need national leadership from large corporations and USG
- Need a defined national strategy; no roadmap for manufacturers on reaching “sustainability”
- SMEs need help in implementing sustainable manufacturing techniques and in accessing more sustainable technologies
- There needs to be a central portal on USG programs and resources; would be helpful if the USG spoke with one “voice” on sustainable manufacturing issues
- More positive, productive partnerships and collaborations between industry and government
- Environmentally sound government procurement can play a major role in promoting sustainable production in the U.S. manufacturing sector

#### **“Profiting from Sustainable Manufacturing Practices” – Main Themes**

- Need more education and communication on benefits of sustainable manufacturing and demonstration of profitability
- Start with small-steps on the path to sustainability; take a simple first step that doesn’t have to change everything about the way a firm operates
- SMEs need help in general understanding sustainable manufacturing’s benefits, reaching their sustainability goals and understanding the value proposition
- The public and private sectors need to better understand the international aspects and market implications of sustainable manufacturing
- USG should organize a domestic trade mission, aimed at demonstrating the benefits of sustainable manufacturing practices
- Incentivize don’t mandate – mandates don’t keep pace with the industry
- Some benefits and “profits” from sustainable manufacturing are not tangible – how do we put that into “accountants” terms?
- Need to try and minimize the costs and maximize the effectiveness of regulations and standards; USG should improve regulatory coordination between state and federal governments

- Need to continue changing the mindsets of corporate executives on the topic of sustainability– sustainable manufacturing has to permeate an organization and be bought in at all levels
- Government can play an important role in assisting the private sector in complying with foreign import regulations aimed at improving international flows of sustainable materials
- Need for better indicators/metrics that can measure public and private sector progress in the field of sustainable manufacturing
- U.S. companies need to begin to recognize their global competitive advantage in the sustainable manufacturing field. U.S. businesses have some of the best technologies and expertise in the world. Sustainable products and sustainable manufacturing expertise should be rapidly growing U.S. exports.

**“Cost-Effective Implementation of Sustainable Manufacturing Technologies” – Main Themes**

- The value proposition for returns on investments in sustainable technologies needs to be made clear to U.S. businesses
- More attention must be given to the life cycle of products and to sustainable design
- The USG should dedicate more funding, both in the form of federal grants and tax incentives, toward the development of clean technologies. This should include funding for more sustainable versions of existing technologies as well as brand new technologies. Special consideration should be given to SMEs in this regard, who often lack the means to acquire and cost-effectively implement new technologies.
- The transfer of technology between academia and the private sector should be more efficient and more effectively deployed.
- Information on how to cost-effectively implement sustainable manufacturing technologies should be easily accessible.
- The federal government needs to continue to scale up its efforts in making the U.S. standard for clean technologies the globally accepted standard.

**“USG Programs, Policies and Resources in Support of Sustainable Manufacturing” – Main Themes**

- Would be helpful if the government spoke with one voice on the issue of sustainability
- Need a central source of information on government programs and resources
- Federal government needs to advertise and spread awareness of its programs more
- Keep government programs/intervention simple and bundle when appropriate
- Improve coordination between local, state and federal programs
- USG needs to practice what it preaches – follow its own green sourcing guidelines