Agenda
June 28 & 29, 2011
Cargill Building, Saint Paul Campus
University of Minnesota

NorthStar Initiative Meeting
Day 1, June 28, 2011

8:00AM  Continental Breakfast

8:30  Welcome & Introductions: Facilitator John R. Ehrmann

*Objective: Introduce and reintroduce the NorthStar Initiative, providing context toward the furthering of “whole enterprise sustainability” through precompetitive knowledge creation.*

- Jonathan Foley, Professor & Director Institute on the Environment, University of Minnesota
- Timothy Smith, Associate Professor & Director NorthStar Initiative, University of Minnesota
- Michelle Linhoff, Associate Director NorthStar Initiative, University of Minnesota

9:30  Ongoing Research Initiatives – Preliminary Findings and Avenues to Application

*Objective: Bring unique knowledge to sustainability problems and opportunities. NorthStar nurtures the best ideas through focused inquiry that draws from theory and practice to create frameworks, decision tools and proofs of concept that accelerate public and private sustainability solutions.*

We will highlight progress to date regarding four of the nine projects currently supported:

1. Informing an Emerging Energy Efficiency Asset Class:
   *Cindy McComas (NISE), Terry Foecke (MPA/EDF) & Miriam Fischlein (UCLA)*

2. Leveraging Socially Networked Mobile ICT Platforms in Solving the Last-Mile Delivery Problem:
   *Kyo Suh (NISE), John Gunnar Carlsson (ISIE)*

10:30-10:45  Coffee Break
10:45-11:45 Ongoing Research Initiatives – Preliminary Findings and Avenues to Application

3. Decision Tools for Dynamic Materials Cycling Systems:
   *Laura Babcock (MnTAP), Becca Pickens (NISE)*

4. Informing Environmentally Preferred Purchasing, Really…
   *Timothy Smith (NISE), Rylie Olson (NRSM), Kyo Suh (NISE), Anastasia O’Rourke (Big Room), Jim Fava (PE Five Winds), Paul Smith (Penn State)*

11:45-12:45 Lunch Served in Atrium

1:00 – 2:00 Keynote Speaker: Joel Makower, Co-Founder and Executive Editor GreenBiz Group Inc.: Getting from Here to Sustainability

2:00 Keynote Panel Discussion: Metrics Make Green Matter

**Objectives:** To surface key insights into current best practices across a wide range of measurement and verification systems, corporate reporting practices, and product indexing approaches. Identify challenges to the current system’s ability to translate measurement and management into environmental and social performance improvements, and surface underlying informational needs helpful to improving the relevance of sustainability organizations—how can sustainability information be made more relevant in the market place?

Cary Krosinsky: Senior Vice President North America, Trucost Plc.
Anastasia O’Rourke: Co-founder, Big Room Inc.
Martha Stevenson: Senior Program Officer, World Wildlife Fund
Vladas Griskevicius: Assistant Professor, University of Minnesota

3:15 Break

3:30 Facilitated Discussion Stemming from Keynote Panel

**Objective:** To leverage the wisdom and experience in the room and to further elaborate on trends, applications, and implications of more meaningful environmental metrics—what is it you see as the best solutions and practices, and what is a usable and realistic application of metrics?

4:30 Summary & Adjourn: Travel to Campus Club

5:00-7:00 Reception at the Campus Club: Co-sponsored by Effect Partners and GreenBiz Group Inc.
NorthStar Initiative Meeting  
**Day 2, June 29, 2011**

8:00AM  Continental Breakfast

8:30    Welcome and Agenda: Facilitator John R. Ehrmann

8:45    NorthStar Partner Panel  
*Objective:* Gain further understanding toward the relevancy and intellectual merits of collaborative initiatives targeting whole enterprise sustainability-real world feedback.

- Leo Raudys, Senior Director Environmental Sustainability, Best Buy
- Jeremy Kalin, President, Eutectics Consulting, LLC
- Alfred Marcus, Professor, Carlson School of Management
- Abby Pinto, Managing Director, CIBER Carlson School
- Mike Koenig, Manager, Andersen Corp.

9:45    Breakout Groups  
*Objective:* In small groups, we will discuss in-depth the need and importance of the creation of agile and flexible 1-3 year initiatives to stimulate change around specific sustainability efforts. Do you want to create material cycling markets that don’t yet exist; build institutions to bring new financing options to supply chain energy efficiency; build a global comparative sustainability data repository; find ways of using new mobile information platforms to dematerialize economies? Here is where the discussions get started and the research directions get framed.

1. Initiative for Material Cycling Efficiencies  
2. Initiative for Energy Efficiency Finance  
3. Global Sustainability Information Initiative  
4. Sharing Economy Initiative

11:45    Reports from breakout groups and plenary discussion of key insights

12:30    Conclusion/Wrap Up/ Next Steps

12:45    Adjourn and Lunch