Session

- Introductions
- Presentation Style
- Haiku Deck
- Resources
- Questions
# Who is Doing What Well?

## Green Buildings
- Energy-efficient buildings proved their worth (TI, Intel, Cymer, etc.)
  - Energy savings
  - Better resource use
  - Increased value at sale
- Metrics for credits?
  - Carbon storage
  - Energy generation
  - Selling wastestream
- ASTM E06 committee
  - Buildings first
  - Products next
- ANSI EPA Off to Races

## Green Products
- SEMI members—many “one-attribute” standards to use
  - S23-0708 (Energy efficient)
  - S16-0307 (End of Life)
  - GRI G3 Guidelines
- ANSI “sustainable” SDOs in high-tech arena
  - ASTM – Products Next
  - IEEE – Ad hoc 2/09 Sustainability + Earth-monitoring network
  - Leonardo Academy – SCS-002 “LCA label”
    - Gives 25% of seat to environmentalists
    - Accreditation challenged
Stop Paying Attention to the Speaker

Look at ME Instead!
• Much of the world’s communications flow through the U.S.
• A target’s phone call, e-mail or chat will take the **cheapest** path, **not the physically most direct** path – you can’t always predict the path.
• Your target’s communications could easily be flowing into and through the U.S.
• Haiku Deck is a Powerful presentation tool
• Highly visual – Presentation Zen
  o Less Text/bullets
  o Less lists
  o Pictures
    • Creative Commons Image Search
  o Slide types
    • Various layouts
    • Charts
• Web-based
  o Accessible from any Mac/PC through a browser
• Mobile friendly
  o iPhone, iPad
  o No Android (yet)
• Free to use
• A variety of themes
• Additional notes
• Export
  o PDF & PowerPoint
• Share/publish online
Visual
Image Search

Creative Commons
Web-based
Free
Export

To succeed, you must share.

Share & Publish