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A Better World

Advocating for the Environment





What do bees have to do with it?

The power of storytelling





Why did our founder have a garden on company land?

Early goals

Current leadership

Balancing modesty with marketing





How could such nice people irk the CEO?

Moving beyond the 3 R's

EQAT





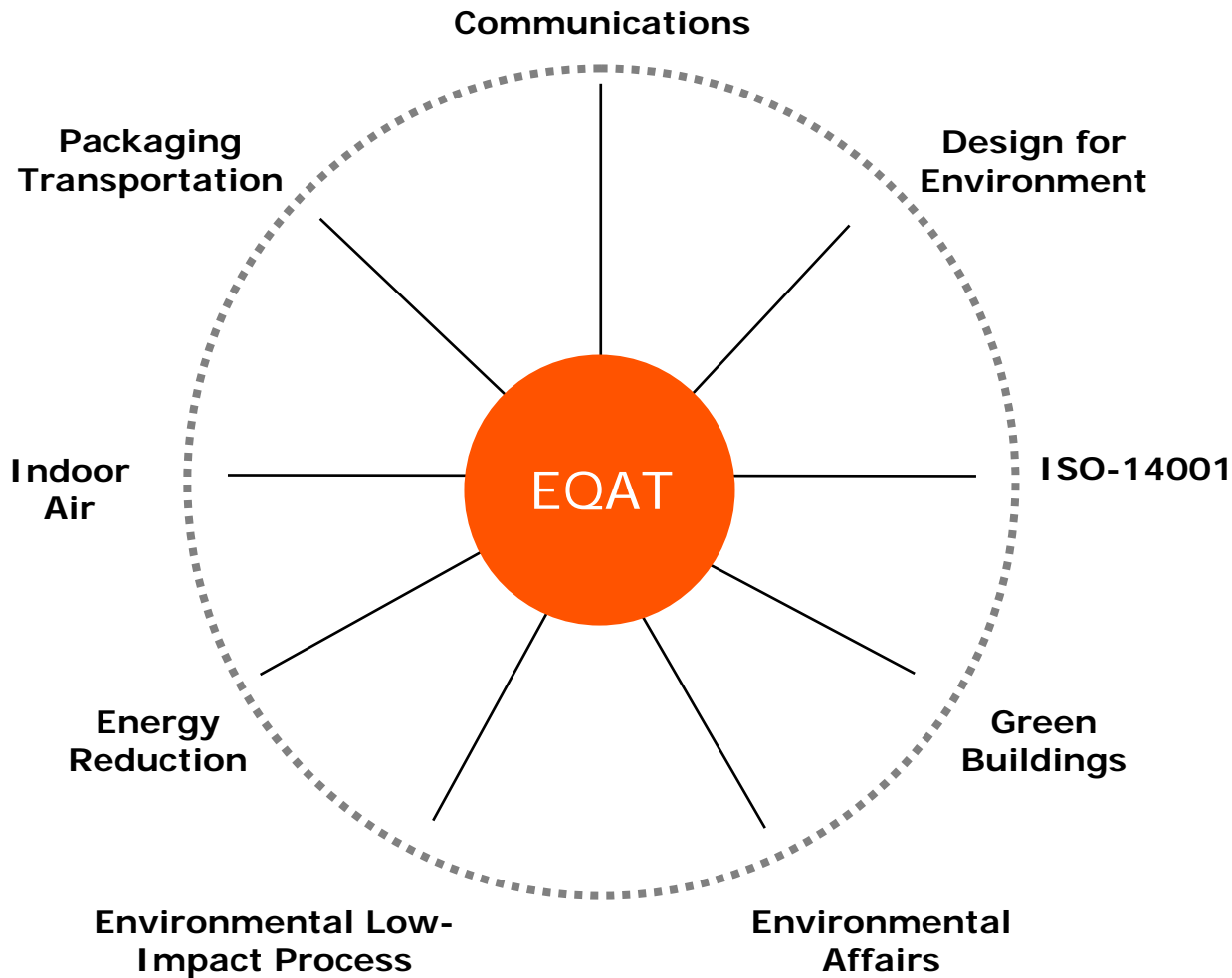
How would losing 77 pounds improve our vision?

Perfect Vision Goals

- Zero landfill
- Zero hazardous waste
- Zero air and water emissions
- 100% renewable electricity
- Carbon neutral



We embed sustainability in our structure.



State clear goals and report progress.

Perfect Vision 2020	1994	2008	2020
Air (tons)	266	34	0
Water (MM gallons)	144	34	0
Landfill (tons)	10,500	1,623	0
Energy (% Green-e)	0	63%	100%
Haz. Waste (tons)	291	26	0





We benefit from the business side of sustainability.

\$2.4 million in revenues from recycling

\$500,000 in cost avoidance through efficiency programs

Savings on disposal and permit fees





We will get 100%
of sales from DfE-
products by 2020.

60% in October 2011



Designing Better Products





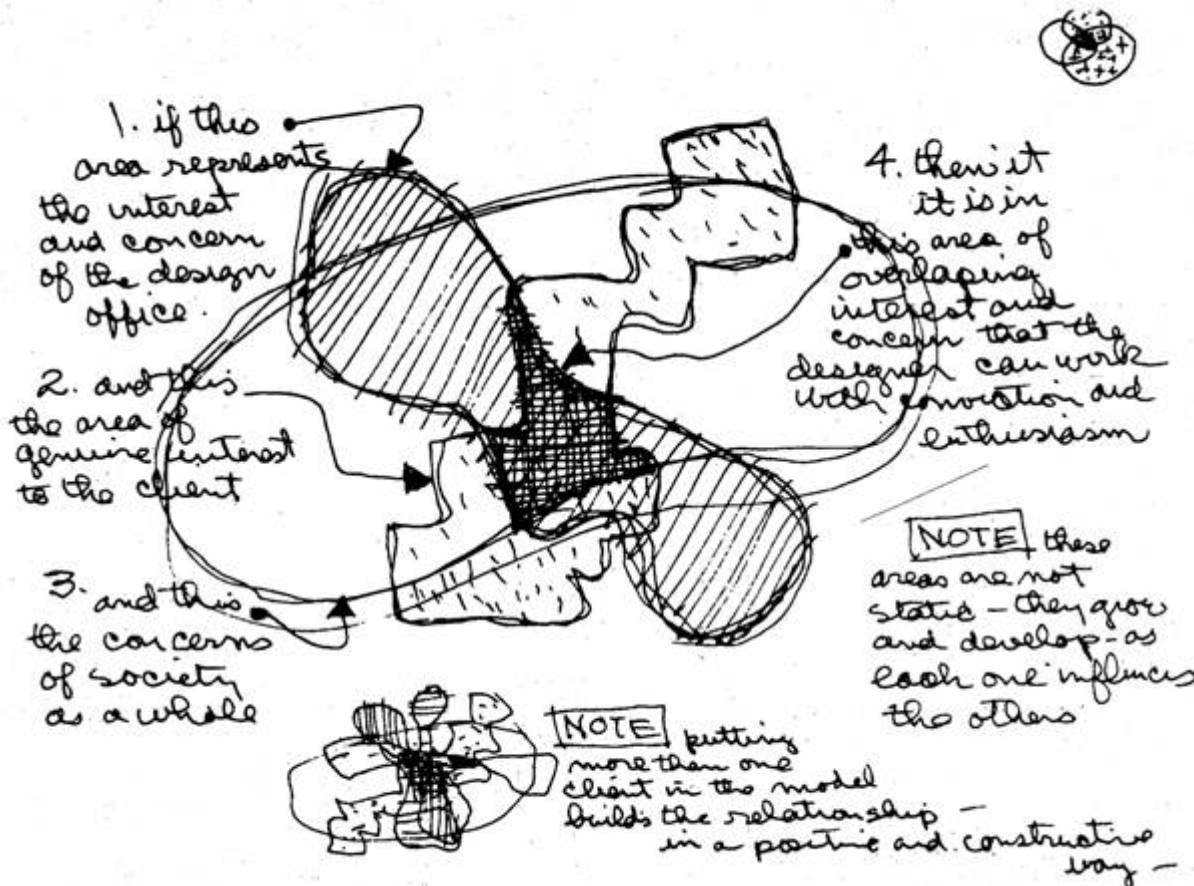
How could we walk away from \$1.5M in material cost savings?



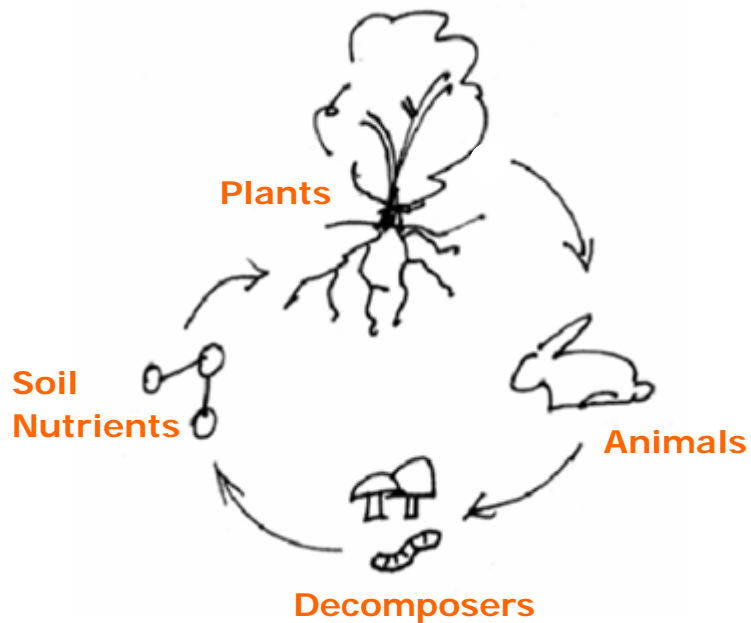
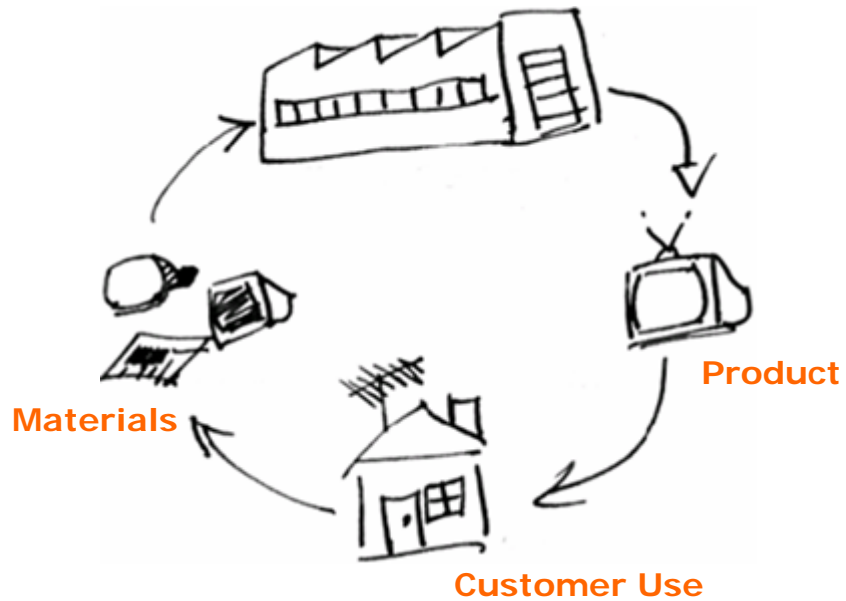
Design Constraints

"I don't remember being forced to accept compromises, but I've willingly accepted constraints."

– Charles Eames



Manufacturing/Assembly



What path do we take to ensure our products are sustainable?



We assess products in 3 categories.



Chemistry



Disassembly



Recyclability





We go to the source to get material data.

Material manufacturers

Supplier information





We avoid materials
harmful to humans.

Known and suspected

From mild to severe
toxicity





We focus on
ecological health.

Ability to biodegrade

Impact on climate

Effect on plant and
animal life



We assess
chemicals in a
graduated way.



Green

Little or no hazard; acceptable for use under the Cradle to Cradle Design Protocol.



Yellow

Low to moderate hazard; acceptable for use until a green alternative is found.



Red

High hazard; should be phased out as soon as possible.



Orange

Incomplete data; no indication it is problematic but a complete assessment is not impossible.





We make sure products can be easily taken apart.

Fast disassembly with common tools

Clear material identification





We get parts in reusable packaging.





We ship products
in ways that
reduce waste.





Our DfE standards
help get our
products certified.

MBDC Cradle to CradleSM

GREENGUARD[®]

BIFMA Level Certification



Life Cycle Assessment & Carbon Footprinting





How to step more lightly?

Select the appropriate material.

Material Selection accounts for 80% of impacts.

Improve energy efficiency up and down the supply chain.

Use renewable energy.

Buy good offsets.



Summary

- Environmental leadership requires commitment.
- Sustainable product design is possible.
- Partnerships are critical.
- “Green” does not always cost more.

“Environmental advocacy is part of our heritage and responsibility that we gladly bear for future generations.”





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