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EcoLogo Toy Standard EcoLogo Project Team and Advisory Committee Members

EcoLogo Toy Standard Project Team Members:

1) Scot Case, Vice President, TerraChoice & Executive Director, EcoLogo

Scot Case is an internationally recognized expert on sustainable business strategy development, responsible sourcing, green supply chains, and environmental marketing with more than 16 years of professional experience. As Vice President of TerraChoice and Executive Director of the EcoLogo program, Scot helps connect retailers and consumers seeking more environmentally and socially responsible products with the manufacturers supplying them.

Scot has testified before the U.S. Congress on green marketing and labeling issues and consulted with a variety of organizations around the world including: White House Office of the Federal Environmental Executive; Wal-Mart and its suppliers; the World Bank; the U.S. Environmental Protection Agency; the Japanese Green Purchasing Network; government agencies in the Philippines, New Zealand, and Australia; the National Institute of Governmental Purchasers; National Association of State Purchasing Officials; and dozens of U.S. Federal agencies and state and local governments.

He has also worked closely with a variety of environmental standard setting, certification, and labeling programs, including: EcoLogo (formerly Environmental Choice), EPEAT, Green Seal, Energy Star, Design for the Environment (DfE), WaterSense, and others.

Scot has delivered more than 250 keynote speeches, full-day trainings, and presentations throughout the United States and abroad to audiences of up to 1,000 people. He has published more than four dozen articles, case studies, and book chapters. As a consultant to the U.S. Environmental Protection Agency, he wrote an extensive series of reports documenting the growing environmental purchasing movement. He continues to write a regular feature in GoPro called the "Green Purchaser."

In 2007, Scot co-authored the Six Sins of Greenwashing report and consulted on the follow-up study in 2009, the Seven Sins of Greenwashing. Both reports received considerable media attention. He has appeared on Good Morning America, CBS News, CNN, and local media outlets and been quoted in articles in the New York Times, Time, Newsweek, Business Week, and many other publications.





In 2002, he helped launch the North American Green Purchasing Initiative (NAGPI), a network of organizations working to accelerate the demand for safer, more environmentally preferable products. In 2005, he launched the Responsible Purchasing Network, a group of influential purchasers using their purchasing power to buy better goods and services. He is also a founding board member of the International Green Purchasing Network.

He earned his Bachelors and Masters Degrees from Virginia Tech. Scot currently resides in Reading, Pennsylvania, with his wife and two young daughters.

2) Dr. Sally Edwards, Director, Sustainable Products Project, Lowell Center for Sustainable Production, University of Massachusetts, Lowell

Sally Edwards, Sc.D., directs the Sustainable Products Project at the Lowell Center for Sustainable Production, located at the University of Massachusetts Lowell. The Sustainable Products Project promotes the sustainable design and development of safer, healthier, and greener products through engaging stakeholders, conducting research, and providing information that can spark innovative, environmentally sound solutions. In 2007, Dr. Edwards convened a multi-stakeholder initiative of toy manufacturers, retailers, designers, children’s environmental health advocates, and government policymakers to improve the sustainability of children’s products.

Dr. Edwards has over 25 years of wide-ranging experience in the field of environmental health, including 14 years in the public sector at the US Environmental Protection Agency in Massachusetts and Alaska. She has also worked as a consultant on environmental sustainability with businesses and communities. Sally holds a MS in Environmental Health Science from Harvard University and a BA in Human Biology from Stanford University. She completed her doctorate in Work Environment at the University of Massachusetts Lowell. Her book, *Beyond Child’s Play: Sustainable Product Design in the Global Doll-Making Industry* has recently been released by Baywood Publishing Company, Inc.

3) Katherine Stewart, EcoLogo Program Coordinator

Prior to joining the TerraChoice team, Katherine completed an MSc in Environmental Policy and Regulation at the London School of Economics and Political Science, and an undergraduate degree at Queen’s University. She is currently engaged as both the EcoLogo Program Coordinator and the Secretariat Manager of the Global Ecolabelling Network. In coordinating the development and review of EcoLogo standards, Katherine engages with stakeholders and critically evaluates both draft and final standard documents to ensure they represent environmental leadership. As Secretariat Manager of the GEN, Katherine has become well versed in Type-I ecolabelling programs and can speak to the strengths and challenges of ecolabelling programs in a global context.

4) Catherine A. Wilt, Director of Policy, Center for Clean Products

Catherine Wilt is the Director of Policy for the Center for Clean Products at the University of Tennessee and has more than 20 years of experience in identification and analysis of environmental, regulatory and business trends and



policies related to integrated product policy, recycling, environmentally-preferable procurement, and corporate sustainability. Her current research efforts include management of EPEAT environmental standards development for several electronics product categories, and analysis of green building policies for other research initiatives.

Catherine has served as research coordinator and facilitator of many national, multi-stakeholder dialogues, including the National Carpet Stewardship Initiative and the National Electronics Stewardship Initiative. Much of her research has included work to identify criteria for use in procurement guidelines and policy to support procurement of refurbished and recycled-content products.

Catherine has a B.A. in Political Science and a Masters in Environmental Planning from the University of Tennessee; she is currently a candidate in the Erasmus University International Ph.D. Program in Industrial Ecology and Sustainability. She is a Past President and Chair of the National Recycling Coalition.

EcoLogo Toy Standard Advisory Committee Members

The current members of the Advisory Committee and their stakeholder classification are as follows:

- Dr. Stevanne Auerbach, aka "Dr. Toy"
 - Academic/public health & safety, regulatory
- Henning Bloech, GreenGuard
 - Academic/public health & safety, regulatory
- Katie Broughton
 - Producer
- Christopher Gavigan, CEO, Healthy Child Healthy World
 - Academic/public health & safety, regulatory
- Jeff Gearhart, Research Director, Ecology Center
 - Academic/public health & safety, regulatory
- Diane Hart
 - User
- Garth Hickle, Product Stewardship Team Leader, MN Pollution Control Agency
 - Academic/public health & safety, regulatory
- Kyle Holifield, Director, Product Safety & Compliance, Wal-Mart Stores, Inc.
 - Producer
- Edward M. Schmults
 - General interest



Other advisory committee members may be identified as areas of special expertise are noted. In addition, Dr. Sally Edwards of the Lowell Center for Sustainable Production at the University of Massachusetts and Catherine Wilt of the Center for Clean Products at the University of Tennessee will serve as additional advisory resources to the committee and the standard development process.

Advisory Committee Members' Biographical Sketches Are Presented Below:

1) Dr. Stevanne Auerbach, aka "Dr. Toy"

Dr. Toy has written many dozens of articles about play and toys for national and regional magazines, newspapers, and websites, such as *Pearson Family Education*, *Club Mom*, *Parental Wisdom*, and *Toy Directory*. She has been featured as an expert in many articles and books, sought as a guest speaker, and interviewed on radio and television programs throughout the USA and internationally. Her feature article appeared in *Family Circle* (1986), in *Parenting Magazine* (1987), and since then in *Dr. Toy's Guide* at www.drtoy.com, which is visited by over 80,000 visitors a day.

Dr. Toy's Best Products Award Programs provide original, professional reviews of educational and developmentally appropriate products including Dr. Toy's 100 Best Children's Products. Other Award Programs include Best Classic Toys, Best Vacation Products, 100 Best Children's Products, Products of Excellence, and Best Green Products.

Dr. Auerbach, in 1986, founded and directed the San Francisco International Toy Museum, the world's first interactive toy museum. More than 50,000 children visited this unique hands-on museum between 1986 and 1990, when the Loma Prieta earthquake forced it to shut its doors. New toys for children to play with, as well as learning with the historical collectibles, were a mainstay of this unique museum.

Dr. Auerbach, an established speaker, consultant, and author, is trained in child development, psychology, education and special education. Dr. Auerbach's title, Dr. Toy, is well earned, starting with her first assignment with Creative Playthings, Inc. in 1968 when she developed its first educational marketing program.

She approved the first funding grant for the Children's Television Workshop, "Sesame Street," worked for the Commissioner of Education, and evaluated reading and other Title One Programs at the U.S. Office of Education.

She also established the first childcare center for the children of federal employees, which, for the past 40 years has served as the model for the entire federal government. She planned and developed a national \$2.5 million R&D Program in childcare for the Office of Economic Opportunity, Office of the President. She helped plan the Day Care Forum for the 1970 White House Conference on Children. She testified on the need for childcare to a congressional committee.

Before working for the federal government, Dr. Auerbach was a teacher and reading specialist in New York, Maryland, and Washington, DC. She was associated with the Arena Stage Living Stage Program bringing theatre skills to the classroom.



She earned a BA in Education and Psychology from Queens College (NYC); did coursework in guidance, counseling, and child study at the University of Maryland; earned an MA from George Washington University (DC); and a Ph.D. in Child Development and Psychology from the Union Institute (Cincinnati, OH). Since completing her doctoral degree she has published 15 books on parenting, childcare, toys, and play.

Dr. Auerbach has been a member of NAEYC, the largest professional organization in early childhood education for more than 35 years; and a regular speaker at its annual conference, and at toy industry, professional, and parent organizations events. She also has been an active member of ASJA, ACA, IPA, ITRA, OMEP, TASP, TIA and WIT. Dr. Auerbach is a playful grandmother.

2) Henning Bloech, GreenGuard

Henning Bloech is the Executive Director of the GREENGUARD Environmental Institute (GEI). He is responsible for the strategy and positioning of GEI and its programs in the global market, leading strategic development, sustainable initiatives, promotion, and advocacy of GREENGUARD certification programs and capabilities worldwide. He directs strategy, marketing, communications, relationship outreach and training in support of public affairs and professional efforts for GEI. Additionally, he represents GEI at key strategic events and with external stakeholder groups; and initiates participation in private and public programs establishing environmental policies, standards and codes.

Henning helped start GEI as its first employee in 2001 and in the role of Director of Marketing and Communications he was instrumental in establishing the GREENGUARD Indoor Air Quality Certification program.

Prior to working for GEI, Henning was the Global Sustainability Director for INVISTA Performance Surfaces and Materials. He was responsible for developing and leading environmental strategies and programs for INVISTA Performance Surfaces and Materials brands and businesses. His work encompassed conducting market-based environmental research; building business cases for environmental initiatives; directing and influencing investments and innovation in environmental stewardship and managing life-cycle based studies and certifications.

Henning has published numerous articles and business cases on sustainable product selection, indoor air quality, source control, and green procurement. He is an established speaker and has held training seminars and presentations on green design and indoor air quality at conferences and symposia around the world including Neocon, CSI, TFM, USGBC Greenbuild, CerTech, ASTM, Aerias, IIDA, and AIA.

Henning Bloech holds a Masters Degree from Georg August University in Göttingen, Germany. He is an active member of the TFM Green Buildings Advisory Board, the US Green Building Council Atlanta chapter and the Southface Energy Institute. He currently lives in Atlanta, Georgia.



3) Katie Broughton

Education: Mechanical engineer, bachelors from MIT and masters from Stanford, both with a focus in design

An engineer and designer, Katie has over 15 years experience in product development and manufacturing, much of that in children's products. She started her career as an engineer working on anti-terrorism technologies and medical devices for Lawrence Livermore National Lab, then sought a kinder, gentler career in toy design. After a few years as a product designer, she joined a fast-growing technology start-up as part of their Toy Business Unit, working with several major toy companies. She moved from there to her current job as director of engineering for a mid-sized toy manufacturer. The founder of SF Green Labs (www.sfgreenlabs.com), she is passionate about sustainability and green design. Katie has a 3-year-old son, who thinks that mommy can fix any broken toy.

4) Jeff Gearhart, Research Director, Ecology Center

Mr. Gearhart has worked on issues related to chemical in products for over a decade and is the author of ten studies on toxic chemicals in vehicles, toys and children's products. These widely cited studies have resulted in significant changes in both government and industry policy on heavy metals and additives in consumer products, plastics and overall sustainability of industry. Mr. Gearhart's work also specializes in alternative painting technologies; hazardous additives in plastics; clean production and chemical alternatives assessment.

Mr. Gearhart holds a Master Degree in Environmental Policy from the University of Michigan.

5) Christopher Gavigan, Healthy Child Healthy World

Christopher Gavigan is Chief Executive Officer of Healthy Child Healthy World. For more than a decade, he has dedicated himself to improving the lives of children and families. He holds degrees in environmental science and geography from the University of California, Santa Barbara, and has extensive graduate training in child psychology and education. He has worked as an ecology and sciences teacher in Los Angeles and the San Francisco Bay area, and as a child and family specialist. He is the founder of Pinnacle Expeditions, an outdoor leadership program for teenagers.

Since joining Healthy Child Healthy World, Gavigan has launched public awareness campaigns, strategic partnerships, and educational programs that have educated millions about daily choices and actions that impact our children's health and our planet's future. He is the best-selling author of "[Healthy Child Healthy World: Creating a Cleaner, Greener, Safer Home](#)".



6) Diane Hart

Diane is elementary school teacher and has recently become a parent for the first time! She brings to the Advisory Committee her point-of-view as a consumer of the very products that this initiative aims to influence. At the elementary school level, she has been a third grade teacher, K-5 reading teacher, and fifth grade science teacher. When she returns to work after maternity leave, she will return to her fifth graders to teach science and reading classes. With her teacher hat on, her contributions to the committee will provide the initiative with a public school perspective. As she states, "schools are giant consumers of some of the products that should strive to meet this standard and teachers are well connected with the parents and communities most affected by this initiative."

7) Garth Hickle, Product Stewardship Team Leader, Minnesota Pollution Control Agency

8) Kyle Holifield, Director of Product Safety & Compliance, Wal-Mart Stores, Inc.

9) Edward M. Schmults

Edward M. Schmults has 25 years of experience in branded consumer products, direct to consumer sales and green and socially responsible businesses.

He was appointed CEO of FAO Schwarz, the fabled toy retailer in the fall of 2005 with a mandate to revitalize the venerable company. Ed re-crafted the brand to be the Whole Foods of toys. The company grew the FAO branded private label toy business significantly, with a focus on safe and healthy toys. The base business grew 50% in three years as discerning consumers returned to FAO Schwarz. Ed drove the opening of 265 shop-in-shops inside Macy's stores as a means to expand the brand availability and increase scale to attract exclusive products and licenses from key toy vendors and entertainment companies.

With a background of over 20 years in retail and finance, he has a strong understanding of multi-channel retailing. Prior to FAO Schwarz, Ed was with redEnvelope, Inc., the catalog and internet retailer of affordable luxury gifts, where he started as Senior Vice President of Operations in 2004 and was promoted to Chief Operating Officer in 2005. He drove major improvements in the operational efficiency of the distribution center and in the IT infrastructure of the company.

Prior to joining redEnvelope, Inc., Mr. Schmults, was a consultant in the Entrepreneur-in-Residence program at Benchmark Capital (London) where he led an international project team in developing and expanding logistics operations for Yoox.com, an Italian web-based high-fashion retailer. He was also the President of global sales for Freeborders, an enterprise software company with a focus on the retail, apparel and textile product industry.

The bulk of his comprehensive retail experience was acquired from 1990 to 1997, during his seven-year tenure with the globally recognized brand, Patagonia, Inc., the high-end outdoor clothing company. Working at the California headquarters, Mr. Schmults held increasingly senior positions from Business Analyst to Director of Strategic Planning,



to Chief Information Officer and then to Chief Operating Officer. While at Patagonia he spent two years as Managing Director for Japan, where he aggressively marketed the brand and tripled sales over those two years.

During Ed's time at Patagonia, the company moved exclusively to organic cotton, pioneered the use of recycled fleece in technical garments and moved to reduce packaging and other wasteful business practices.

Mr. Schmults began his career in investment banking at Goldman, Sachs & Company in the New York and London offices. Mr. Schmults holds an MBA from Harvard Business School and a Bachelor's Degree in Economics and Political Science from Yale University.

He is currently on the Board of Directors of Recreational Equipment Inc. (REI), a \$1.4 billion outdoor retailer. In addition, Ed was recently appointed to the Board of Trustees of the National Outdoor Leadership School (NOLS). He is also a member of the National Council of the American Prairie Foundation, a non-profit organization working to preserve over three million acres in Eastern Montana for wildlife.