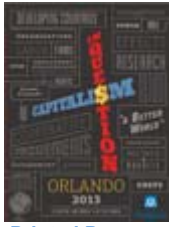




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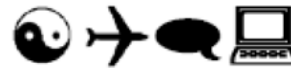
Program Session #: **334** | Submission: **16307** | Sponsor(s): **(PNP, ONE, SIM, OMT)**
 Scheduled: **Saturday, Aug 10 2013 2:15PM - 6:15PM** at **WDW Coronado Springs Resort in Fiesta 1&2**




















Printed Program
Preview

Transforming Markets: Cross Sector Partnerships for Sustainable Product Standards

Cross Sector Partnerships










 [View Map](#)

Organizer: **David Graham Hyatt**; U. of Arkansas; 
 Discussant: **Jonathan Lewis Johnson**; U. of Arkansas; 
 Discussant: **Ans Kolk**; U. of Amsterdam; 
 Organizer: **Oana Branzei**; U. of Western Ontario; 
 Organizer: **Marlene Janzen Le Ber**; Western U.; 
 Organizer: **Haiying Lin**; U. of Waterloo; 
 Organizer: **Amelia C. Clarke**; U. of Waterloo; 
 Discussant: **May Seitanidi**; U. of Kent, Canterbury; 
 Discussant: **Hildy Teegen**; U. of South Carolina; 
 Discussant: **Andrew Spicer**; U. of South Carolina; 
 Discussant: **Lisa Jones Christensen**; U. of North Carolina, Chapel Hill; 
 Discussant: **Andrew Crane**; York U.; 
 Discussant: **Mary Tschirhart**; North Carolina State U.; 
 Discussant: **Miguel Rivera-Santos**; EMLYON Business School; 
 Discussant: **Jacob Park**; Green Mountain College; 
 Discussant: **Eric C. Martin**; Bucknell U.; 
 Facilitator: **Jason Jesurum Jay**; Massachusetts Institute of Technology; 
 Facilitator: **Jenna P. Stites**; Pennsylvania State U.; 
 Discussant: **Jeff Rice**; Wal-Mart Stores, Inc.; 
 Discussant: **Alisha Staggs**; Environmental Defense Fund; 

Multistakeholder collaboration is now a well-established mechanism for creating sustainability standards, principles and certification systems. Projects aimed at products include efforts led by the Forest Stewardship Council, Marine Stewardship Council, Rainforest Alliance, and Fairtrade Labeling Organizations, all of which aim to transform their respective markets. Underscoring standards proliferation, the WBCSD reported nearly 60 approaches forest products sustainability. This fragmented approach was exactly what Walmart faced in its own search to define sustainable products. This search led to a lead gift to establish The Sustainability Consortium (TSC) whose mission was to develop a collaborative, comprehensive, science-based measurement and reporting system for product sustainability. This PDW builds upon four successful 2009-2012 AOM Cross Sector Partnership PDWs that explored sustainability, BoP markets, and innovation, and will provide a dynamic interaction between academics and practitioners interested in cross sector partnerships whose goals are global product sustainability standards. Representatives from TSC membership, including University of Arkansas, Walmart, and Environmental Defense Fund will present the case of the consortium's initial three years of institution building. Academics with expertise in cross sector partnership research will engage with the issues presented from their various perspectives. Together, all participants will explore and seek to further develop and/or to challenge extant explanatory frameworks for successful collaborative cross-sector partnering for, in the extant case, non-state governance systems. The goal of the PDW is through this interaction to build on alliance theory in a generative way such that future research or practice projects may emerge.

Search Terms: Collaboration , sustainability , standards

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