

Dear Colleagues,

I am writing to personally invite you to participate in the NBB's Sustainability Task Force.

It would be very easy and very meaningless to unilaterally (individually or from a single interest group) put forward some resolutions and call it a day. But to achieve meaningful results we need an honest collaboration among stakeholders. We may not all call it the same thing, but we all have an interest in sustainability – for some it's a moral imperative, for others it's a responsibility to land passed down through the family, and for still others it's purely a means to economic viability. Regardless of motive, we can identify common goals, put forward a good faith effort, and deliver meaningful results that will simultaneously strengthen our industry and reduce our environmental impact.

Transparency will be critical to this collaborative effort, and therefore Task Force process and progress will be readily accessible. This starts with Task Force selection. I have worked closely with NBB leadership to draft preliminary Task Force objectives, expectations of Task Force members, and an overview of the selection process; they are listed below. Many of you expressed interest in membership at the conference; to allow ample opportunity for those who were not present and to evaluate candidates more thoroughly, we are accepting formal applications for the Task Force positions. I strongly encourage all interested individuals to complete the application below and submit it to [sustainability@biodiesel.org](mailto:sustainability@biodiesel.org) by Wednesday, February 27<sup>th</sup>. Seats will be announced two weeks later on March 12<sup>th</sup>.

It is important that the diverse groups of our industry feel that their interests are represented on the Task Force, and so your support will be weighted heavily in the selection process. Brief recommendations (150 word max) supporting a candidate may be submitted by anyone and emailed to [sustainability@biodiesel.org](mailto:sustainability@biodiesel.org) by February 27<sup>th</sup>. Recommendations will be kept confidential.

While the Task Force will be composed of NBB members, there are many industry voices outside the NBB, as well as critical stakeholders who are impacted by industry actions, and therefore we will also be forming an Advisory Committee. The Advisory Committee will be a medium for leading environmental organizations, vocal critics, sustainability advocates, thought leaders, governmental groups, and others to take part in addressing sustainability within our industry. The Task Force will develop the parameters for and composition of the Advisory Committee by April 7<sup>th</sup>.

I invite you to [email me](#) directly with your suggestions and concerns. It is important to identify problems, but equally important to offer solutions and I encourage a dialogue that is constructive and solutions-oriented.

Between the Task Force, advisory committee, and your active feedback, I hope all stakeholders will play a role in developing and then implementing real, pragmatic solutions to serve our industry and the planet well into the future.

I look forward to working together.

Emily Bockian Landsburg  
Chair, NBB Sustainability Task Force

### **Preliminary Task Force Objectives**

- Develop definition for “Sustainability” and “Sustainable Biodiesel”
- Develop mission, vision statements for Task Force
- Develop sustainability position statement for NBB that will be used as touchstone for board resolutions, legislative work, outreach, etc.
- Serve as conduit between Task Force and key industry constituencies; engage NBB membership on the issue
- Forge strong formal (Advisory Committee) and informal partnerships with critical external groups
- Oversee development and implementation of comprehensive sustainability roadmap for US biodiesel industry, including outreach campaign
- Work with NBB staff/consultants to identify funding for these initiatives
- Identify, prioritize, and execute additional objectives

### **Applications for Task Force Membership – Deadline Wednesday, February 27<sup>th</sup>**

Task Force membership is open to employees of NBB member companies. If the Task Force nominee is not the primary representative for that company, the primary representative must endorse the applicant. These uncompensated, voluntary appointments are estimated to require up to 12 hours a month in conference calls, research, and report preparation. Applications should be sent to [sustainability@biodiesel.org](mailto:sustainability@biodiesel.org) by February 27<sup>th</sup>. Applications should consist of:

- 1 page resume
- Description of experience with biodiesel industry, sustainability; what segment of industry would you be representing, and how can you demonstrate their support? (max 150 words)
- Explanation of why you want to be on the Task Force and description of a time you have developed creative solutions to challenging issues or brought together diverse stakeholders. (max 300 words)
- Your vision for the Task Force: mission, key objectives (max 100 words)

### **Recommendations – Deadline Wednesday, February 27<sup>th</sup>**

Support from stakeholders will be an important consideration in Task Force selection. Brief recommendations (no longer than 150 words) may be submitted by anyone and should be emailed to [sustainability@biodiesel.org](mailto:sustainability@biodiesel.org) by February 27<sup>th</sup>. Please include your name and affiliation with any recommendation. Recommendations will be kept confidential.

### **Selection Process**

Ed Hegland, Chairman, NBB Governing Board, will make Task Force appointments after receiving recommendations from Emily Bockian Landsburg, Task Force Chair. The full Task Force will be announced Wednesday, March 12<sup>th</sup>.

### **Selection Criteria**

The Task Force will be selected with an eye towards representing the many constituents of the biodiesel industry: large and small companies from all points in the supply chain, feedstock diversity, independent farmers, and agri-business/plant science companies, as well as geographic and political diversity. Successful candidates will have a keen understanding of the biodiesel industry, support from membership (demonstrated through recommendations or other means), an interest in sustainability, and above all, a genuine commitment to finding solutions to and building consensus around sustainability issues.