

HPD Best Practice for Trade Associations

Health Product Declaration Collaborative (HPDC)
www.hpd-collaborative.org

Trade Association HPDs

Why this is an important initiative:

1. Increases participation in material transparency by **reducing the friction** to participate.
2. Trade Associations offer a **multiplication-type effect** within an entire industry.
 - *If we can teach you how to fish, then you can teach an entire industry how to fish.*
3. With Trade Association involvement, we foresee not only Tier 1 suppliers participating (your customers), but also **Tier 2 and possible Tier 3 suppliers** (suppliers to your customers)!

Benefits to your Customers

1. **Sustainability efforts** – easy participation in material transparency.
2. **Marketing/Visibility** - their products are available to project teams that are looking for HPDs.
3. **Innovation** – by understanding what is in their products, better products can be made.

Benefits to your Trade Association

Increase the value you bring to your customers!

1. **Visibility** - Introduce your customers to the rapidly growing industry of “green building”
2. **Subject Matter Experts** – Be the sustainability subject matter expert for your industry. Help your customers take their first sustainability steps.
3. **Documented** - Provide a tangible service to your customers.
4. **Market-Specific Answers** – Specific answers and market templates for specific an industry.

How it Works.

1. Register as an **Ecosystem** Member in the HPD Builder.
2. Trade Associations are set up as “Consultants” in the HPD Builder so they can help create HPDs for their customers.
 - This helps reduce the initial time investment (friction) it takes to start creating HPDs.
3. Trade Associations can create “DRAFT” HPD templates for their customers to reference.
 - Again, this helps reduce the initial time investment. Manufacturers/producers will still need to put product-specific information in their HPDs.

Note: this does not apply to Metal Alloy Trade Associations. If you are, please reach out to use at support@hpd-c.org.

Cost

- Trade Association (HPDC Membership is required).
 - Affiliate - \$750 (\$375 if a non-profit or government agency)
 - General - \$2,000 (\$1,000 if a non-profit or government agency)
- Manufacturer (your customer)
 - 5 pack of tokens - \$375 – 5 HPDs –OR–
 - Affiliate Membership - \$750 – Unlimited HPDs

Recommended Process to Follow

- Step 1 (Trade Association)
 1. Develop a list of common DRAFT HPDs that can be made.
 2. Work with HPDC to ensure these DRAFT HPDs are being created correctly.
 3. Add DRAFT HPDs to a website or other location for customers to see.
 4. Communicate the value of transparency and have a lead capture system of those who are interested
- Step 2 (Manufacturer)
 1. Sign up and take the [Manufacturer Quick Start Training](#).
 2. Download the [HPD Open Standard](#)
 3. Learn about the options for accessing the [HPD Builder](#) and decide which one suits your organization better. Proceed to Purchase Tokens or Become an HPDC Member.
 4. Register in the HPD Builder, verify your account, and select your primary company.

Email Millali Marcano at support@hpd-c.org to request a template created by the trade associate with the specific name/code of the product category.

Demonstration

- Demonstration of what a Consultant role looks like in the HPD Builder.
- How your customers can access your HPD Templates in the HPD Builder.
- How your customers can create their own HPD out of your HPD Templates.

Link to Video.

- <https://www.loom.com/share/b33fd0e4ef6843ceba8529a657c0b15b?sid=4a27d20d-ee62-466e-903e-10438b4faf33>

Thank you!

Any questions can be sent to at support@hpd-c.org

