



Yale University
School of Forestry & Environmental Studies

Innovation and Industrial Ecology: Interface's Competitive Strategy

Mikhail Davis
Director of Restorative Enterprise, Interface, Inc.

Burke Auditorium, 195 Prospect St. New Haven CT
Lecture 5:00-6:00PM, September 26, 2013
Free and Open to the Public

Mikhail Davis, Director of Restorative Enterprise at Interface, Inc., will speak at the Yale University School of Forestry & Environmental Studies on Thursday, September 26th at 5:00PM in the Burke Auditorium, 195 Prospect St. The talk, entitled “Innovation and Industrial Ecology: Interface’s Competitive Strategy,” is organized by the Industrial Environmental Management (IEM) Program.

Interface is the world’s largest manufacturer of modular carpets and developed the Mission Zero program which aims to eliminate any negative impact Interface may have on the environment by 2020. Interface strives to work only with partners who have the same level of commitment to creating close-loop systems and to using only recycled or bio-based materials in their products. To complement Mission Zero, Interface also created the ReEntry program to effectively recapture and reuse carpeting materials.

In its 23rd year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year, the lecture series explores *Industrial Ecology as a Source of Competitive Advantage*. Concepts such as loop-closing, by-product exchange, and sustainable supply chain management and tools such as life cycle assessment (LCA) and material flow analysis are characteristic of the field of industrial ecology. The lecture series will bring business executives to campus to discuss how their use of these approaches affects their company’s strategy, profitability, and position in the market.

Mikhail Davis is responsible for building partnerships that shift the marketplace toward sustainability, and leads Interface’s product transparency efforts. Mr. Davis brings over 15 years of experience as a strategic advisor, analyst, designer, and manager for sustainability programs in the non-profit and private sectors. His previous work includes building sustainable business strategies and sustainability scorecards for Fortune 500 companies with Blu Skye Sustainability Consulting. Mr. Davis holds a B.S. in Earth Systems-Biosphere from Stanford University.

Ongoing funding for the IEM Lecture Series is provided by the Joel Omura Kurihara Fund. For more information about the lecture series, please see <http://cie.research.yale.edu/events/lecture-series/2012-2013-lecture-series> or contact us at cie@yale.edu, 203-432-6953.