

**The Center for BioEnergy Sustainability (CBES)  
At Oak Ridge National Laboratory (ORNL)**  
is pleased to announce that we are holding our next Forum on

***Thursday 17<sup>th</sup>, October 2013***

**in the Ocoee Room (Room 189) in Building 1505 at 3:30pm**

*The forum will be followed by a casual gathering at Virginia Dale's home where light refreshments will be enjoyed as the discussions continue.*

**This month's forum topic is:**  
**"Sustainability Implemented – The Birth of a Voluntary  
Sustainability Certification Program"**

*Guest Speaker:*

*Matthew Rudolf*

*Regional Director, Americas*

*Roundtable on Sustainable Biomaterials (RSB) Services Foundation*

**Abstract:**

Since 2007 the Roundtable on Sustainable Biomaterials (formerly "biofuels") has been developing a global sustainability certification program, in collaboration with hundreds of stakeholders globally. In early 2012 the RSB began commercial implementation of the certification program, launching a sister organization ("RSB Services Foundation") to lead that effort. Having worked on both the standards development and the implementation of the RSB standards, Matt Rudolf will discuss the process of launching a sustainability certification program, and then describe 3-4 early adopter companies that have been through the certification program, including both first generation and advanced biofuel companies. What have been the driving factors for sustainability certification, and how can we further incentivize companies to improve their environmental footprint through a voluntary program?

**Bio:**

Matt has 10 years experience working in biomaterials, sustainability and international development. Prior to his work with the RSB, Matt was Executive Director of Piedmont Biofuels Inc., a biodiesel cooperative in North Carolina, and with a membership of around 350, one of the largest consumer and production biodiesel cooperatives in the United States. In addition to leading Piedmont Biofuels Inc., Matt has extensive hands-on experience in biodiesel production. He has built small-scale biodiesel plants throughout the world, and led workshops on biofuel production techniques and best practices in Canada, the USA, Latin America, and West Africa.

While at Piedmont Biofuels, Matt oversaw the financing and start up of the feedstock acquisition unit, served as a sales representative for IBG Monforts, a German vegetable oil extraction company, and managed the company's biofuel distribution network. Matt also managed the biofuels education and internship program at Piedmont Biofuels. Prior to his work with Piedmont Biofuels, Matt lived and

worked with rural communities on biofuel project development in Central America. Matt has published bioenergy articles in English and Spanish language journals and online, and is a frequent conference speaker on bioenergy sustainability. Matt earned a BA in Psychology from the University of Massachusetts, where he graduated summa cum laude.