



**GC<sup>3</sup>** | Green Chemistry &  
Commerce Council

## **Green Chemistry and Commerce Council (GC3)**

### **Membership Guidelines and Policies**

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## I. General Information

### ***What is the Lowell Center for Sustainable Production?***

The Lowell Center for Sustainable Production (“Lowell Center”) is a research center based at the University of Massachusetts Lowell, a 501(c)(3) non-profit organization. The Lowell Center develops, studies, and promotes environmentally sound systems of production, healthy work environments, and economically viable work organizations.

### ***What is the Green Chemistry and Commerce Council?***

The Green Chemistry and Commerce Council (GC3) is a business-to-business forum that advances the application of green chemistry and design for environment across supply chains. It provides an open forum for cross-sectoral collaboration to share information and experiences about the challenges to and opportunities for safer chemicals and products.

The Green Chemistry and Commerce Council is a project of the Lowell Center and operates subject to the guidelines set forth in this document.

### ***How did it begin?***

The GC3 originated in 2005 following the *Innovators Roundtable on Sustainable Business and Safer Chemistry Through the Supply Chain*, a meeting co-hosted by the Lowell Center and the Darden School of Business at the University of Virginia Charlottesville. Meeting participants requested that the supply chain discussions begun at that meeting be given an opportunity to continue, at which point the Lowell Center offered to facilitate these future conversations. At the direction of those involved, what began as a series of regular conference calls eventually grew into project groups each focused on projects of particular interest, an annual Innovators Roundtable meeting to continue project group discussions in person, and an Advisory Committee to assist the Lowell Center with decision-making.

## II. Mission and Approach

The mission of the GC3 is to promote and support green chemistry and design for environment practices in research and application nationally and internationally among companies and other governmental and non-governmental entities by:

- Implementing green chemistry, green engineering, and design for environment throughout supply chains and sharing successful case studies and strategies to overcome barriers
- Promoting education and information on safer chemicals and products that can increase demand by a broad range of consumers
- Identifying existing and needed information on toxics hazards, risks, exposures and safer alternatives to promote green chemistry as defined in the “12 Principles of Green Chemistry”

### III. Definitions

#### ***Design for Environment***

Co-pioneered by industry, the Design for Environment (DfE) concept encourages businesses to incorporate environmental and health considerations in the design and redesign of products and processes. It is the systematic assessment of human health and safety and environmental issues during the product development phase. Designing for the environment improves environmental and human health and increases product performance and market competitiveness. The focus is on finding sustainable solutions to identified materials of concern. In essence, DfE represents the application of green chemistry and informed substitution in practice.

#### ***Green Chemistry***

Green chemistry is an approach to chemistry that, through the use of the 12 Principles of Green Chemistry, reduces or eliminates the need for and generation of hazardous materials during the manufacture, design, and application of chemistry. The 12 Principles of Green Chemistry are outlined in *Green Chemistry: Theory and Practice*, by Doctors Paul Anastas and John Warner

#### ***University of Massachusetts (UMass) Lowell***

UMass Lowell is a comprehensive University with a national reputation in science, engineering and technology. It is committed to educating students for lifelong success in a diverse world and to conducting research and outreach activities that sustain the economic, environmental and social health of the New England region.

#### ***Lowell Center for Sustainable Production Staff***

The Lowell Center staff are a group of professionals who are responsible for carrying out the daily activities of the Center. These positions range from highly technical to administrative and from project-focused to organization-focused. The Advisory Committee and each of the GC3 project groups are staffed by at least one Lowell Center staff person. Lowell Center staff facilitate the day to day operations of the GC3 including but not limited to: coordination of conference calls; organizing the annual Roundtable; researching, writing and publishing reports; maintaining the GC3 website; and outreach and recruitment.

#### ***GC3 Members***

[GC3 members](#) are champions and innovators in the fields of green chemistry, design for the environment, and the production of safer chemicals, materials and products. Approximately 75% of GC3 members are individual companies and 25% are representatives from non-governmental organizations, local, state and federal government agencies, and consulting firms. All members agree to a set of guidelines and policies as outlined in Section V of this document, have been approved by the Lowell Center based on those criteria, and have paid dues for the current year. GC3 members attend and participate in meetings, project groups, and other educational activities.

### ***GC3 Advisory Committee***

The GC3 Advisory Committee is a 12 person advisory body elected annually by GC3 members. The Advisory Committee determines the direction and scope of the GC3 and its activities, including the annual operating and project budgets. The Advisory Committee includes Lowell Center staff as standing positions; all other members have a 12-month elected term. No organization, including parent company and all of its subsidiaries, shall have more than one individual on the committee at a time.

The Advisory Committee is comprised of the following seats:

- At-Large GC3 Representatives
  - Corporate (6)
  - NGO or government (3)
- Lowell Center staff (3)

### ***GC3 Project Groups***

GC3 project groups engage in undertaking research, outreach activities and deliverables that advance the GC3 mission. The number and focus of projects undertaken each year are decided at the annual GC3 Roundtable. Throughout the year, members participate on project group calls to further the project mission. Non-members may participate in these groups on an “as-invited” basis by the project group. The project outcomes and deliverables are presented annually at the Innovators Roundtable.

All GC3 members are encouraged to participate in and take leadership of project groups.

## **IV. Structure**

The GC3 is a project of the [Lowell Center for Sustainable Production](#) at the University of Massachusetts, Lowell. [Lowell Center staff](#) facilitate and manage all GC3 activities. The direction and scope of the GC3 and its activities is determined by the Advisory Committee comprised of GC3 members. (See Definitions for specific make up of the committee.)

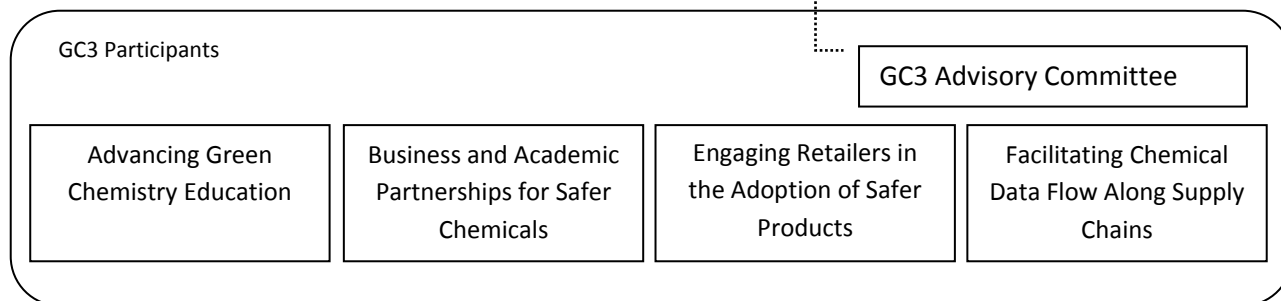
GC3 members pay annual dues and agree to a set of guidelines and policies. They participate in the annual Innovators Roundtable, the Advisory Committee, and project groups at their discretion.

Research and outreach activities and deliverables that advance the GC3 mission are carried out through a series of smaller [project groups](#). The number and focus of projects undertaken each year are decided at the annual GC3 Roundtable. Ideas for project groups may be submitted any time by contacting the Lowell Center. All GC3 members are encouraged to participate in and take leadership of project groups. Between project group calls, members communicate, coordinate, and advance projects through the use of an email listserv administered by the Lowell Center and hosted by the University of Massachusetts Lowell.

University of Massachusetts Lowell

Lowell Center for Sustainable Production Staff

(advisory)



## V. Advisory Committee Responsibilities

The GC3 Advisory Committee provides critical input to the following decisions.

### ***Spending***

The Lowell Center prepares an annual budget for review by the Advisory Committee. The committee has the opportunity to provide input on the budget before approving its adoption. Upon this review, the Advisory Committee makes recommendations about the level of annual dues required for membership. If an annual budget and dues levels are not approved by the Advisory Committee by April 1<sup>st</sup> of the preceding year, the Lowell Center authorizes their proposed amounts without approval from the Advisory Committee. Further, the Lowell Center provides specific project budgets for review and approval by the advisory committee on a periodic basis during the year.

### ***Frequency of Meetings***

The Advisory Committee meets no less than quarterly in person or by telephone. A quorum of half of the committee members plus one is necessary for a meeting or telephone call to take place.

Decisions brought to the Committee are decided by a majority vote of those present.

All Advisory Committee members are asked to make a one year commitment. Corporate members of the Committee represent a broad range of industrial sectors.

## VI. GC3 Membership

### ***Benefits***

The following benefits are provided in return for annual dues:

- Access to a [vibrant network of companies](#) working to find green chemistry solutions to the challenges of chemicals management

- Networking within and across industry sectors with a focus on engaging entire supply chains
- Exchanging information and lessons learned
- Development and input on new tools and approaches to advance safer chemistry
- Sharing information on safer substitutes
- Reducing costs from shared knowledge
- Collaborating among industry, NGOs and government organizations
- Participation in current [GC3 project groups](#) by an unlimited number of representatives from an organization as well as input in projects for the upcoming year
- Ability to influence the direction of the GC3 agenda
- The right to vote in Advisory Committee elections and on project groups and priorities
- Eligibility to be elected a member of the [GC3 Advisory Committee](#)
- Recognition on the GC3 website as a [member](#), in addition to unrestricted access to the GC3 website including the [GC3 Members Area](#)
- Free participation in quarterly [GC3 webinars](#)
- Significantly reduced registration fees for up to two participants from a member company to attend [annual GC3 meeting](#)
- Receipt of quarterly [electronic newsletters](#) outlining recent GC3 activities and related stories of interest

### ***Eligibility***

Because the GC3 seeks to maintain an open, business-to-business dialog, individual companies make up a majority (no less than 75%) of the GC3's members.

A limited number of industry and trade associations, as appropriate, may be invited to join the GC3 as members at the discretion of the advisory committee. Individual companies within trade organizations may join the GC3 at their discretion.

Consulting firms, though for-profit entities (unless they produce a specific product – such as an information system), may join the GC3 as members, but are not considered part of the 75% majority of companies previously referenced, and are expected to refrain from promoting or selling their products to other members during GC3 activities, unless such an opportunity is specifically arranged.

A limited number of representatives from non-governmental organizations and from local, state, and federal government agencies, as appropriate, may be invited to join the GC3 as members at the discretion of the GC3 Advisory Committee.

Individuals from industry and trade associations, consulting firms, government agencies, and non-government organizations interested in joining the GC3 should contact the Lowell Center to be added to a “wait list.” When GC3 membership exceeds a 75% business majority, the Advisory Committee convenes to determine which interested organizations should be invited to participate. New organizations can join the GC3 only when a 75% business majority is maintained.

Participation in the GC3 is open to companies (and other organizations as discussed above) meeting the following guidelines:



The Company/Organization:

1. Has read and agrees with the work priorities and goals outlined in the GC3 mission statement, including the 12 Principles of Green Chemistry and the DfE approach
2. Is willing to be an active participant in annual meetings, and regular project group calls / meetings
3. Agrees to work cooperatively and productively in a group setting to advance the GC3 mission and that their individual conduct contributes positively to the technical and management practices necessary to more effectively deploy green chemistry in commerce
4. Accepts that member organizations<sup>1</sup> in the GC3 will be listed on the GC3 website, [www.greenchemistryandcommerce.org](http://www.greenchemistryandcommerce.org), for public review unless specifically requested otherwise, and that individuals' contact information will be available for other members' reference on a password protected online directory
5. Understands that GC3 membership is voluntary and non-binding, and that products and outcomes of the GC3 do not necessarily reflect the policy or opinion of individual participants or of participating companies
6. Pays dues at or above the required amount

The Lowell Center may refuse to renew the membership of any company that it determines, with input from the Advisory Committee, has engaged in behavior that harms the GC3 or Lowell Center or disrupts the GC3 mission.

Membership in the GC3 does not constitute affiliation with the Lowell Center or the University of Massachusetts Lowell. GC3 members have no voting or other rights in the governance of the Lowell Center or the University of Massachusetts Lowell.

### ***Term & Dues***

Annual dues are required for membership in the GC3 as of May 1, 2012 as outlined below. Members are highly encouraged to pay the dues level proportionate to their annual revenue or operating budget to ensure adequate funding for on-going GC3 activities. If this amount presents a hardship, minimum dues of \$750 will be accepted.

*As of 2012 there will be two changes to the annual membership levels; a tier for Consultants has been added and the required minimum dues have been raised from \$250 to \$750. These changes are reflected in the table below.*

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<sup>1</sup> In the event that member organizations would be specified within the context of project group products, such as a letter or an article, member organizations are be given the opportunity to consult their legal departments before any document is made public.

<b>Tier</b>	<b>Organization Type</b>	<b>Suggested Annual Dues Rate</b>
<b>5</b>	For-profit entities with annual revenue or operating budgets at or exceeding \$1 billion	\$5,000
<b>4</b>	For-profit entities with annual revenue or operating budgets between \$10 million and \$1 billion	\$3,000
<b>3</b>	For-profit entities with annual revenue or operating budgets of less than \$10 million	\$1,000
<b>Required Minimum Dues for Businesses</b>		\$750
<b>2</b>	Consultants and small businesses with less than 10 FTE	\$500
<b>1</b>	Not-for-profit entities (includes government agencies, academic institutions, and non-government organizations)	\$300

Dues are based on the GC3 operating year of May 1 through April 30, roughly the year between annual meetings. Any organization joining the GC3 after October 1 of a given year is charged half the annual rate.

Invoices for the coming year's dues are sent to existing members electronically beginning in April of a given year, approximately 30 days prior to their May 1 due date.

New members are invoiced for dues upon their request to join the GC3, and then in April every year.

Dues are deposited into the Green Chemistry and Commerce Council Income Account, a dedicated account housed at the University of Massachusetts Lowell. Dues are used to cover salaries for Lowell Center staff responsible for the coordination and administration of GC3 activities, including but not limited to planning and executing annual meetings, fulfilling research needs, facilitating publications and other projects generated as part of GC3 project groups. Dues also offset the cost of consultants hired for specific research and outreach projects, annual meeting expenses, as well as routine operating costs such as office supplies, website maintenance, etc.

### ***Remittance Address***

Any correspondence or checks made out to "University of Massachusetts Lowell" can be sent to:

Lowell Center for Sustainable Production  
 Attn: Sarah Shields  
 University of Massachusetts Lowell  
 1 University Avenue  
 Lowell, MA 01854

### ***Privacy and Confidentiality***

The Lowell Center and GC3 members respect the confidential nature of information when it is made explicit that confidentiality should be kept. In general, all information shared with other members should be considered as publicly available. Periodically media attention may be drawn to the GC3, at which point members should feel free to talk openly about the work of the GC3.

All project group and Advisory Committee notes, working project documents, and a GC3 member directory are accessible on a password protected portion of the GC3 website ([www.greenchemistryandcommerce.org](http://www.greenchemistryandcommerce.org)).

## VII. Policies

### ***Use of Name and Insignia***

The use of the GC3 logo or representation of the GC3 in any event or media interview is appropriate with express permission of the GC3 Advisory Committee and/or Lowell Center staff. The logo may be reproduced with permission from the Lowell Center provided that:

1. The use of the name and logo is for the purpose of the GC3 and participating entities
2. The use of the name and logo does not in any way suggest endorsement of commercial products or services, or of particular businesses or individuals, or misrepresent the membership guidelines stated in this document
3. The name or GC3 logo is not overlaid with other graphics
4. The name or GC3 logo is used in association with the Lowell Center for Sustainable Production name or logo equivalent in size

### ***Use of GC3 Listserv and Distribution Lists***

Any GC3 member can post messages and responses to the GC3 listserv and/or any email distribution lists related to the work of the GC3 or any project group(s).

### ***Non-Endorsement Policy***

The Lowell Center, including all Lowell Center projects, neither permits the use of its name, logo, or written materials for commercial purposes, including advertising, nor allows the suggestions of any endorsement, affiliation, or sponsorship with any third party's product or service without its prior written consent. Members of the GC3 may indicate that they are a "member" of the GC3, provided there is no indication of certification or endorsement of their product or service.

### ***Intellectual Property Statement***

Any intellectual property developed as part of the GC3 remains the property of the Lowell Center.

### ***Green Chemistry and Commerce Council Income Account***

The Green Chemistry and Commerce Council Income Account maintains a balance of \$40,000 whenever possible to ensure sufficient funds for six months of staff and consultant salary.

### ***Anti-Trust Policy***

Group activities by competitors entail risks under federal and state antitrust laws. Participants in GC3 activities are expected to be familiar with obligations under antitrust laws.

## VIII. Procedures

### ***Advisory Committee Elections***

Nominations for the Advisory Committee are accepted at annual GC3 Innovators Roundtable meetings. Any formal member of the GC3 can nominate themselves or another to the Committee. To accommodate members not able to attend the annual meeting, nominations can also be submitted to the Lowell Center. Elections are held once per year following the annual GC3 Roundtable. Staff at the Lowell Center contacts each nominee to verify their acceptance of the nomination.

The Advisory Committee is made up of 9 seats not held by Lowell Center staff. To preserve the organizational memory of the Committee, no more than 4 of these seats may change hands in any given election.

Elections are held through an anonymous on-line process. Any dues paying member in good standing is eligible to vote. Seats are elected by a majority vote and the results announced through the green-innovation listserv. Anyone wanting a copy of the vote tally should contact the Lowell Center.

### ***Project Group Meetings***

Project groups meet by phone no less than four times per year. Sub- project groups may be formed as necessary to facilitate efficient development of project group projects. All project groups and their sub-groups include participation by Lowell Center staff.

### ***Project Leaders***

Project groups identified at the annual Innovators Roundtable, are led by GC3 members in partnership with Lowell Center staff, or led by Lowell Center staff. Consultants may be hired by the Lowell Center to facilitate specific research and outreach projects.

### ***Communication***

The Lowell Center sends quarterly electronic newsletters to GC3 members via the GC3 listserv. Newsletters include announcements of upcoming meetings, updates on project group activities, and other relevant information including but not limited to recent publications, articles, or presentations of interest. Any GC3 member can submit an announcement for the newsletter at any time by contacting the Lowell Center.

Between newsletters, any announcements are circulated via the GC3 listserv.

### ***Webinars***

The GC3 hosts quarterly webinars on topics of interest to members. Presentations given as part of these webinars are publicly available on the GC3 website. Full webinar recordings are available to GC3 members only in the GC3 members area.

### ***Call Scheduling***

Call scheduling is initiated by the Lowell Center and/or Project Leaders as necessary. Such calls are scheduled in the manner preferable to the meeting coordinator.