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# **BARRIERS TO GREEN CHEMISTRY ADOPTION AND MEANS TO ACCELERATE GROWTH ALONG THE SUPPLY CHAIN**

A report commissioned by the Green Chemistry and Commerce  
Council

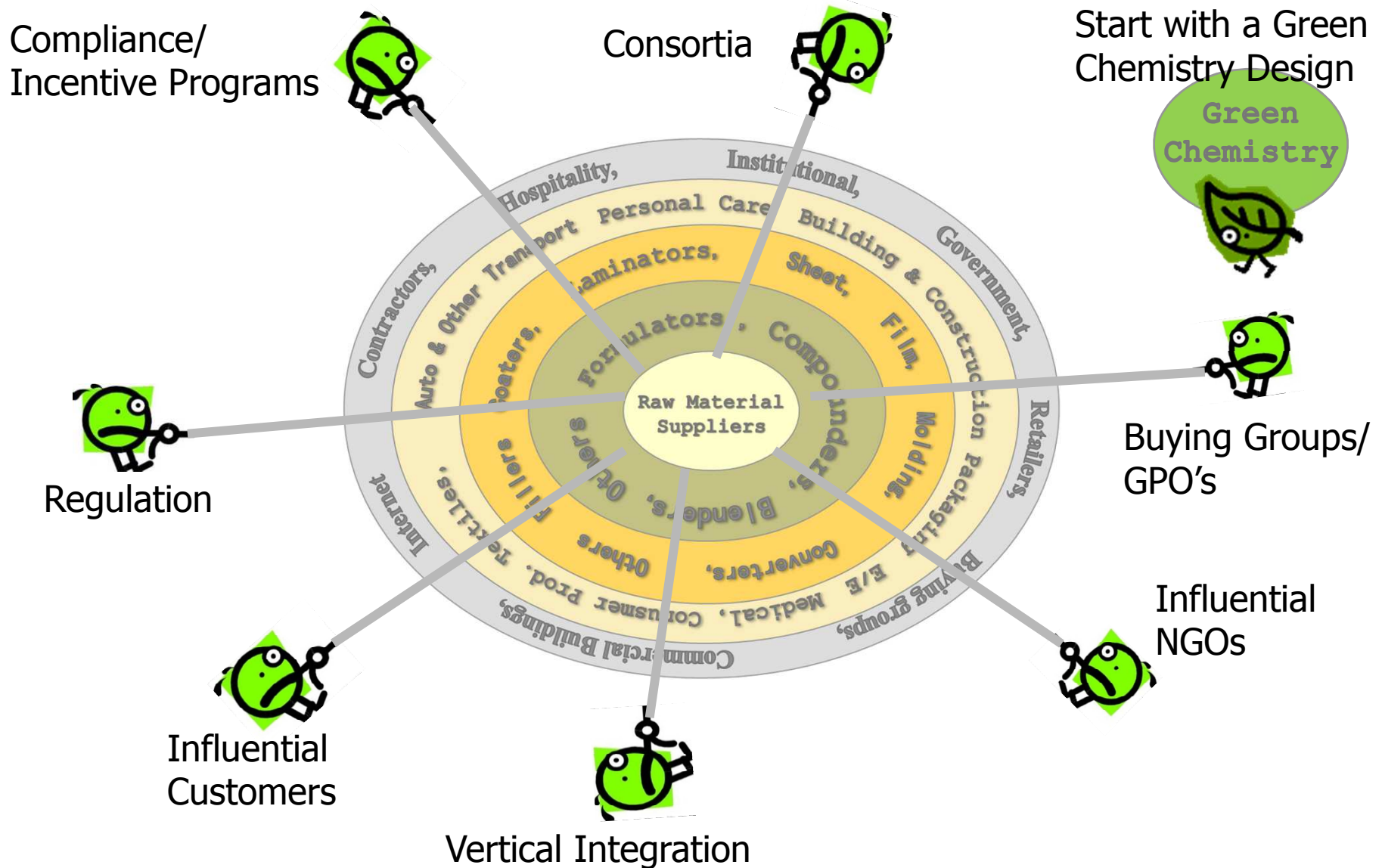
Presented April 28, 2015  
at the  
GC3 Innovators Roundtable

By  
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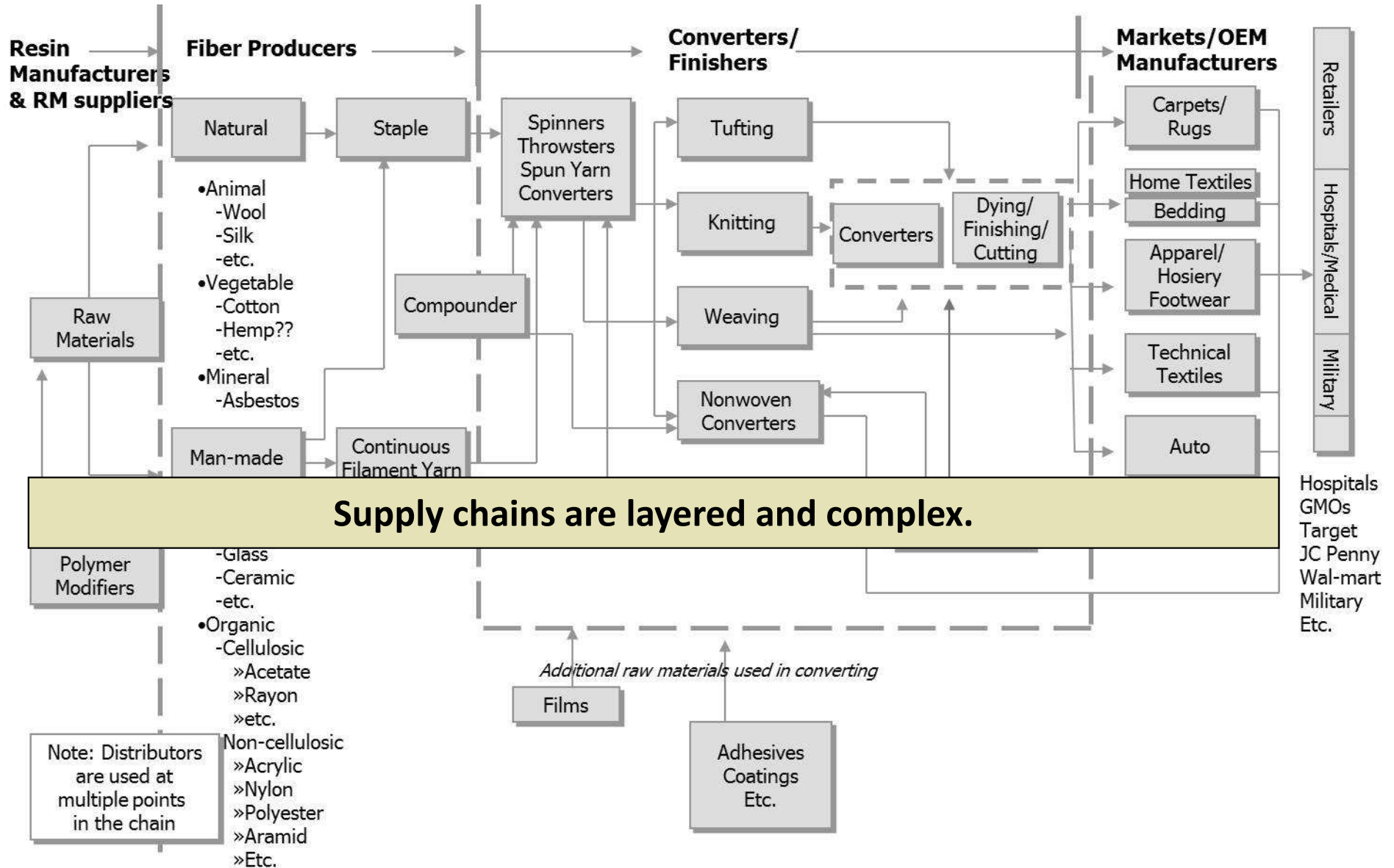
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- 1. Why isn't green chemistry in wider use?**
  - 2. What is the means to accelerate availability and adoption?**

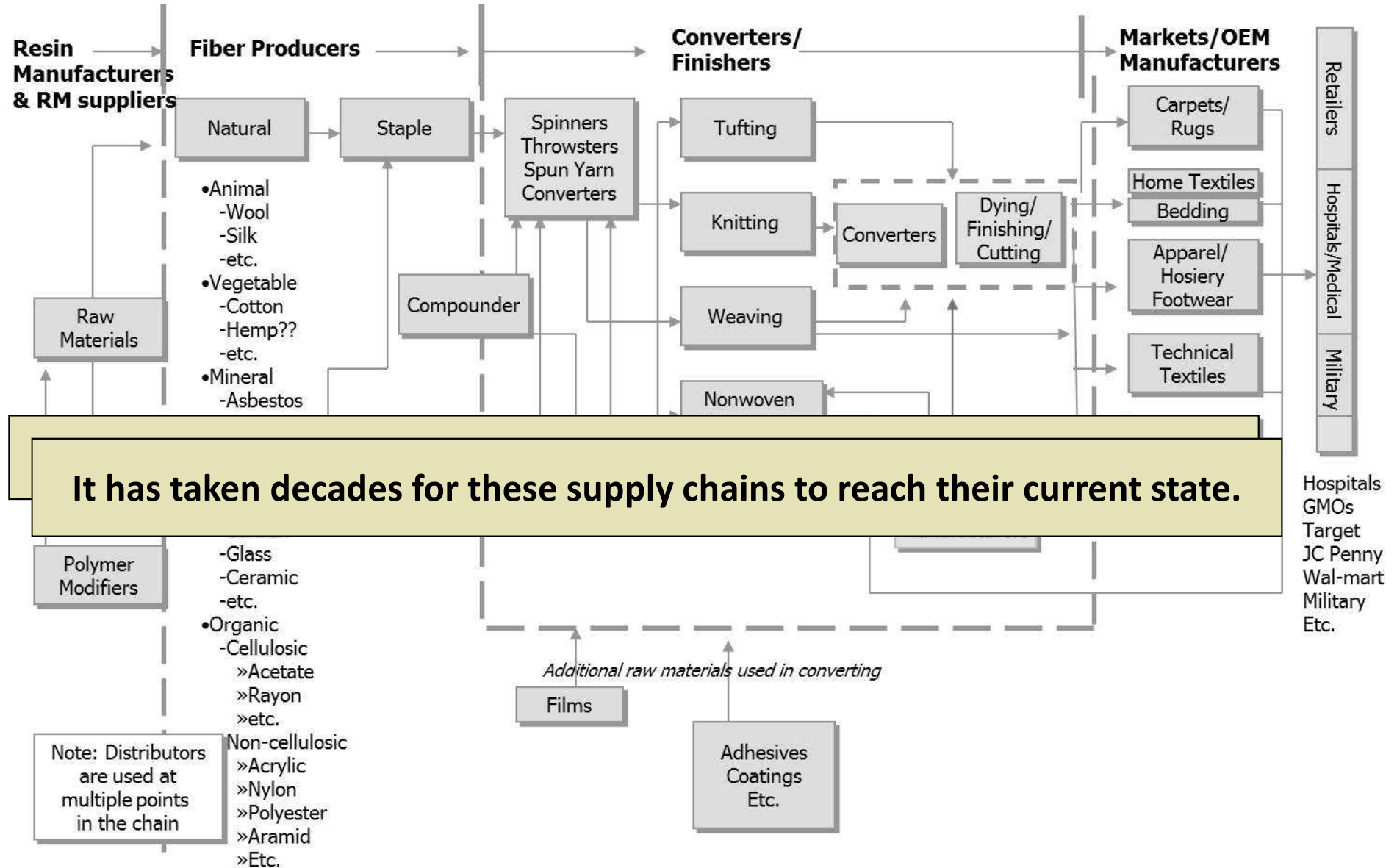
# Despite efforts to accelerate green chemistry use, adoption rates remain low.



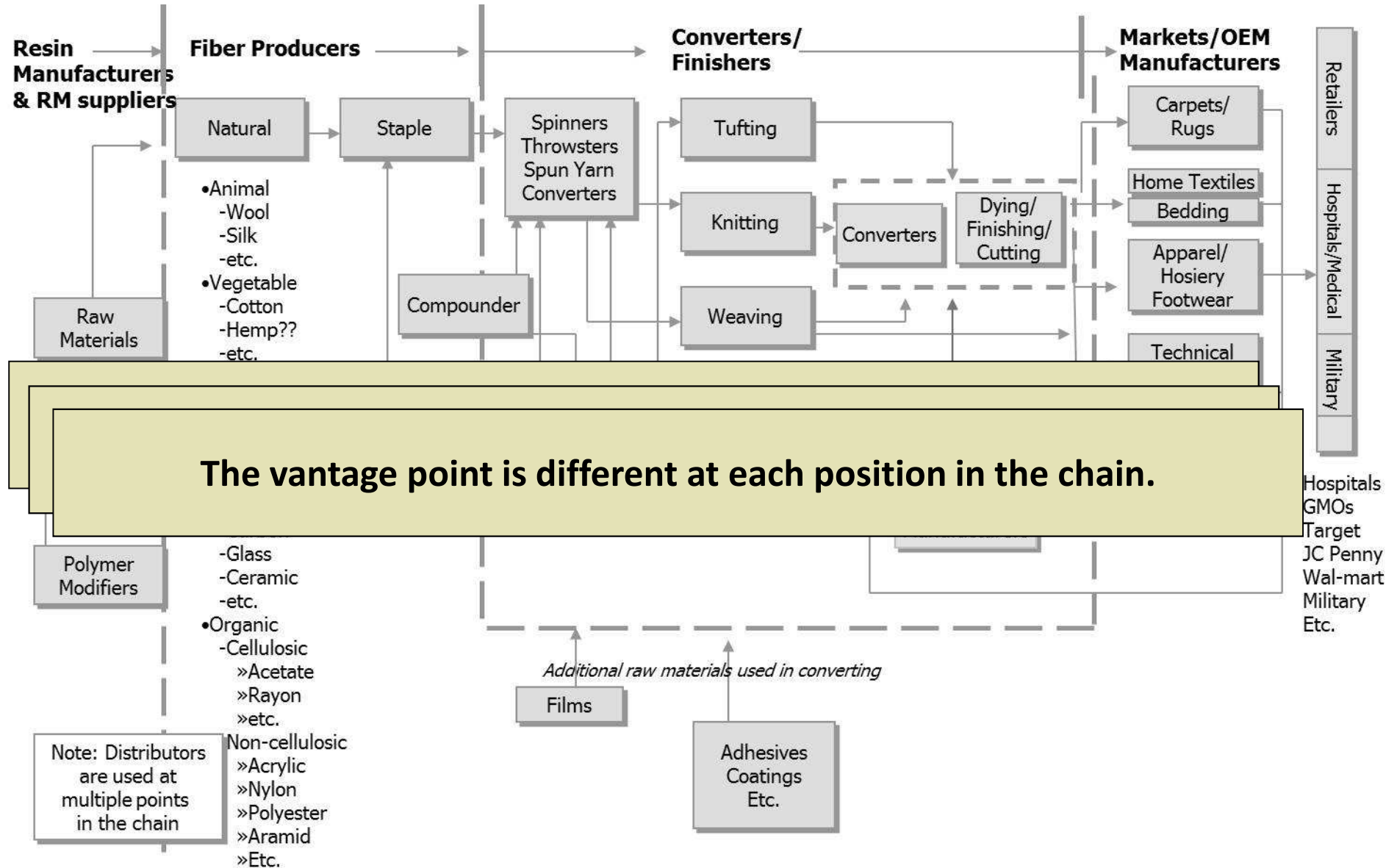
# Textile Supply Chain Example



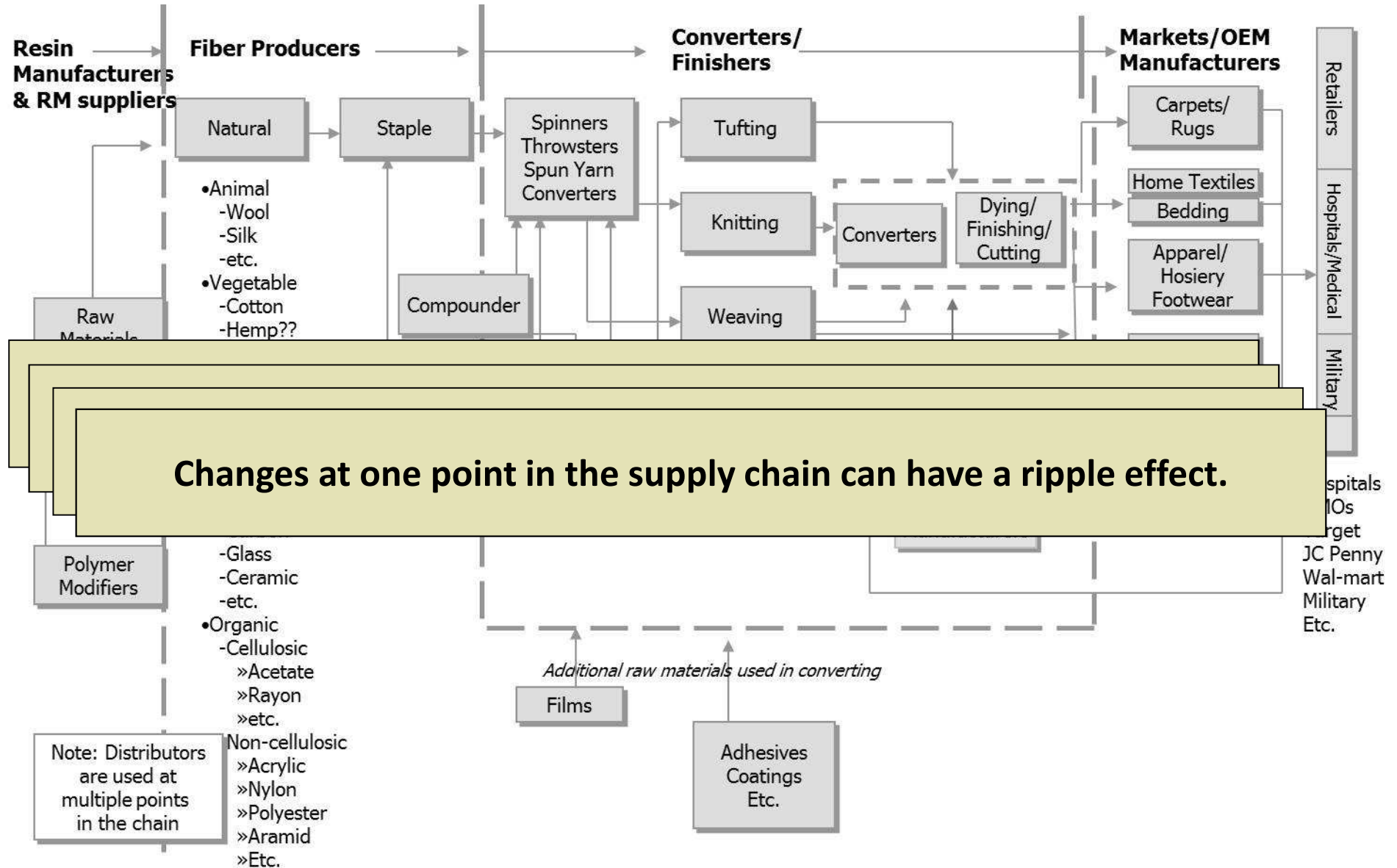
# Textile Supply Chain Example



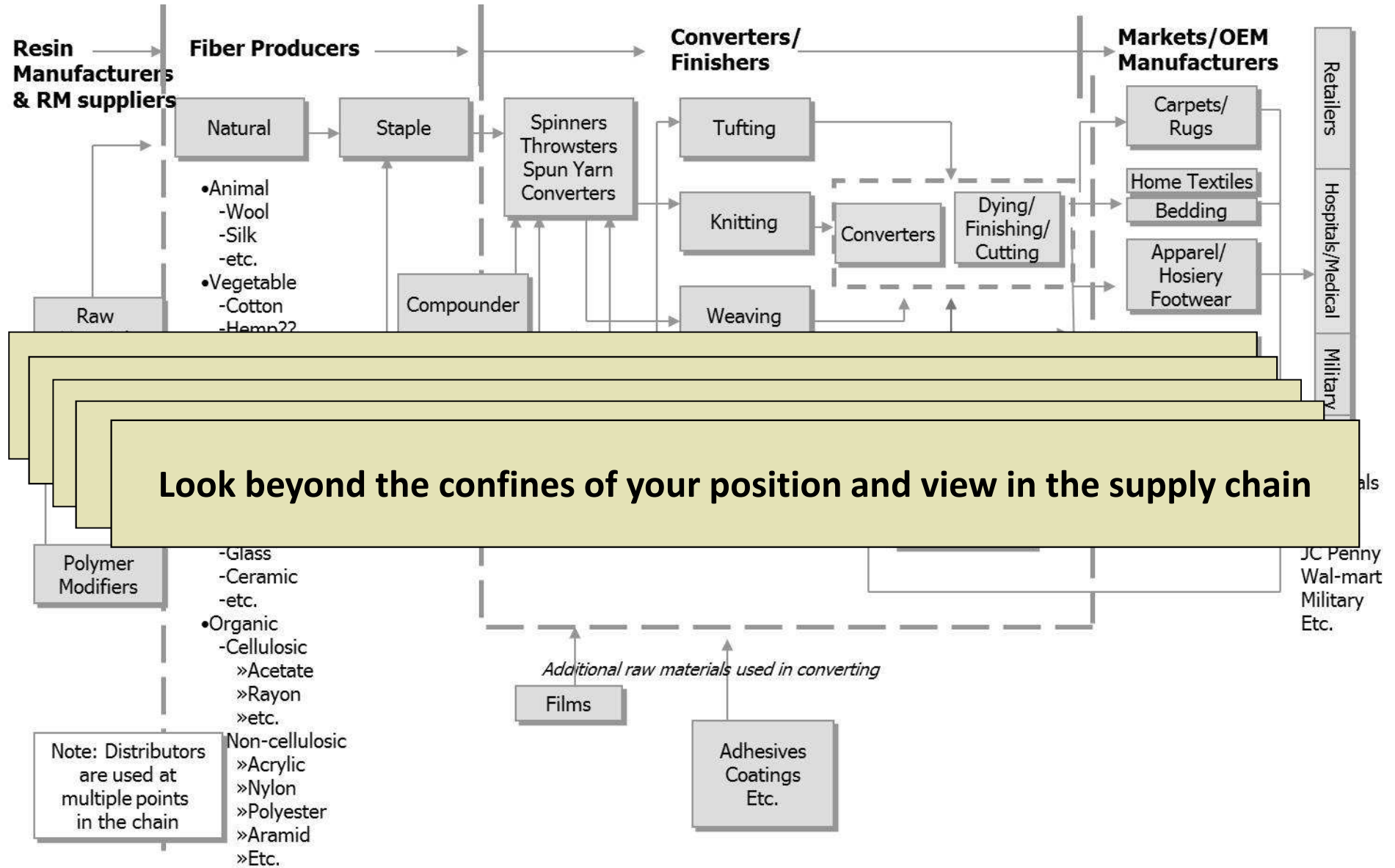
# Textile Supply Chain Example



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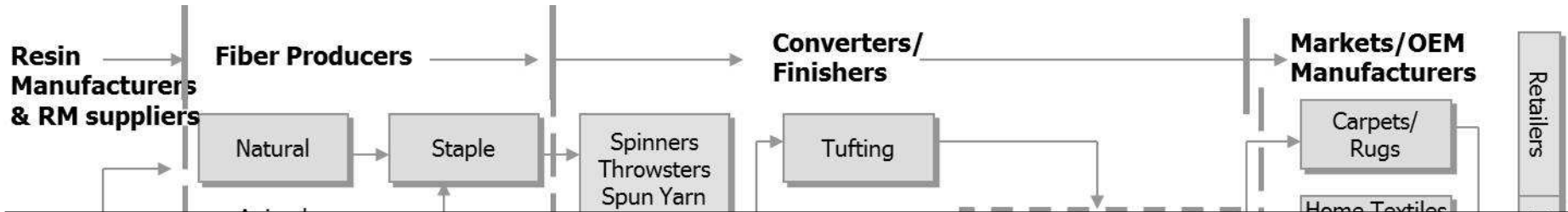


# Textile Supply Chain Example



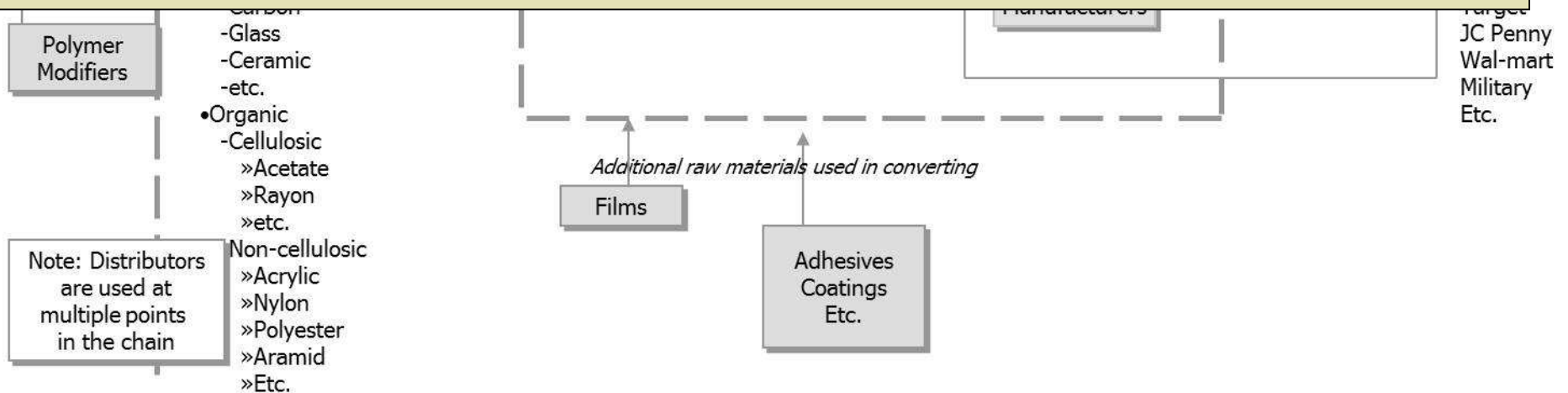


# Textile Supply Chain Example

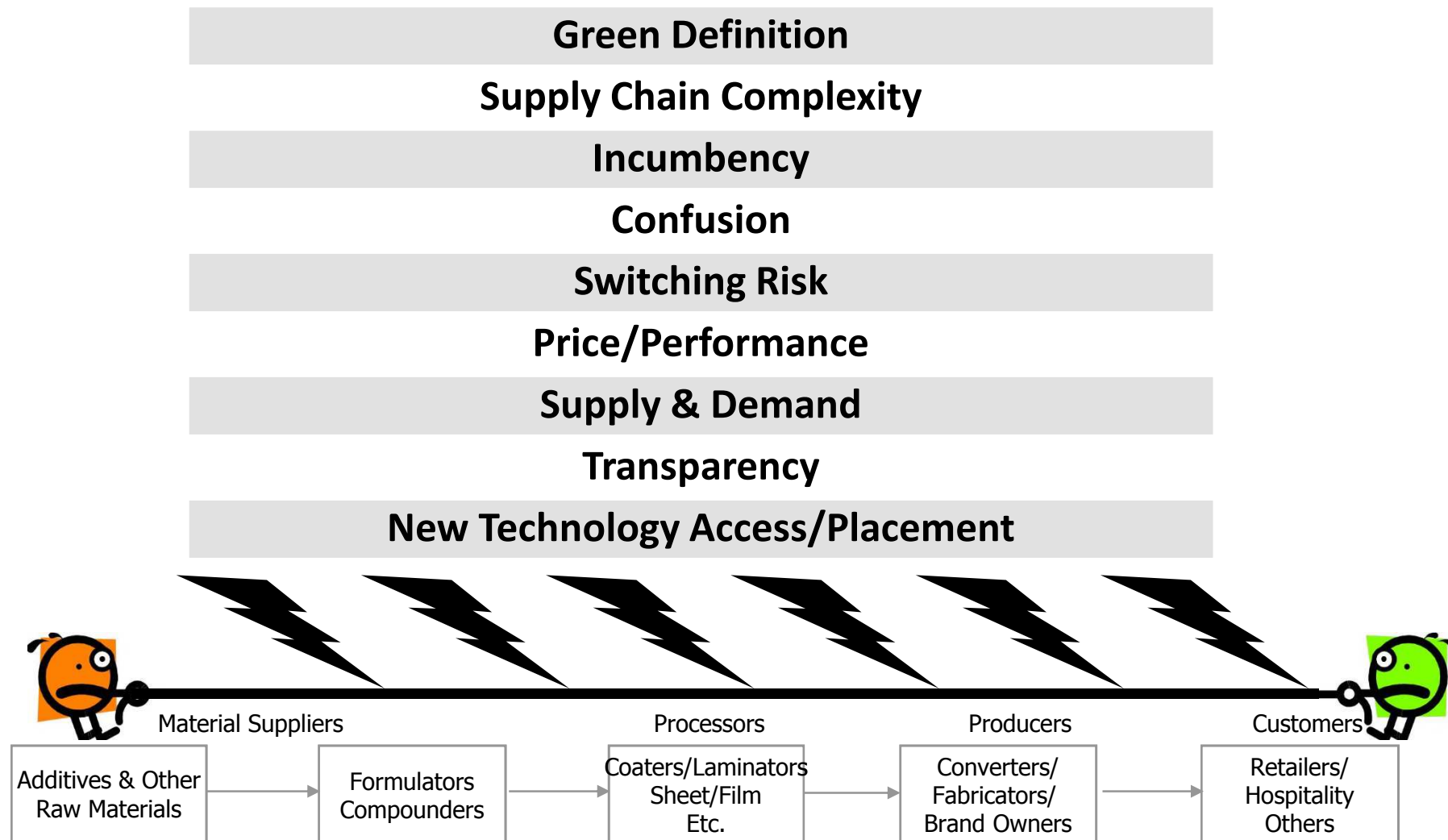


And before you begin **green chemistry** discussions,  
define what you mean by **green chemistry**

IT ISN'T ESSENTIAL TO PICK A "RIGHT" DEFINITION.  
IT IS ESSENTIAL TO BE ON THE SAME PAGE.

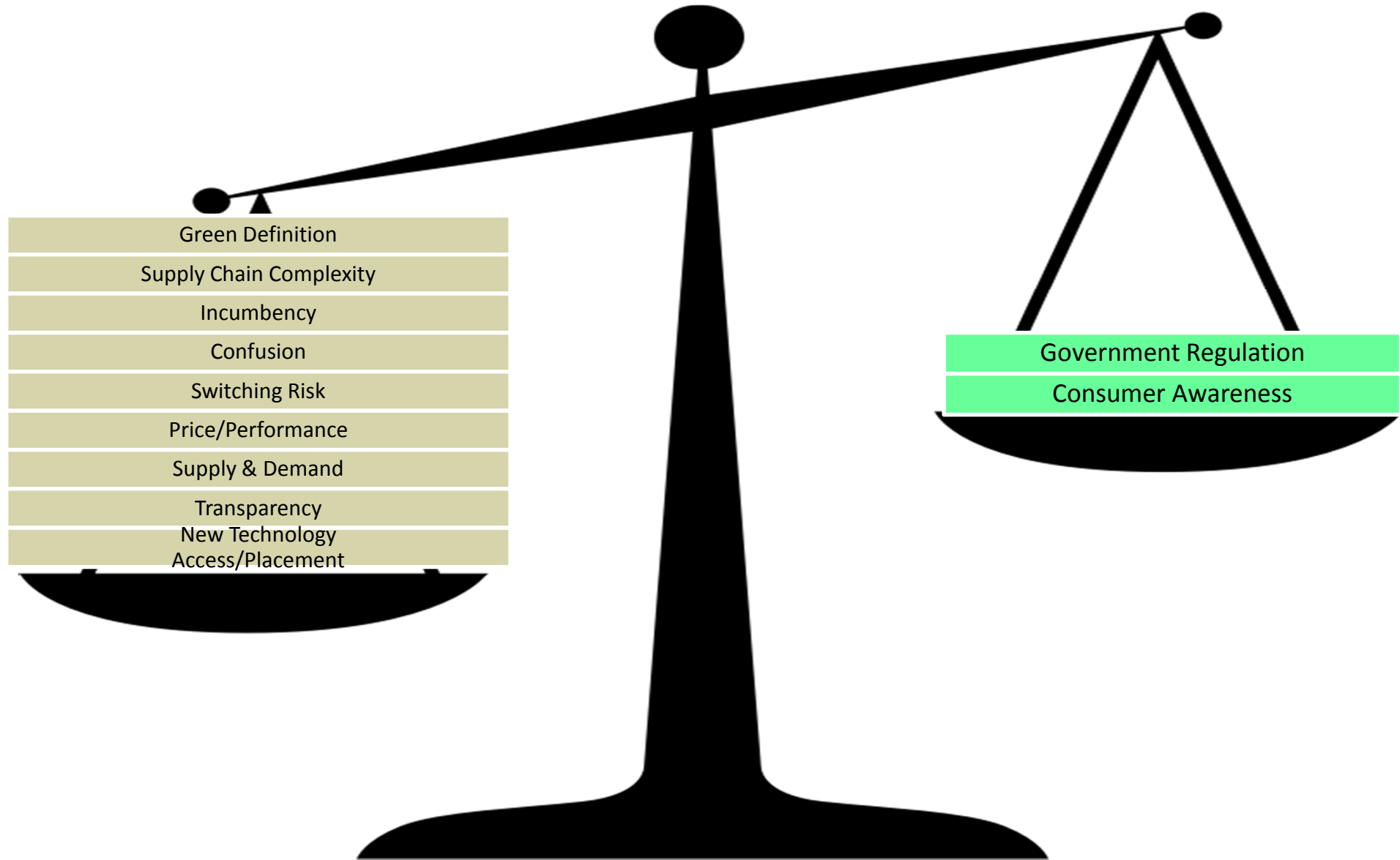


# TFA Identified 9 key issues that misalign the supply chain and slow green chemistry adoption



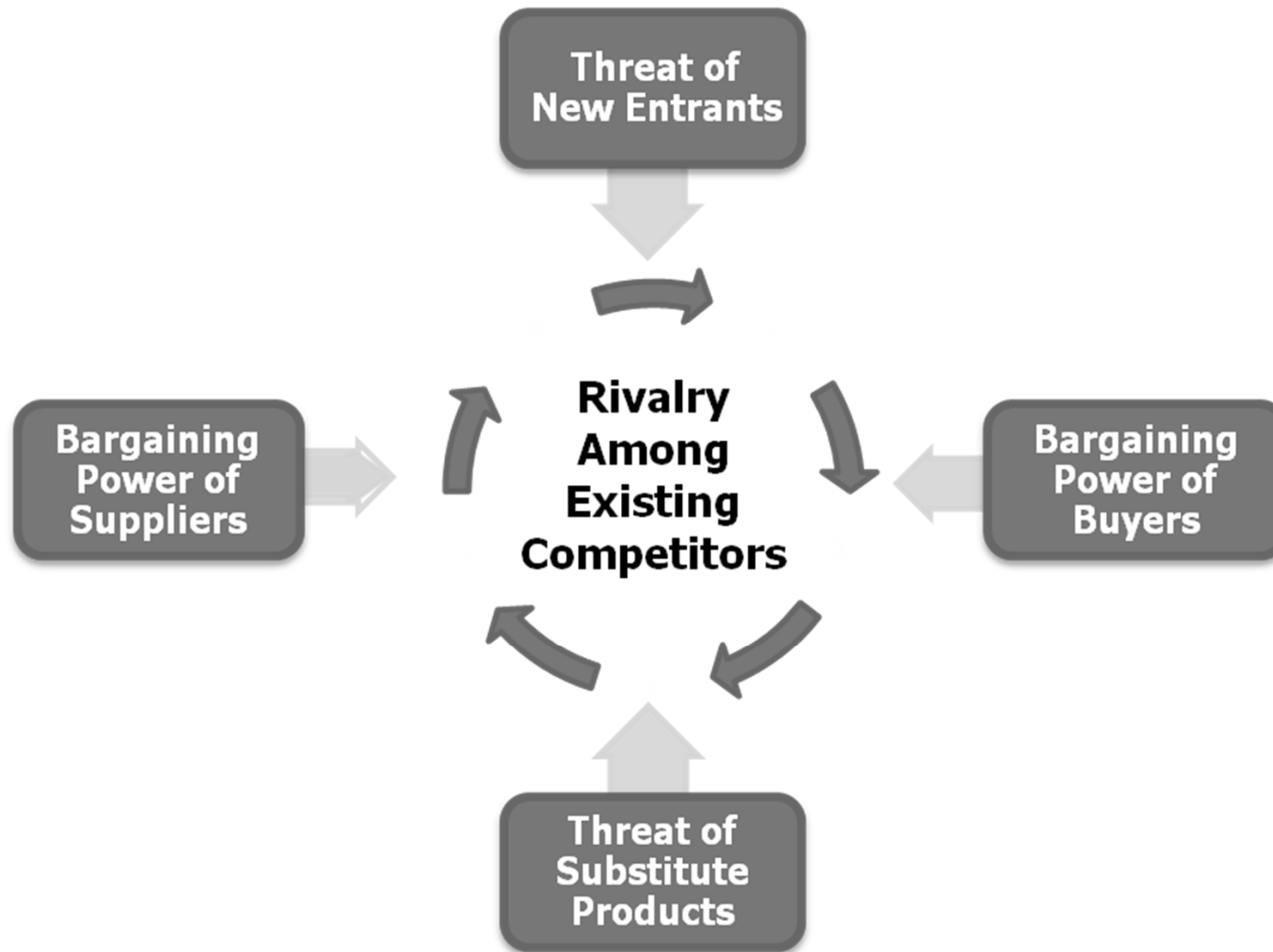
# Currently, misalignment issues far outweigh the main drivers

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## Traditional thinking drives behavior and decision making...

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**Michael Porter's 5-forces model**

# Traditional thinking drives behavior and decision making...

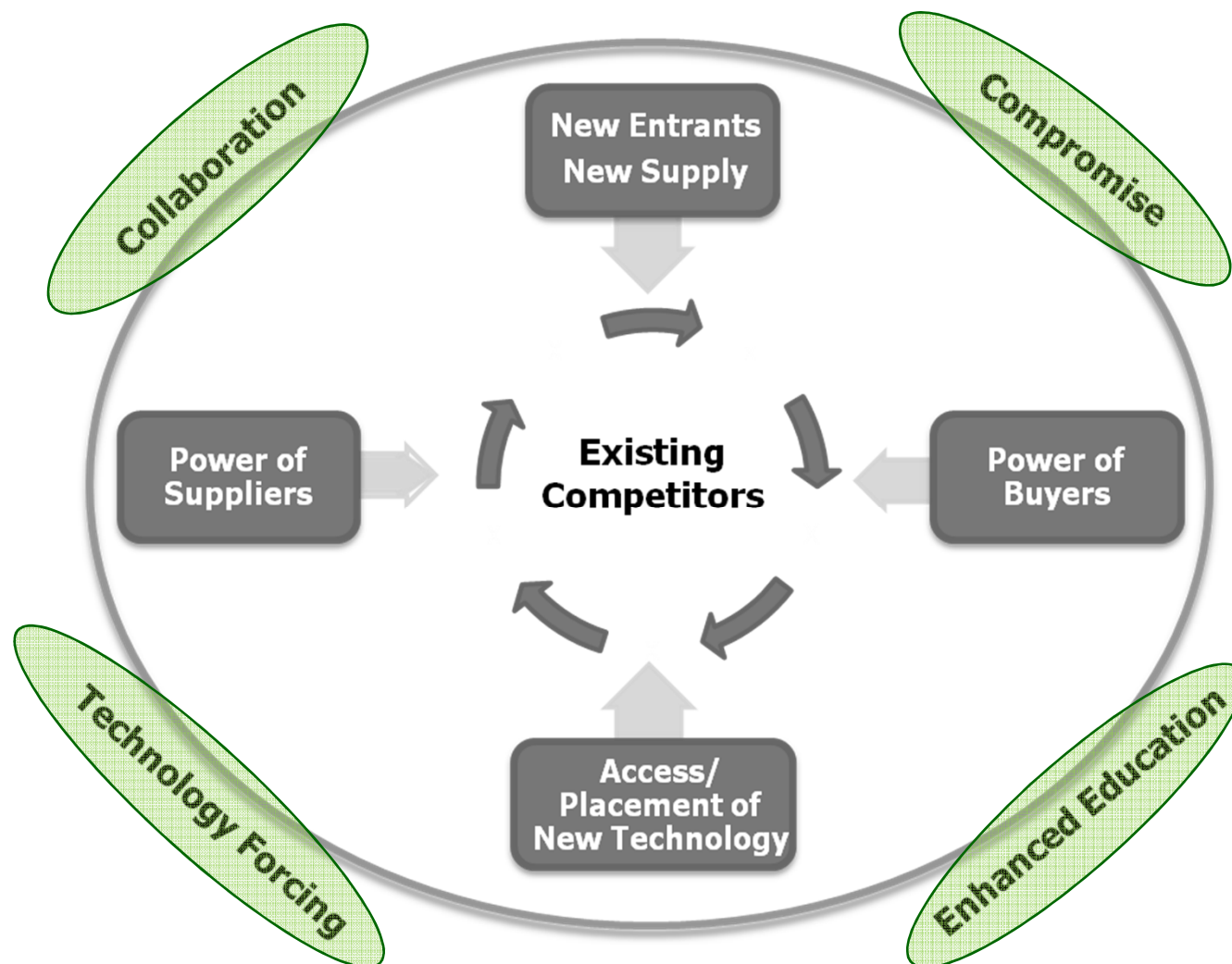
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**Michael Porter's 5-forces model**

## ...but models can be adapted for beneficial change

- We've identified four green chemistry accelerators
- These tools can be applied to cooperative efforts based on 5-forces principles



# Accelerator: Collaboration

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**COLLABORATION**

Provides a way to close the gap between what players in the supply chain say they want and what others in the supply chain can deliver.

# Accelerator: Compromise

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**COMPROMISE**

Acceptance of the notion of continuous improvement.

A starting point, not the ultimate goal, but a step in the right direction.



# Accelerator: Technology Forcing

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**TECHNOLOGY  
FORCING**

Decision makers with “buyer power” force change.

In effect, they create de facto regulations.

# Accelerator: Enhanced Education

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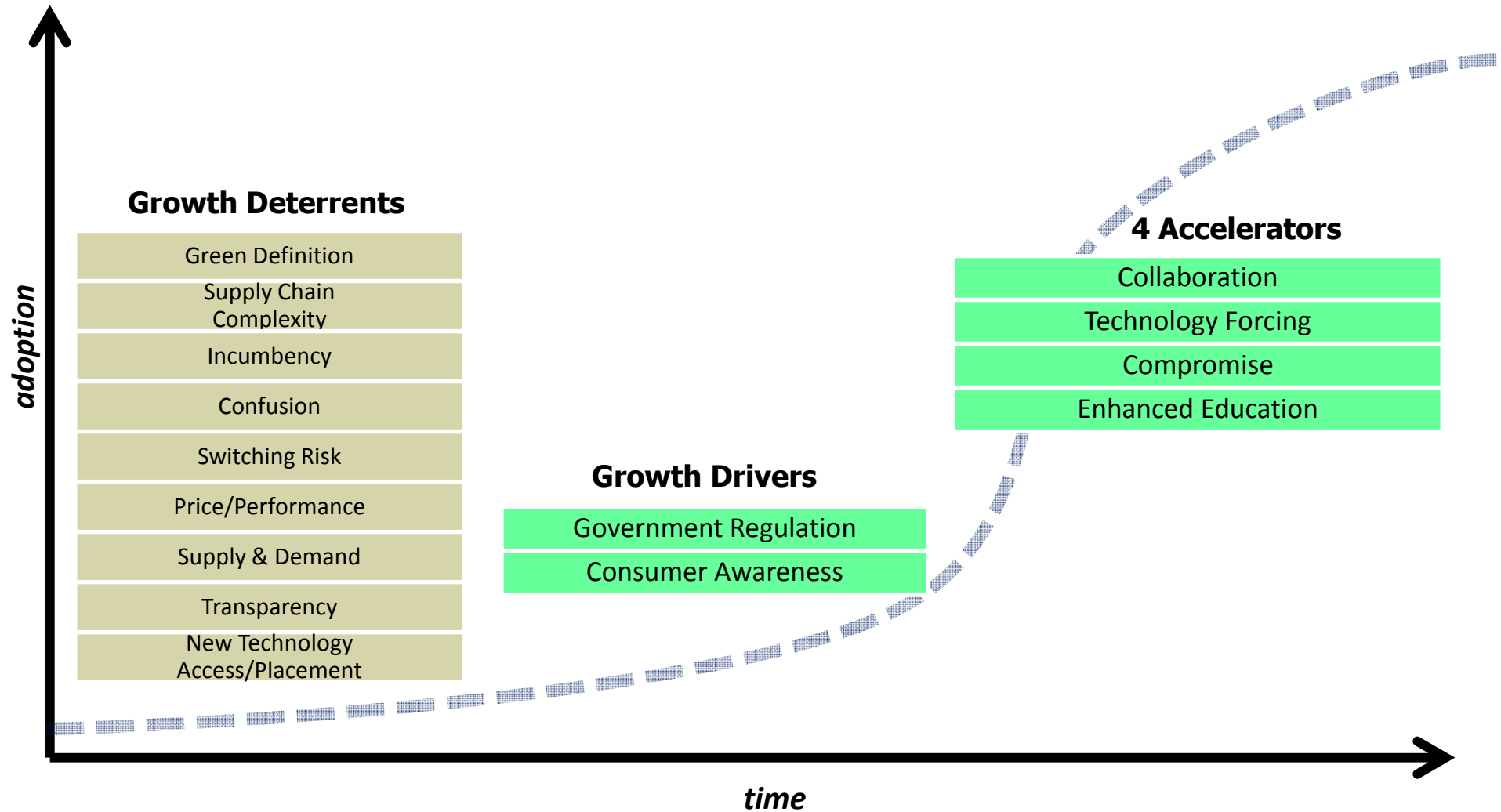
## ENHANCED EDUCATION

Better educated consumers can accelerate demand for green chemistry.

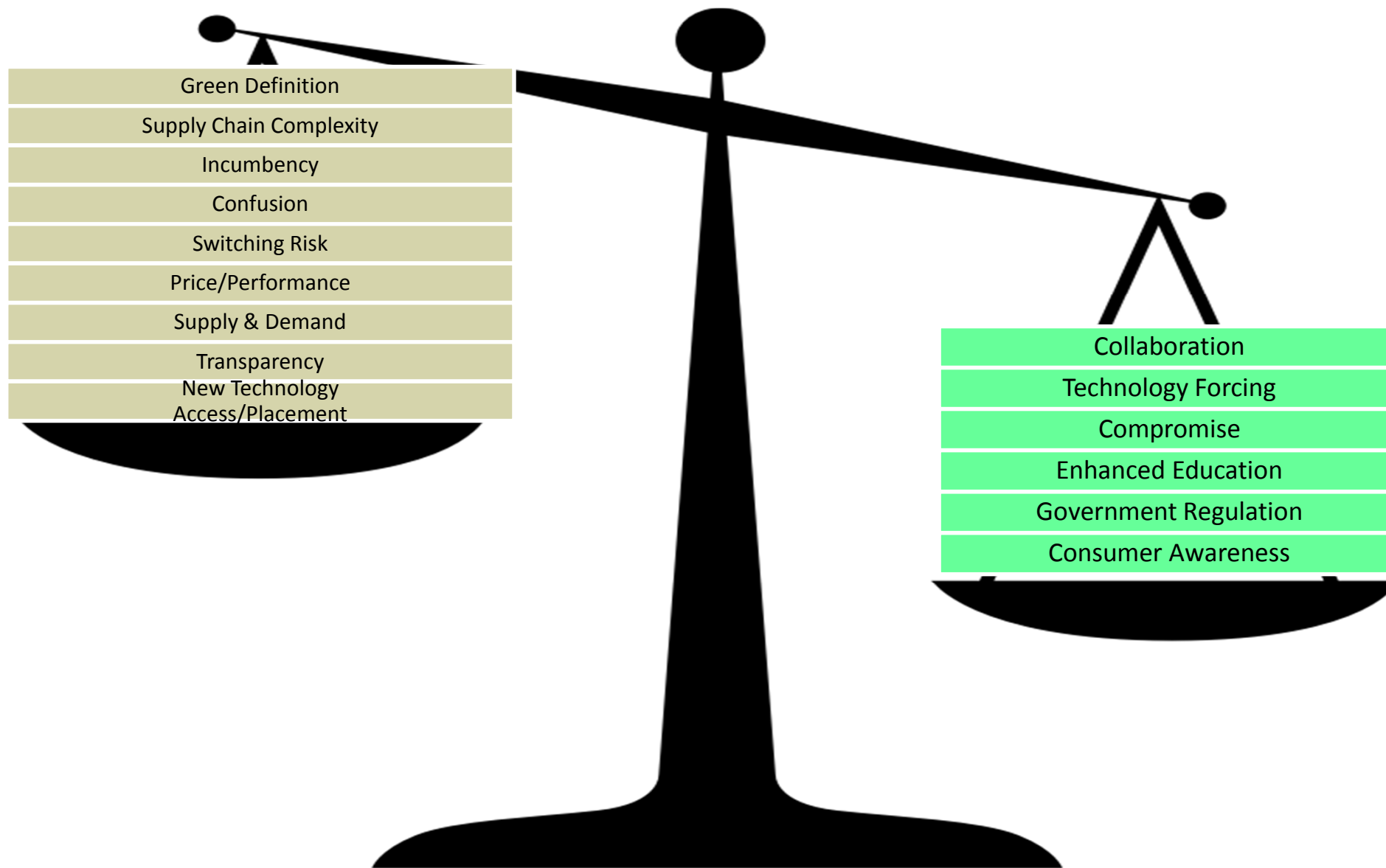
A workforce better trained in green chemistry can accelerate adoption.

Starting with a green chemistry design is the fastest way to accelerate adoption.

# The four accelerators should be part of the toolbox to drive change



## And can tip the balance in favor of change...



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**To access the full report:**

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**please refer to the GC3 website**

**<http://www.greenchemistryandcommerce.org/>**

**or contact**

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