

Green Chemistry & Commerce Council

Advisory Committee Call

July 10, 2013

Present:

Monica Becker, LCSP; Mary Grim, Timberland; Barbara Hanley, HP; Al Iannuzzi, Johnson & Johnson; Bob Israel, Valspar; Rich Liroff, Investor Environmental Health Network; Roger McFadden, Staples; Sarah Shields, LCSP; Joel Tickner, LCSP; Ken Zarker, WA State Dept of Ecology

The GC3 Advisory Committee discussion focused around the following topics (see attached slides):

- Advisory Committee Role
- GC3 Mission Statement
- Follow-up from Survey
- 2013-14 Project Groups Overview

Advisory Committee Role

- Increased role for AC in supporting GC3 decision-making (use as a sounding board), outreach). Hold calls every two months to more effectively engage AC
- Provide committee and GC3 members with marketing/outreach materials to more effectively promote the GC3:
 - Slide deck and talking points and brochures/materials
 - Place on GC3 member site
 - Create a list of target companies for each AC member to reach out to - perhaps even offering a welcome "deal" for new members.
 - Host networking events with AC members
 - Next Roundtable will be at 3M in the Twin Cities - date TBA. Interest in establishing a local planning committee for the meeting.

GC3 Mission Statement

- GC3 staff will revise mission statement and send to AC members for input with goal that it is finished by early August so that new materials can be created.
- Materials are needed for outreach and membership development

Follow-up from Survey

- Need activities to "service" GC3 members. These should not take up significant time or effort.
- One idea is the creation of a policy "early warning" system like the Lowell Center/IC2 state chemicals policy database. This may be a lot of work to maintain.
- Another option is to include information on upcoming policies in monthly GC3 alerts that include a "regulatory roundup. At the least, GC3 should provide links to resources for this information.
- Job postings may also be an interesting piece that the alerts could contain.
- More regular webinars open to all GC3 members would be important to keeping people engaged and get quick information.
- Might do another GC3 survey to members and non-members to understand what topics might be of most important for members for webinars and other website/research support

Project Group Overviews

- Website is being updated with detailed information on each project for the coming GC3 year.
- Strong interest in projects and in the process of developing plans of how each group will work and their goals and deliverables

Promoting Green Chemistry Innovation

- Broad appeal
- J&J eco innovation model
- BASF “speed dating” to gather information
- PowerPoint/short briefing of models that could be tried
- Staples online innovation lab- reviews projects submitted and decision will be made (Mark Buckley involved in setting up)

Advancing Green Chemistry Education

- Strong interest by Staples in this type of training for merchants

Next Call in September 2013