

# Green Chemistry & Commerce Council

## Advisory Committee Call

### November 30, 2012

#### **Present:**

Monica Becker, LCSP; Sally Edwards, LCSP; John Frazier, Nike; Al Iannuzzi, Johnson & Johnson; Cora Leibig, Segetis; 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:

#### **Advisory Committee Strategic Planning Retreat**

- Thursday, January 17, 2013
- Reviewed drafted desired outcome for the meeting
  - See meeting slides
- Comments on Outcomes
  - There are numerous, connected initiatives. How does the GC3 connect to and support them?
  - What are some areas we would like to move into but do not currently have the capacity?
  - What is the niche of the GC3? Need to identify our unique roll.
  - Outreach to other organizations, businesses to join. Need to articulate compelling reason to join: GC3 project engagement, etc.
  - List of organizations whose efforts are similar to the GC3 to avoid overlap.
  - Since the inception of the GC3, there has been a step level increase in activity in this area. What does that mean for the GC3 going forward?

#### **8<sup>th</sup> Annual GC3 Innovators Roundtable Marketing**

- Suggestions of who we should reach out to for marketing:
  - Regional EPA green chemistry programs
  - States interested in developing programs
  - Pfizer
  - ACS Green Chemistry Institute (GCI)
  - NYS Pollution Prevention Institute
  - State of New Jersey
- Suggestions of keynote speakers:
  - EPA: Christine Whitman / Lisa Jackson / Jim Jones
  - Senator Frank Lautenberg
  - CEO of Johnson & Johnson
  - Chemical Company

#### **Roundtable Agenda Planning**

- Suggested topics for sessions:
  - Department of Defense- "Purchasing as a way to drive green chemistry"

- Government procurement (ex. Oregon Executive Order)
- Green chemistry innovation – drivers (e.g., concentrating demand for green chemicals/materials/products), players, business strategies
- Green chemistry connection to public health - impacts of toxic chemicals on public health/green chemistry as a solution to address the problem