

# Introduction to the GC3



# What is the GC3?

A cross sectoral, B-2-B network of more than 70 companies and other organizations formed in 2005 with a mission to promote green chemistry and design for environment (DfE), nationally and internationally.



# What is the GC3?

A dynamic forum for leading edge companies to:

- Share best practices and push the frontier of business practices that promote green chemistry
- Work collaboratively on projects to develop new business strategies, technologies, tools and information

# GC3 Vision

Green chemistry, green engineering and design for the environment are standard practice throughout the economy, contributing to innovation, improved public health and protection of the environment.

# GC3 Strategic Approach

- Develop and promote tools, policies and business practices to drive green chemistry throughout supply chains
- Foster collaboration among businesses, government, non-governmental organizations, and academic researchers
- Identify and leverage enablers of green chemistry adoption

# What is the unique niche of the GC3?

- Business-to-business
- Members are from:
  - Many sectors
  - Multiple points in the value chain: chemical producers, brands, retailers
- Collaborative projects to advance green chemistry and design for environment in industry
- Chemicals focus, not broader sustainability focus
- Networking
- Education
- Based at a university research center



# The Value Proposition of the GC3

## -- Why Do Companies Join?

- A one-stop forum for staying on top of the latest developments in green chemistry in industry.
- Membership gives you access to companies at the forefront of advancing green chemistry.
- Members bring their leading-edge experience, know-how and unique perspectives to collaborative GC3 projects, GC3 meetings and webinars.
- Members span 13 major sectors and the entire value chain — from chemical manufacturing to retail — providing unique opportunities to find out about initiatives across sectors and up and down the value chain.



# How does the GC3 Work?

- Advisory Board
- Membership Dues
- Project groups that meet by teleconference to work on projects that further the mission of the GC3 and the work of member companies
- Annual Innovators Roundtable:
  - ✓ 2011 - Hewlett Packard , Cupertino, CA
  - ✓ 2012 - NSF International, Ann Arbor, MI
  - ✓ 2013 - Johnson & Johnson, New Brunswick, NJ
  - ✓ 2014 - 3M, St. Paul, MN
  - ✓ 2015 - NIKE, Beaverton, OR





# Who Coordinates the GC3?

- The Lowell Center for Sustainable Production (LCSP) at the University of Massachusetts, Lowell
- Executive Director - Dr. Joel Tickner
- Deputy Director - Monica Becker
- Business Manager - Jennifer Landry
- Green Chemist - Anna Ivanova
- Project Group Leads:
  - Monica Becker
  - Sally Edwards
  - Amy Perlmutter
  - Saskia van Bergen

# Current Projects

- Green Chemistry Education
- Retailers/Safer Products
- Mainstreaming Green Chemistry
- Green Chemistry Innovation

**Join the GC3 now to be  
part of the leading-edge!**

Contact us today to become a member  
[GC3Info@greenchemistryandcommerce.org](mailto:GC3Info@greenchemistryandcommerce.org)

**GC3** **GREEN CHEMISTRY &  
COMMERCE COUNCIL**  
Business Mainstreaming Green Chemistry