

GC3 Member Update Call

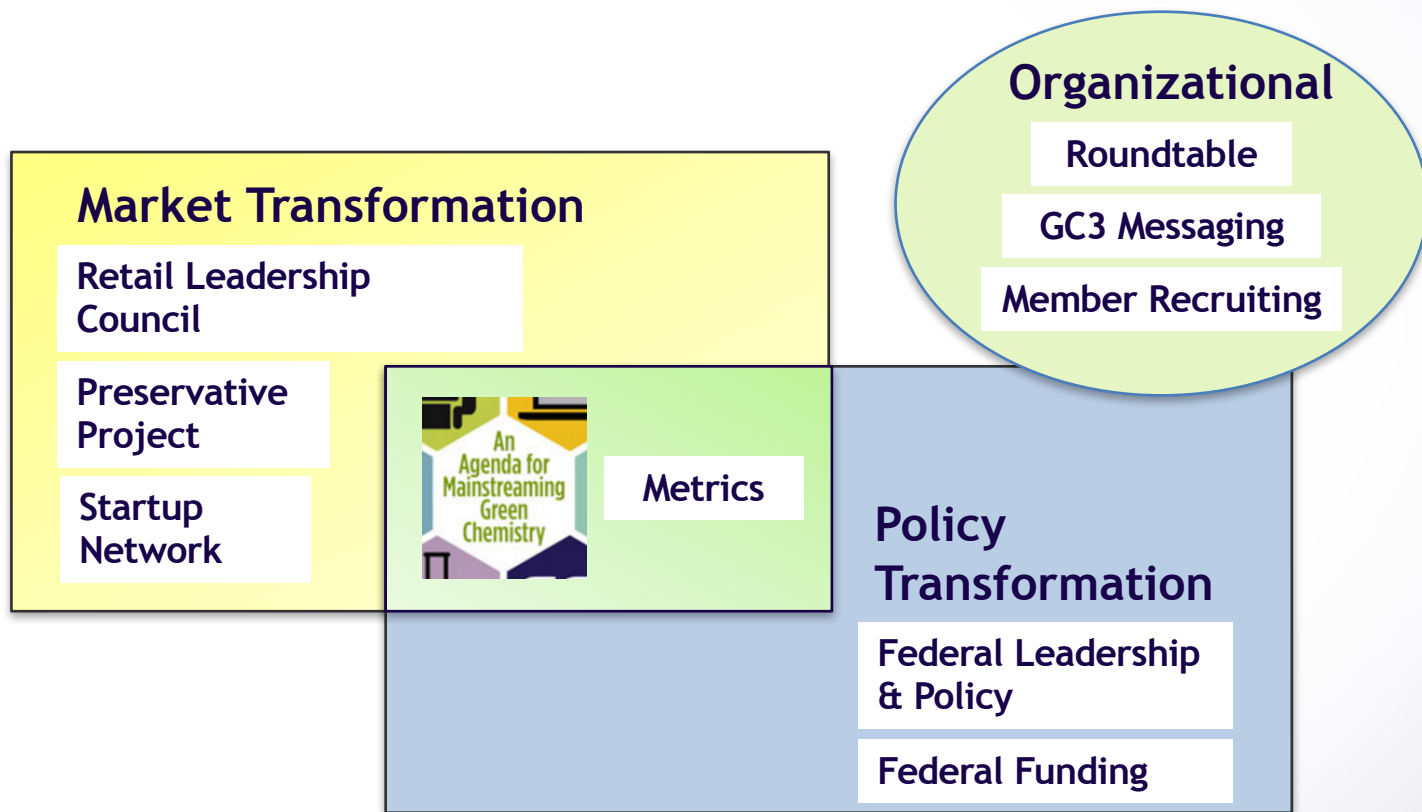
December 8, 2016



Agenda

- Updates
 - Federal Leadership
 - Preservatives
- Enhancing GC3 communications
- Increasing green chemistry funding at the federal level

Current GC3 Projects and Activities and how they Affect the Transition to Safer Chemistry



GC3 Innovators Roundtable

April 25-27, 2017 in Grand Rapids, Michigan

Hosted by **Steelcase**

Registration now open to members only!



Mon. April 24	Tues. April 25	Wed. April 26	Thurs. April 27
2 nd GC3 Green & Bio-based Chemistry Startup Event	Roundtable starts mid- day Evening Networking Reception	Roundtable - full day conference Dinner Reception	Roundtable - half day conference



GC3 Advisory Committee Members

1. **Tammy Ayers**, Steelcase
2. **Bob Buck**, The Chemours Company
3. **James Ewell**, GreenBlue
4. **Tess Fennelly**, GFBiochemicals
5. **John Frazier**, Hohenstein Institute
6. **Al Iannuzzi**, Johnson & Johnson
7. **Al Innes**, State of Minnesota
8. **Bob Israel**, Valspar
9. **Rich Liroff**, Investor Environmental Health Network
10. **Roger McFadden**, McFadden & Associates
11. **Babette Petersen**, Capricorn Venture Partners
12. **Ken Zarker**, Washington State, Dept. of Ecology

Enhancing GC3 Communications





WestWordVision

Taking You Forward With Self-Knowledge

Key Message Development for Green Chemistry & Commerce Council

Goal

To communicate GC3's ability to deliver a clear value proposition for members based on organizational successes, equities and function

Process

- Communications audit
- Key message baseline
- Green chemistry evolution
- Relevant NGO comparison
- Interview design and implementation

Organizational Key Impressions

- Credible
- Technically Sound
- Business Oriented
 - Trustworthy
 - Safe & Open
 - Inclusive

Organizational Key Impressions

- Practical & Pragmatic
- Positive, Solution Oriented
 - Cutting Edge
- Innovative, Visionary
 - Strategic
 - Collaborative

Descriptive Key Phrases

A collaborative, safe space for
innovative chemistry

Descriptive Key Phrases

An honest broker

Descriptive Key Phrases

A chemical systems change agent

Descriptive Key Phrases

Having a true understanding of the
chemical process

Descriptive Key Phrases

Re-setting the new normal, with a new
attribute and benefit

Descriptive Key Phrases

An uncommon collaborative

Descriptive Key Phrases

The spirit of cooperation

Descriptive Key Phrases

The future of chemistry

Key Message Idea

GC3 enlists businesses and harmonizes their efforts

Key Message Idea

GC3 turns intention into green chemistry
innovation

Key Message Idea

GC3 is the place for business to access the highest level of resources

Key Message Idea

GC3 is the uncommon collaborative that's solving common, critical challenges in the chemicals supply chain

Key Message Idea

GC3 is the powerhouse of business-to-business leaders that's using commerce to transform the chemicals supply chain

Key Message Idea

GC3 finds system-wide channels of change to make all chemistry green

Benefits of Joining

ACCESS TO PEOPLE, KNOWLEDGE + RECOGNITION

- GC3 Innovators Roundtable
- GC3 Safer Chemistry Webinar Series
- GC3 Retail Portal & Innovation Portals
 - GC3 Newsletter
 - GC3 Member Directory
 - GC3 Member Recognition

Benefits of Joining

ACHIEVE BETTER OUTCOMES

- Enhanced positive brand reputation
 - Increased innovation
 - Expanded resources
- Sharpened intelligence
 - Reduced risk
- Invaluable insights

Benefits of Joining

BECOME PART OF THE SOLUTION

- Preservatives Project
- Mainstream Green Chemistry
 - Retail Leadership Council
 - Strategic Research Reports
- Green Chemistry Innovation Portal
 - Retail Portal

Increasing Green Chemistry Funding at the Federal Level



GC3 Funding Research Report

Member Update

December 8, 2016



GC3 Funding Research Report

Goals:

- Identify federal & state programs that can support & encourage adoption of green chemistry
- Examine how government funding and private funding intersect
- Assess international models of government support for green chemistry



GC3 Funding Research Report

Outputs:

- Assess existing programs
- Provide insight how funding helped/hindered GC3 member companies
- Identify gaps
- Recommend ways to increase support
- Provide relevant funding info to GC3 members & policymakers



Overview of Process

- Initial interviews with subject matter experts
- Review of previous member surveys & other GC3 documents
- Current GC3 member survey to assess needs, interests, experience
- Survey open until December 16 – please fill out!
- Additional interviews, refined by survey results
- Develop inventory & recommendations

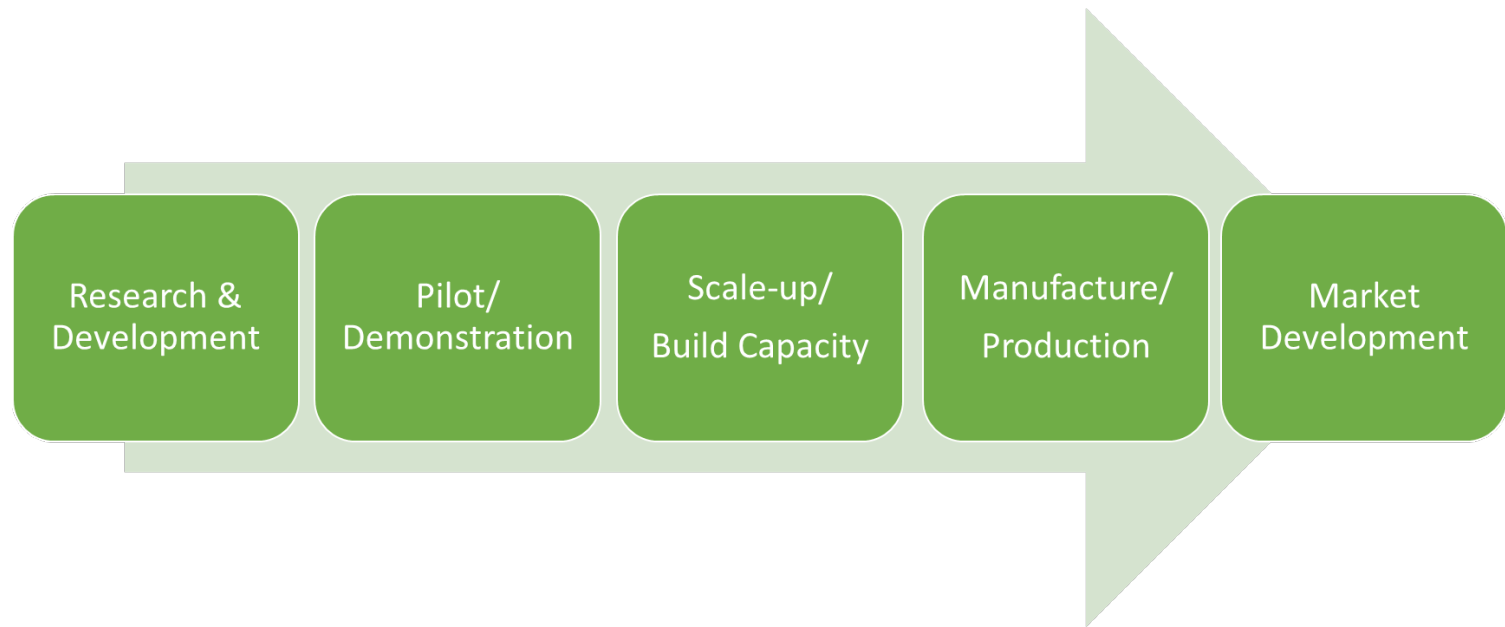


What government programs are most helpful?

- Grants
- Loans & Loan guarantees
- Tax incentives
- Purchasing programs
- Certification programs
- Other support (e.g. lab capabilities, analytical services, etc.)



When is government funding most helpful?



Preliminary survey results

- As of December 6th, results from 22 responses. Thus far:
 - 69% indicate government's role in encouraging green chemistry is "important" or "very important"
 - Grants, purchasing programs & tax credits rank as top three types of government support desired, but variety of mechanisms favored
 - Funding support for construction/manufacturing facilities and market development more helpful than earlier stage support
 - Nearly half of respondents had received some type of grant funding



Have you accessed government funding?

- Anecdotes that show funding impact are very powerful!
 - Share details on survey or
 - Contact Michele at mjalbert@effectiveadvocates.com or 202.423.3106
- Success stories influence policymakers – want to showcase:

- Economic development
- Innovation
- Advanced manufacturing
- Job creation
- Global competitiveness
- Onshoring



Have you accessed government funding?

- Lost opportunity stories equally powerful:
 - Did your company decide to site facilities elsewhere because of better incentive packages offered outside US?
 - If so, what did those incentives entail?

Thank you!



Next Member Update Call

March 1, 2017 at 12 p.m. ET

