

GC3 2nd National Summit for Retailers Agenda

Tuesday, May 7th

8:30 - 9:00am **Registration and Breakfast**

9:00 – 9:45am **Welcome and Introductions**
Sally Edwards, Lowell Center for Sustainable Production
Guy Gleysteen, Time, Inc.

9:45 – 10:45am **Drivers for Safer Chemicals and Products in the Retail Sector and Key Leverage Points for Change**
Facilitator: Joel Tickner, Lowell Center for Sustainable Production

- Why are retailers working to ensuring that the products they source and sell are made of safer chemicals?
- What are the main strategies that leading retailers are using (such as reformulating private label products)? What's working? What lessons can be learned by retailers in the same or different sectors?
- What barriers are retailers facing as they work to advance safer chemicals in products?
- What do retailers stand to gain (or lose) as they engage in this effort?
- What does this mean for your company?

Panelists:

Mark Buckley, Staples
John Frazier, Nike

10:45 – 11:00am **Break**

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11:00- 12:15pm Educating Consumers and Building Demand for Safer Products

Facilitator: Amy Perlmutter, Perlmutter Associates and the GC3

- What is the retailer's role in getting customers to care about safer products, and what are the challenges to doing so?
- How do you gain the trust of customers about safer products if 'green' is not your brand identity?
- What has worked? What hasn't worked?
- What is more effective: greening mainstream brands or driving customers to the "deep green" products? What are the challenges in each approach?
- What do you want customers to know to help drive demand for safer products?

Panelists:

Sarah Beatty, Green Depot
Margaret Morey-Reuner, Timberland
Martin Wolf, Seventh Generation

12:15 – 1:15pm Lunch and Networking

1:15 – 2:30pm Addressing Supply Chain Challenges to Encourage the Manufacture and Sale of Safer Products

Facilitator: Sally Edwards, Lowell Center for Sustainable Production

- What are some effective approaches for working with suppliers to ensure that products contain safer chemicals?
- What systems are retailers using to identify and track chemicals of concern in supply chains? What's working? What additional information is needed?
- How effective are chemical policies and restricted substance lists? What other information do suppliers need to respond to concerns about chemicals in products?
- How can retailers know that their suppliers have selected safer alternatives to chemicals of concern?

Panelists:

Brittini Furrow, Walmart
Roger McFadden, Staples
Greg Montello, New Balance Athletic Shoe

2:30 – 2:45pm Break

2:45 – 3:45pm **New Tools to Assist Retailers in the Transition to Safer Chemicals and Products**
Facilitator: James Ewell, GreenBlue

- How are retailers using these tools to make the transition to safer chemicals and products?
- Do these tools address gaps that retailers have found in other tools?
- What other tools have retailers found to be helpful?
- Where is a good place to start and how can those already engaged go deeper?

Panelists:

Kevin Myette, Director, REI
Mark Rossi, Clean Production Action
Peter Syrett, rePlace Urban Studio

3:45 – 5:00pm **Open Discussion and Next Steps**
Facilitator: Sally Edwards, Lowell Center for Sustainable Production

- What have you learned and what might you do differently as a result of this meeting?
- What do you want the GC3 to do to support your efforts?

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