

GC3 Member Update Call

July 19, 2017



Agenda

- Follow up to Innovators Roundtable
- GC3 Strategic Planning for 2017-2018
- 2018 Innovators Roundtable
- Q&A
- Wrap up

12th Annual GC3 Innovators Roundtable

April 25-27, 2017



GC3
**INNOVATORS
ROUNDTABLE**
APRIL 25-27, 2017 | GRAND RAPIDS, MI
HOSTED BY
Steelcase



[www.greenchemistryandcommerce.org/events/
past-events/2017](http://www.greenchemistryandcommerce.org/events/past-events/2017)

[www.greenchemistryandcommerce.org/
startup-network/about](http://www.greenchemistryandcommerce.org/startup-network/about)

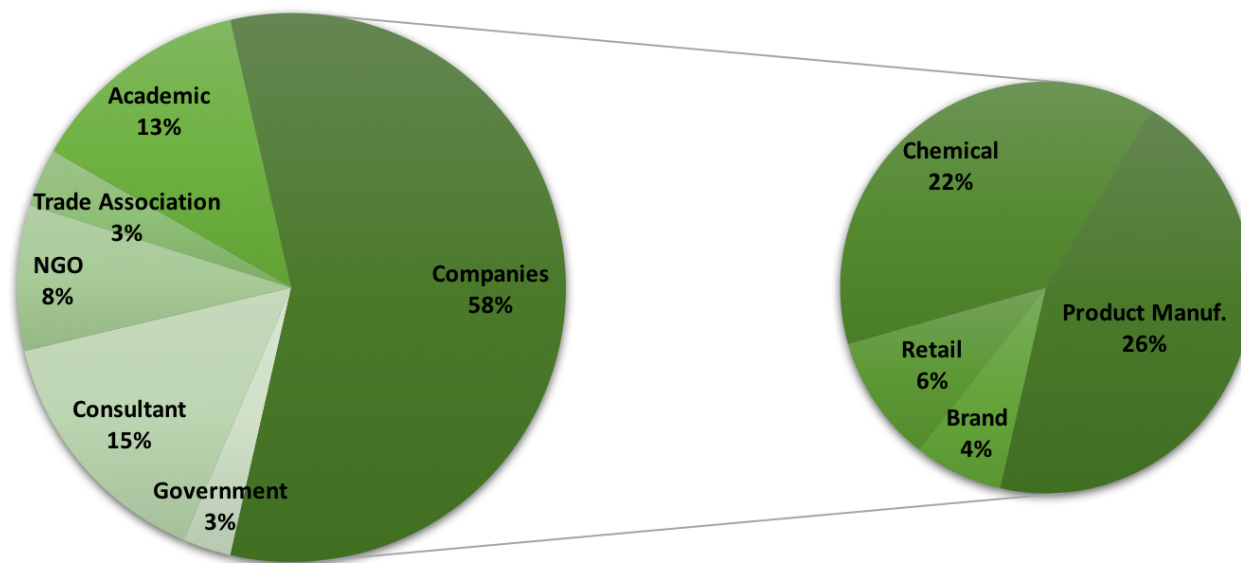


GC3

12th Annual GC3 Innovators Roundtable

April 25-27, 2017

- Desired Outcomes
 - Catalyze new green chemistry partnerships
 - Discuss the impact of the 2016 elections on green chemistry policy and investment
 - Learn about new innovations in green chemistry
 - Amplify the impact of GC3 Projects
 - Expand the network of companies and people working to advance green chemistry
- 175 participants from 128 organizations



Panels and discussions

- The Changed Political Landscape: What This Means for Green Chemistry
- Chemical Ingredient Transparency: What are we Learning?
- Driving Green Chemistry through Chemical Footprinting
- Accelerating Green Chemistry: Lessons from the C-Suite
- The Supply Chain's Hidden Middle: Formulators' Role in Green Chemistry
- Utilizing Sustainable Feedstocks at Scale: Challenges and Opportunities
- Partnering Along the Value Chain to Advance Green Chemistry

Key Roundtable messages

- To continue to build a green chemistry community, we have to provide visibility, validation, accolades, recognition, and support
- It is important for people working on sustainable chemistry to be advocates for the value of science as we identify effective green chemistry solutions
- There is an opportunity, if framed and communicated in the right way, to pin green chemistry to the current government's priorities of economic growth, infrastructure and defense
- In order to be successful, corporate leadership must build understanding throughout the company and supply chain about green chemistry, as well as provide education and continuous support to employees

More Roundtable messages

- Transparency will help drive customer confidence in companies and provide an impetus for green chemistry innovation
- Sustainable design for a circular economy provides many opportunities for green chemistry
- While there are still challenges to overcome, we have many green chemistry successes to point to and green chemistry is a field that will continue to grow and make continuous improvements

GC3 Strategic Planning

- GC3 at a cross roads
 - Increased membership, breadth, size
 - Growth of demand for green chemistry solutions
- Question: How do we leverage the economic/market strength and diversity of GC3 Membership to accelerate green chemistry leadership

Where the GC3 has opportunities to effect change given the new realities

- Leverage GC3 membership to connect firms and value chains and influence green chemistry policy
- Create and replicate market-based models for collaborative innovation
- Engage the highest levels of business and government in advocating for green chemistry
- Grow the network globally

GC3 Strategic Planning - Goals


- Agree on staff priorities for 2017/18 to increase GC3 growth/impact
- Map out 2017/18 work plans for 4 major GC3 work areas (with emphasis on accelerating GC3 growth and impact)
- Identify new projects/opportunities that relate to GC3 vision/mission

GC3 Strategic Vision

Green Chemistry Science Transformation

Market Transformation

- Retail Leadership Council
- Preservative Project
- Startup Network



Metrics

Organizational

- Roundtable
- GC3 Messaging
- Member Recruiting

Policy Transformation

- Federal Leadership & Policy
- Federal Funding

Collaborative Innovation



The screenshot shows a challenge listing for GC3. On the left is the GC3 logo with the text 'GREEN CHEMISTRY & COMMERCE COUNCIL' and 'Building World-changing Green Chemistry'. The main title is 'GC3 Challenge: Developing New Preservatives for Personal Care & Household Products'. Below the title are several tags: 'Chemistry', 'Environment', 'Life Sciences', 'Physical Sciences', 'Public Good', and 'Requests for Partners and Suppliers'. There is also an 'RTP' tag. The award amount is '\$175,000 USD', active solvers are '150', and the source is 'InnoCentive'. The deadline is 'Aug 24 2017 23:59 EDT' and it was posted on 'Apr 24 2017'.

Sponsors:

11 CPG companies

2 Retailers

5 Suppliers

2 NGO/Gov agency

Original Project Goals for Collaboration on Preservatives

1. To expand the palette of safe and effective preservatives for personal care and household products; and
2. To create a new model of pre-commercial collaboration to accelerate the development and scale of new, safe technologies

New Collaborative Innovation Project

Main Goal: To expand the palette of safe and effective _____ for _____ products

Criteria for selection of new target includes:

- Significant green chemistry need & potential value for GC3 member companies
- Pre-competitive
- Potential to stimulate innovation and identify innovations that GC3 members do not already know about

Currently exploring potential targets



10 Opportunity Areas for Green Chemistry in Cleaning and Other Formulated Products

Companies contributing:

Amway

Florida Chemical

J&J Consumer Products

Novozymes

Rochester Midland

SC Johnson

Seventh Generation

State Industrial Products

1. Preservatives/Antimicrobials
2. Solvents
3. Small amines
4. Chelants and sequestering agents
5. Boron alternatives
6. Fragrance raw materials
7. Corrosion inhibitors
8. Replacements for alkanolamides
9. Surfactants
10. UV screens

GC3 Green and Bio-based Chemistry Startup Network

Grow the Network – Continue to recruit high-quality startups with a goal of growing from 22 to 35 startups in the network by May 2018

- Exploring idea for a global competition to identify additional, promising startups and technologies

Connecting Startups to Large Corporates and Each Other

- Sector-Specific Tech Showcase (Fall/Winter 2017/2018)
- 3rd Annual Tech Showcase at the upcoming GC3 Roundtable (May 2018)
- New “Strategic Connections” program

Additional Resources

- New Slack Group (launched on 7/6/17)
- Addition of page on key resources to website, keyword/search function



GC3 Retailer Leadership Council

Data standardization – RLC is reviewing sector efforts for standardized collection of chemicals data (e.g., building products industry's Health Productions Declaration, electronics industry standard for materials declaration) to determine how to improve retailer data collection

Education/training – RLC members are implementing training with their suppliers using materials developed by GC3 to advance green chemistry in cleaning products and furniture

Understanding functional needs for retailers – On going discussion with chemical manufacturers and suppliers on functional needs for green chemistry

Webinars – H & M, Kingfisher (fall/winter 2017/18)



Federal Policy Outreach

- **Goals:** Build a broad coalition for green chemistry support policies (market, R&D); Identify and advocate for key policy measures that would advance green chemistry and key vehicles (investment tax credit, procurement); identify opportunities at the state level to advance policy
- **Approach:** Explore options for various collaborative outreach/advocacy; finalize report on funding and white paper on green chemistry metrics; continue to engage with Senator Coons and agencies (opportunistic engagement); work on GC3 incentives platform
- **Supported by:** Michele Jalbert, Effective Advocates; Michael Parr, Parr Policy Group



GC3 Communications & Outreach

Develop messaging – key messages that better describe to target audiences who the GC3 is and the value proposition of joining.

Create new materials – Based on new messaging, create new brochure, update text on the website, and develop other materials to help organization and members make the case for GC3 and increase impact.

Webinars – Fall webinar on messaging and how it can be used.



13th Annual GC3 Innovators Roundtable

May 8-10, 2018

Hosted by Eastman Chemical Company
MeadowView Conference Resort, Kingsport, Tennessee

Registration will open in January 2018



Tues. May 8	Wed. May 9	Thurs. May 10
Roundtable - half day conference	Roundtable - full day conference	Roundtable - full day conference
Evening Dinner Reception	Evening Dinner Reception	



Roundtable Sponsorship Opportunities

Demonstrate your leadership and support for the GC3 by sponsoring the Roundtable.

All sponsor levels, excluding supporters, will receive these benefits:

- Your company's logo will be featured prominently at all Roundtable events - on all conference materials and permanently on our website
- Your company receives free registrations depending on sponsor package
- Your company will get recognized many times at the conference

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
\$17,500	\$15,000	\$12,500	\$8,000	\$5,500	\$2,000



Q & A

- If you have a question or comment, please type it in the “Questions” box located in the control panel
- Questions will be answered in order received.

Questions/Comments

- What types of written materials on the GC3/green chemistry would be helpful for your company?
- What types of written materials would be most effective for purposes of attracting new companies to the GC3?
- Would your company be interested in engaging in a federal/state policy discussion?
- Are there specific topics/speakers you would like to see at the next roundtable or for GC3 webinars?

Contact Info

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Thanks for joining us!

**Next Call: October 18, 2017
12:00pm EST**

For more information about the GC3:
www.greenchemistryandcommerce.org

