



10th Annual GC3 Innovators Roundtable

Session Summaries

Thursday, April 30th

Intro Remarks

Joel Tickner, University of Massachusetts Lowell

Joel Tickner, director of the GC3, provided a ten-year perspective of the GC3, its impacts, and how the world and the field of green chemistry has evolved over the past decade. His children, who were 3 and 5 when the GC3 was founded, provided a metaphor for the growth of the GC3 over the past ten years. Like children, organizations and movements need nurturing and support as they develop their own unique personalities. Sometimes they take longer to mature than one hopes, but constant attention, process, and vision are critical. Tickner outlined the significant changes in the marketplace with greater consumer and purchaser attention to safer chemistry; in policy with European and some U.S. state policies; in the development of new scientific fields such as alternatives assessment and green toxicology; and in the number of energetic green chemistry efforts that have been established in government, industry, and academia. Despite these drivers and momentum, green chemistry is still a marginal consideration in chemistry research, is not reflected in government priorities, and is much neglected from the supply side. Tickner reflected on the barriers to green chemistry raised ten years ago by companies and how many are similar to ones we face today. Despite this, significant efforts have occurred to improve supply chain transparency and industrial partnership toward solutions. Green chemistry is no longer viewed as a “far out there” idea. Tickner reflected on the successes of the GC3 over the past 10 years in supporting mainstreaming of green chemistry through its efforts on:

- enhancing information flows through supply chains,
- expanding green chemistry education,
- accelerating innovation,
- engaging retailers in green chemistry,

- building supply chain partnerships,
- supporting networking and collaboration, and
- education and outreach activities.

He concluded that while green chemistry may not be mainstream yet, the processes and structures to make it happen are evolving. This is a unique time to take green chemistry toward the mainstream by: building incentives for R&D, adoption, and scale; enhancing green chemistry education; growing the scientific base; accelerating collaborative supply chain partnerships to solve problems, and communicating the success stories. The ultimate goal is to build a stronger, more vibrant, integrated green chemistry community.