



10th Annual GC3 Innovators Roundtable

Session Summaries

Tuesday, April 28th

Session I

Ten Years Back and Ten Years Ahead: Green Chemistry and the GC3

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In the past decade, the industrial landscape has evolved with the rise of green chemistry. While increasingly complex supply chains are difficult to manage, the involvement of brands and retailers in the R&D process has created a pull for green chemistry at all levels, and a strong demand for supply chain transparency. Technical expertise within the supply chain will be a critical need in coming years. Collaboration between brands and other stakeholders is anticipated to increase as successful partnerships are publicized, and brands will also play a bigger role in green chemistry R&D in the coming years. The last decade has seen an explosion in the availability of tools for hazard assessment and green chemistry, and harmonization of these tools is becoming a critical need in order to reduce the complexity of green chemistry efforts. As the green chemistry community expands, benchmarking and sharing of best practices is becoming increasingly important. Better communication surrounding the value of green chemistry solutions will enhance their adoption.

Opportunities for Safer Chemicals and Products

- Implementation of green chemistry throughout supply chains
- Brand and retailer participation in green chemistry demand and R&D
- Harmonization of tools and metrics
- Design for disassembly/end-of-life
- Communication of value of green chemistry

Key Drivers for Green Chemistry

- Regulatory and NGO pressure
- Retailer requirements
- Consumer awareness
- Demand for transparency
- Trend towards holistic health and well-being

Challenges for Implementation

- Complexity of marketplace and supply chains
- Lack of harmonized tools
- Lack of clear metrics
- Gap between academia and marketplace
- Lagging progress towards green chemistry education
- Disconnect between academic/"white paper" research and implementation
- Slow pace of green chemistry R&D

Helpful Actions

- Collaboration across industry
- Common metrics for green chemistry performance and progress
- Industry-academia partnerships
- Communicating market needs to academia
- Green chemistry workshops to speed education
- Increase visibility of progress towards green chemistry
- Identify real problems that need green chemistry solutions

Role for the GC3

- Matchmaker facilitating cross-industry collaborations & academic partnerships
- Promote systems thinking
- Bridging gap between industry and academia; communicate market needs
- Communicate issues surrounding green chemistry