

GC3 Advisory Committee Call
March 17, 2010

Present: Mark Buczek; Richard Cottrell, SYSCO; Rich Liroff, IEHN; Roger McFadden, Staples; Joel Tickner, Yve Torrie, and Melissa Coffin, Lowell Center for Sustainable Production.

Update on 2010 GC3 Roundtable

To date more than 55 people have registered or otherwise confirmed their attendance at this year's Roundtable. In addition to Sysco, Nike and Anvil Knitwear are also sponsoring the event. Richard has invited several companies to participate in the event already, but will work with the Lowell Center to reach out to others and encourage their attendance. It was suggested that automotive companies, in particular Ford and Toyota, and petrochemical associations in Texas be included in any further outreach.

Since last year's Roundtable, the three GC3 working groups have seen some of their projects suffer from a decline in energy and participation. At this year's event the Lowell Center would like to discuss GC3 working group projects as separate from their working groups, and consider organizing the groups based on projects rather than by working group. If working group projects don't reflect a real interest by GC3 participants, than they aren't a good use of time and resources. We will solicit project ideas from attendees and open up the idea of restructuring projects at the opening sessions on the first day of the Roundtable.

Instituting GC3 Dues

Prior to the call Melissa circulated draft guidelines for formal, dues-based participation in the GC3. Those on the call agreed that these guidelines were a good start for a larger discussion at the Roundtable.

The GC3 is currently being funded by foundation grants to the Lowell Center and by in kind contributions by the state of Massachusetts. Both of these revenue sources are being stretched given the recent economic downturn, and the GC3 will not be able to continue without another revenue source. The Lowell Center would like to see the GC3 as 50% self-funding in the coming year and work toward a 100% self-funded structure over the next 3-5 years.

The tiered dues structure initially proposed will not generate a revenue stream sufficient for current GC3 activities, and it was agreed that as long as the minimum dues required did not present a burden for most companies, the recommended funding levels could be readjusted to reflect the costs of the 2009 operating budget. To encourage other GC3 companies to do the same, Nike has paid \$7,500 in dues for the 2010-2011 year. The Lowell Center will revise the dues levels based on Nike's sponsorship.

A GC3 Fund has already been established at the University of Massachusetts Lowell as a dedicated account for GC3 finances. Ideally the GC3 would be a separate entity from the Lowell Center and the University, but until that is a possibility, this dedicated fund will exist in the interim. The Lowell Center will prepare budgets and an accounting of spending for the Advisory Committee to review and approve to avoid the appearance of conflicts of interest.

Next Steps

- Melissa will send draft Roundtable outreach materials to Richard.
- The Lowell Center will circulate a draft cover letter from the Advisory Committee to accompany dues materials that will be included in meeting packets for the Roundtable.