

GC3 Advisory Committee Call

4:00 PM EDT, 80 min.

July 16, 2007

Present: George Wilkish, Prime Consulting; Richard Cottrell, Sysco; Eric Harrington, Interface Fabrics; Dave Long, SC Johnson; Lauren Heine, Green Blue Institute; and Joel Tickner, and Melissa Coffin, Lowell Center for Sustainable Production.

Comments on GC3 Website Pages

The mocked up webpages of the upcoming www.greenchemistryandcommerce.org website looked good. Some suggestions for improvement were as follows:

- The password protected “Participants Only” section of the site should look more like a button— maybe in a different color so it stands out more.
- The “Participants Only” section will feature working documents from the working groups, notes from meetings and calls, contact information for individuals, and the members of the Advisory Committee.
- A drop down menu for “About the GC3” should include information for how new companies can participate, and a list of companies who already participate, and the guidelines for participation.
- A link should be added to the left hand menu for “Links” where links to other sites could be listed. We could list the link to each participating company’s green chemistry work in this section, as well.
- The picture of the chemists in lab coats on the home page is unnecessary and the page should be text only. The pictures at the heading show images of chemistry but not commerce. We should add some pictures of commercial products, but have to be careful not to promote any one company’s product(s).
- The tagline of “Moving Forward in Transitioning to Safer Alternatives” should be changed to “Moving Business Toward Safer Alternatives.”

Participation Guidelines

Milipore and several companies represented by the American Apparel and Footwear Association have expressed interest in participating in the GC3. The Lowell Center has found it difficult to respond to these requests without having finalized participation guidelines. Several changes to the draft guidelines were discussed, the issue of how to include promotional vendors among them. While we need to be sensitive that the GC3 is not an arena for promoting products and/or services, it is important that those who provide these services be part of our discussions. These vendors will not be excluded from discussions but are expected to respect the purpose of the group. If any participant in GC3 working group or general discussion starts to overstep these guidelines, it is expected that other participants will call them out on their behavior.

Working Group Updates

- Joel is still working with EPA to schedule a time to discuss the DfE program.
- Mark Buczek sent around a draft letter in support of the pending Green Chemistry bill, however there is some concern that support for DfE in a green chemistry legislation might mean the bill has to go back to committee.

- Mark Rossi and Buzz Cue drafted a decision tree for making chemical assessments. The compiled Restricted Substance List now has over 730 entries from 13 separate lists. SC Johnson will share their RSL with the Lowell Center after an confidentiality agreement has been signed.
- Mark Buczek and Steve Bradfield have agreed to take on chairing positions for the Drivers and Marketing working group.
- Richard Cottrell has been working with Ken Zarker at the Washington State Department of Ecology to set up a GC3 and state policy maker discussion meeting. Ken has suggested October 3-5, 2007 as possible dates for this meeting.

Next Steps

The Lowell Center will give members of the Advisory Committee who were not on the call until noon on Friday, July 20 to comment on the site before meeting with the web designer to make the changes discussed today.

The Lowell Center will send a note to the green-innovation listserv stating that, unless otherwise notified, all participating companies will be publicly listed on the greenchemistryandcommerce.org website.

Richard Cottrell will take the lead on setting up a date and location for the October meeting with state policy makers.

The Lowell Center will schedule our next Advisory Committee call for the second week of September as soon as possible.