

Green Chemistry & Commerce Council
Advisory Committee Call
October 8, 2010

Present:

Mark Buczek
Melissa Coffin (Lowell Center for Sustainable Production)
Richard Cottrell (Sysco)
John Frazier (Nike)
Roger McFadden (Staples)
Joel Tickner (Lowell Center for Sustainable Production)
Yve Torrie (Lowell Center for Sustainable Production)

Revisiting Membership Policy Proposals from Previous Call

Too few members of the GC3 Advisory Committee were available for our last call to make any final decisions, but those on the phone proposed changes to the GC3 Participation Guidelines that would maintain a 75% business majority membership and limit participation by trade associations. These proposals were discussed and the following decisions were made:

Regarding a business majority

The Lowell Center should discuss the idea of a 75% business majority with a lawyer familiar with anti-trust regulations and make sure that such a policy is not a violation of these regulations. Assuming no anti-trust concerns exist, the proposal made on the last Advisory Committee call should be implemented.

Regarding trade associations

In addition to “members” and “non-members”, the Lowell Center should develop a third category of “limited participation” for trade associations which would allow their attendance at annual meetings and their receipt of the GC3 quarterly e-newsletter, but not their involvement in any voting, working groups, or GC3 projects.

Prior to the call, proposed changes to language in the GC3 Participation Guidelines were circulated. The following changes to those guidelines should be adopted:

- Where previously the Advisory Committee was comprised of 6 working group Chairs and 2 At-Large seats, the Committee will now be made up of 8 At-Large corporate representatives.
- The graphic of GC3 structure on page 4 should be modified to indicate that the structure is for the current year only, and that in future years, more or fewer working groups might exist.
- Consider raising the Tier 1 dues level from \$300 to \$500 so as to be 10% of the Tier 4 dues level of \$5,000. Also consider doing away with the \$250 minimum dues level all together, making \$500 the de facto minimum.
- Adjust the language around Advisory Committee elections to state that the goal of the group is to ensure that no more than 4 of the Committee seats change hands in a given election.

Preliminary Planning for 2011 GC3 Roundtable

HP has confirmed that they will host the 2011 GC3 Roundtable May 11-13 at their facility in Palo Alto, California.

Timing

While HP has reserved space for the Roundtable Wednesday, May 11 through Friday, May 13, the Lowell Center proposed that the conference be held over two full days, May 11 and May 12. To date, the conference has been held over 3 days, with day 1 and day 3 being half days. Because the event is on the west coast, very few of the attendees will be able to fly in the morning of the conference, and there is no advantage to starting later in the day. By holding the meeting Wednesday and Thursday, attendees will be able to fly home on Friday if they opt not to take a red eye east and not give up a Saturday. The Lowell Center is working to plan a retailers-only meeting on Tuesday, May 10 also in Silicon Valley, which we hope will encourage retailers already in town to stay another day or two and attend the Roundtable.

Registration Fees

Last year's corporate rate to attend the Roundtable was \$695. Because of dues, GC3 members will be able to register at a reduced rate for the conference. The Lowell Center proposed that the members' rate for companies this year should be \$495, while the rate for non-members should be \$995. The suggestion was made that the registration fees be held at a constant, and that members be given a percentage discount. The proposed \$995 rate seemed high given the weak economy.

Conference speakers who are not GC3 members should be allowed to register for free if they are only staying for their presentation. Anyone attending the whole meeting should pay a registration fee.

Session Topics

Buzz Cue has been working to put together a panel to discuss Green Chemistry education, and brainstormed an initial list of invitees from the ACS, University of Oregon, UC Berkeley, and GC3. Those on the call suggested that the discussion would be valuable, especially as it relates to building green chemistry capacity within business. "Education for a New Generation of Practitioners" was one suggested title for the session. In particular, the session should focus on what universities are doing around green chemistry and where companies should go to recruit talent into their organization.

Another idea for the Roundtable was that of "Case Studies in Successful Green Chemistry Transformations" which could include Staples as an example. Roger offered that he could discuss his experience in bringing change to his organization, the role of sales teams in advancing green chemistry, and how to align a company's sustainability goals with its business strategy. In addition to Staples, companies with other models for making change could be featured.

Further topics that might be of interest to the Roundtable included the California draft regulations for safer products, panels focused on the work of the electronics sector, work being done at UC Berkeley or Stanford, and discussion of the National Conversation on Public Health and Chemical Exposures.

Next Steps:

- The Lowell Center will investigate anti-trust laws and revisit the idea of a 75% business majority.
- The Lowell Center will propose a third category of membership for trade associations and circulate it to the committee for feedback.
- Melissa will update the participation guidelines based on today's call.