



# Advancing Green Chemistry Practices in Business: 6<sup>th</sup> Annual Green Chemistry & Commerce Council



## Innovators Roundtable

HP Executive Briefing Center  
Building 46  
19091 Pruneridge Avenue  
Cupertino, CA  
May 4 & 5, 2011

### Preliminary Agenda

#### Wednesday, May 4th

- 8:00 - 8:30 am**      **Arrival and Registration**
- 8:00 - 9:00 am**      **Breakfast**
- 9:00 - 9:30 am**      **Welcome and Introductions**  
Joel Tickner, Lowell Center for Sustainable Production  
Judy Glazer, HP
- 9:30 - 10:00 am**      **Keynote Address**  
Facilitator: Ken Geiser, Lowell Center for Sustainable Production
- Robert von Goeben, President, Green Toys Inc.
- 10:00 - 11:15 am**      **Overview of Working Group Activities**  
Facilitator: Yve Torrie, Lowell Center for Sustainable Production
- Guidance Document for Chemical Data Sharing
  - GC3 Pilot Project for Business & Academic Partnerships
  - Retail Portal of Chemical Management Systems
  - Incentivizing Green Chemistry Through Supply Chains
  - Discussion of New Working Group Projects
- 11:15 - 11:30 am**      **Break**
- 11:30 am-1:00 pm**      **Advancing Green Chemistry Education**  
Facilitator: Berkeley "Buzz" Cue, BWC Pharma Consulting

*What is the current state of Green Chemistry education? What are the key barriers to adopting Green Chemistry education practices? Where are the opportunities? What is the role of companies in ensuring an "army" of students trained in green chemistry? How can companies best support the development of green chemists?*

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BERKELEY CENTER FOR  
GREEN CHEMISTRY

Panel Discussion:

- Amy Cannon, Beyond Benign
- Jim Hutchison, University of Oregon
- Barbara Peterson, UC Berkeley Green Chemistry Extension
- Jennifer Young, ACS Green Chemistry Institute

**1:00 - 2:00 pm**

**Lunch**

**2:00 -3:30 pm**

**Driving Safer Product Innovation Through Communication of Chemical Data in Supply Chains: Part I**

Facilitator: Monica Becker, Monica Becker & Associates Sustainability

*What are the key challenges in advancing information through supply chains? How have these challenges affected company efforts to advance safer products? How have firms addressed key challenges such as CBI, obtaining information beyond Tier I suppliers? How can information be more effectively standardized across sectors and supply chain?*

Panel Discussion:

- Drummond Lawson, Method
- Brian Martin, Seagate
- Rodger McFadden, Staples
- Martin Wolf, Seventh Generation

**3:30 - 4:00 pm**

**Break**

**4:00 - 5:30 pm**

**Driving Safer Product Innovation Through Communication of Chemical Data in Supply Chains: Part II**

Facilitator: Monica Becker, Monica Becker & Associates Sustainability

*How have leading edge firms addressed information challenges? What are the key lessons learned from successful efforts? What are potential next steps in engaging supply chains in constructive dialog to enhance information transparency and innovation?*

Group Discussion with Panelists

**5:30 pm**

**Wrap Up and Adjourn**

Facilitator: Joel Tickner, Lowell Center for Sustainable Production

**7:00 – 9:00 pm**

**Networking Reception**

Cypress Hotel Park View Ballroom  
10050 S. De Anza Boulevard, Cupertino

**Thursday, May 5th**

**7:45 – 8:30am Breakfast Meeting: NSF/GCI Greener Chemicals and Processes information Standard- What You Need to Know (optional)**

Discussion led by: ACS Green Chemistry Institute and NSF International

*What is the NSF/GCI 355 Standard and how can it influence chemical manufacturers as well as formulators/fabricators? How can the business-to-business information about chemicals and processes be used? What are the reactions from companies that have piloted the standard? Once the standard is published, what are the next steps for roll-out and adoption of the standard?*

**8:00 - 8:30 am Breakfast**

**8:30 - 10:00 am Working Group Break Out Sessions**

Business/Academic Partnerships Pilot Project for Wire and Cable

Next Steps for Data Sharing

Topics to be Determined by Those in Attendance

**10:00 - 10:30 am Break**

**10:30 - 11:00 pm Working Groups Report Back**

**11:00 – 12:30 pm Green Chemistry and Safer Materials in the Electronics Sector: Lessons Learned**

Facilitator: Barbara Hanley, HP

*What are the primary challenges to developing safer materials and products facing the electronics sector? Are these challenges unique to this sector, and do the solutions need to be also? Do examples of success stories translate to other sectors? What emerging issues around materials selection could benefit from green chemistry approaches and supply chain collaboration?*

Panel Discussion:

- Thorne Bartlett, The Dow Chemical Company
- Erin Gately, Green Electronics Council
- John Harland, Intel
- Helen Holder, HP

**12:30 - 1:30 pm Lunch**

**1:30 - 2:00 pm Speaker**

Facilitator: Joel Tickner, Lowell Center for Sustainable Production

- Tyrone Hayes, UC Berkeley (Invited)

**2:00 - 3:30 pm**

**New Collaborations to Advance Safer Materials**

Facilitator: Sally Edwards, Lowell Center for Sustainable Production

*How have specific sectors addressed chemicals and materials concerns through collaborations? What were key leverage points, challenges, and opportunities? What can we learn from these examples to apply to solve other problem material challenges?*

Panel Discussion:

- Jill Dumain, Patagonia
- John Frazier, Nike
- Kathy Gerwig, Kaiser Permanente
- Steve Johnson, Boots UK

**3:30 - 4:00 pm**

**Break**

**4:00 - 5:00 pm**

**Emerging Issues in Green Chemistry and Design for Environment and Next Steps**

Facilitator: Joel Tickner, Lowell Center for Sustainable Production

*What are the emerging issues in Green Chemistry and DfE that companies should be aware of? How can the GC3 most effectively engage in these initiatives?*

**5:00 pm**

**Adjourn**