

**Green Chemistry and Commerce Council (GC3) Meeting
HPV Conference, Austin, TX**

7.30am, 75 min.

December 14, 2006

Present: Scott Braithwaite, DuPont; Topher Buck, GreenBlue Institute; Mark Buczek, Supresta; Richard Cottrell, Sysco; Richard Denison, Environmental Defense; Lauren Heine, GreenBlue Institute; Bob Kerr, Pure Strategies; Dave Long, SC Johnson; and Ken Geiser, Joel Tickner and Yve Torrie, Lowell Center for Sustainable Production.

The following notes summarize a meeting held with a small number of GC3 members and invited guests at the USEPA/NEWMOA High Production Volume Challenge Program Conference held in Austin, TX, from December 12-14, and from ongoing conversation amongst GC3 members during the two day conference.

Updates on Working Group Activities

In terms of moving the working groups forward, we discussed how current projects of the working groups may need more input, may roll into other working groups, or may finish. The important thing is that they remain relevant and of interest to those involved.

1. Tools for Chemical Assessment (John Frazier, Dave Long co-chairs)

The database of chemical assessment databases which has been established by the Tools working group has not had a lot of input from many members of the Tools group. We discussed opening the database up to the whole GC3 group for population and comment. (The database was sent to the green-innovation listserv on November 29, but has not yet received any comments.) We also discussed ways to make the database easier to access. Questions that Dave Long reiterated for the group are: Are there other databases that should be listed? How should it be organized? Is the database hard to use? Is there information that should be removed?

2. DfE and Green Chemistry (Richard Cottrell, Roger McFadden co-chairs)

Although it was agreed that the DfE letter, when finalized, would be sent to Steve Johnson at EPA, it was suggested that it may have more results if it is submitted to appropriate staff on the senate appropriations committee (those that control EPA's budget). If the letter were to come from a combined group of industry, NGO's, academics, and potentially state agencies, this could exert a lot of influence on potential increased earmarked funding for green chemistry and design for environment. As it was already December 2006, there would be little impact on 2007 appropriations, but representatives could start to meet with senior appropriations staff as early as January 2007 for the 2008 session. Personal contacts would be key to the success of such a bill, and it is hoped that GC3 members would take the lead on this by pitching to appropriations members in the districts in which they have headquarters or operate, and staff who could push an earmark forward, if it is decided that this would be the best way to proceed with the DfE letter.

3. Drivers and Marketing (Beth Rosenberg, Yve Torrie co-chairs)

A paper is being finalized of drivers and obstacles for innovation and marketing safer products based on the Innovators Roundtable held at the end of 2005, GC3 calls, Drivers and Marketing working group calls and a series of nine interviews with members of the working group

throughout the summer. It was suggested that this may be an opportune time to roll this group into one of the other working groups.

However, conversations in the working group and outside have identified a need for a definition of green or safer materials— one that would distinguish the work of many companies in the GC3 from “greenwash.” This would tie up with some research into labeling that some members of the group are doing. Both of these topics would benefit greatly from input from the whole GC3 at the next GC3 conference, being held in Lowell at the end of April, 2007, and could be important projects for this group.

GC3 Conference, Lowell, April 25-27, 2007

The remainder of the meeting was focused on the upcoming GC3 conference. A suggestion was made that there be a session on manufacturing industry’s relationship with retailers. This conversation centered on Wal-Mart’s recent work on environmental responsibility and the importance of their success, as leaders in the retail industry. Target for example, are poised to follow Wal-Mart, but are waiting to learn from their mistakes. Wal-Mart could learn an enormous amount from members of the GC3 and it was suggested that they participate in the next conference. Retailers who have established themselves as leaders in this area – Boots and Marks and Spencers in the UK, and Staples and Ikea – would make excellent contributions to this conversation. There was also mention of Home Depot’s recent request for product information on “greenness” and safety, and their foray into environmental responsibility. The development of this session can be taken up by the group working on the GC3 II Conference.