

GC3 Retail Project Group Call
The Business Case for Green Chemistry
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At the 2011 GC3 Innovators Roundtable, the Retail Project group discussed the focus of the group for the upcoming year, and decided upon three projects: (1) developing a business case for green chemistry to help retailers “sell” green chemistry within their organization; (2) developing an inventory of groups, illustrated in a “map,” that are engaged around sustainability issues, including toxic issues, that are relevant to retailers; and (3) creating an educational program for retailers to make green chemistry relevant to more retailers and their supply chains.

Deliverables for the first two projects are being developed; the third project will begin once the other two projects have been completed.

The Business Case for Green Chemistry

The goal of this project is to create a document that makes the business case for green chemistry in the retail sector. It will be developed to help “sell” green chemistry and safer products to others in the organization and will provide a statement for the group about why the work of the GC3 and the retail project group in particular is important to the retail industry.

- Audience: The document will be designed for senior management primarily in the retail sector that may be relevant to other industry sectors as well. In larger companies it could also be used for government affairs, legal and policy departments.
- Format: A one-two page word document will be developed. In addition 4-6 powerpoint slides will be developed that allow users to add details specific to their retail operation.
- Content: The document will provide context, a definition of green chemistry and its relevance and potential. It will also focus on four main areas that make the business case for green chemistry:
 - Cost – What is the cost of compliance, hazardous waste cleanup, liability, and rapid reformulating and marketing if a toxic ingredient is discovered in a product a retail operation is selling? What are the costs associated with preventative measures?
 - Revenue – What is the new business potential in selling safer products? Can it increase performance? Customers and governments are starting to demand safer products. This is creating growth potential for retailers.
 - Risk – Green chemistry and safer products can help retailers avoid risk. By responding proactively and not reactively, the next BPA issue can be avoided. Reactive responses create memories in customers which retailers want to avoid at all costs.

- Opportunity – In addition to a potential increase in revenue through new business creation, opportunities also exist to be recognized as a leader in safer products with customers and competitors alike.

Next Steps

- A “business case for green chemistry” document will be drafted by the Lowell Center for Sustainable Production in the next in 6-8 weeks.
- The draft will then be reviewed by members of the project group.
- Ten days later, to allow for comments and edits, a second call will be scheduled to make revisions to the draft.