

GC3 Retail Project Group Call
The Business Case for Green Chemistry
October 4, 2011

Present: Kieran Callahan, The Wercs; Tom Carter, The Wercs; Sally Edwards, LCSP; Mary Grim, Timberland; Michelle Harvey, Environmental Defense Fund; Greg Montello, New Balance; Sarah Shields, LCSP; Joel Tickner, LCSP, Yve Torrie, LCSP

An overview of the project was given: the intended audience, format, context, relevance and potential as discussed on our last call. The remaining time was spent discussing the draft business case and ways to improve it:

- Develop appropriate language to describe the business case:
 - As many retail leaders are unfamiliar with green chemistry, should the focus be a business case for safer products? It was agreed that the connection needs to be made between green chemistry (as safer chemistry) and safer products.
 - Safe in the retail world has legal liability definitions, so should we move away from safer products to sustainable products /quality products? A possible solution was, *the business case for sustainable quality products using green chemistry*. It was agreed that whatever language is used, clear definitions need to be given.
- Provide more case studies that illustrate the consequences of selling products made with green chemistry (increased revenue and growth) and the consequences of not doing so (increased costs and risks). These could be in a separate section. Possible examples:
 - BPA in thermal tape, e.g. Staples.
 - Enforcement issues (and costs) for retailers VOC emissions in CA, e.g. Unilever.
 - Hazardous waste mishandling in CA, e.g. Walmart, Target.
- Add to cost and risk reductions:
 - Brand tarnishing (linked to recalls).
 - Reformulations which can be a very costly endeavor.
 - Costs of managing hazard waste including returned products.
 - Regulatory challenges are reduced when selling safer products, e.g. fines for violations.
- Add to increased revenue and opportunities for growth:
 - Increased rewards and potential revenue from safer products need to be illustrated to balance the significant development and start up costs.
- Include consumer thinking:
 - What is consumer desirability for green products and belief in effectiveness?
 - Are consumer attitudes leading to EPP markets in the US?
 - Consumer demand in some developing markets e.g. Brazil, China, India may be outpacing the US market which shouldn't be ignored for global companies.
 - The CPSC's Safer Products.gov website can give clarity to consumer thinking.

Next Steps:

- Those on the call and in the group will send examples of increased revenue and growth, or cost and risk reduction. Mary Grim, Timberland, offered to send examples of brand tarnishing, and possibly information about consumer thinking.
- The Lowell Center will develop another draft based on this call and input received from the group.
- A new draft will be sent to the group prior to our next call in a month.