

GC3 Retail Portal Project Call
August 25, 2010

Present: Mark Buczek, Independent Consultant; Kieran Callahan, The WERCS; Jenny Gitlitz, Green Depot; Yve Torrie, Lowell Center for Sustainable Production & Jeff Yorzyk, Five Winds.

Development of the Retail Portal:

We met to get clarification on our work to date on the retail portal:

- Is what we set out to do being achieved in the document?
- Have we included the right elements?
- If we need more elements, what are they?
- If we need to eliminate elements, what are they?

Main points of agreement included:

- It will be more beneficial to retailers to organize the tools by product group i.e. textiles, hardware, electronics. Lots of tools are relevant to a particular product group e.g. plastics / electronics. Also, even in large retail operations with multiple product lines, retailers still need to segment their merchandise into product groups.
- The “purpose” column of the portal should include alternatives assessment, and comparative products e.g. DFE.
- We should capture whether the tool is a multi tier supply chain evaluation tool or not. This information is becoming increasingly important to retailers.
- We should capture what is required for the tool to work. What do you need to put in to the tool and what do you get out of the tool.
- We should capture if the tool can be used on a product by product / ad hoc basis or if you need to commit to a whole product line?
- We should include more detail in the summary, although there is no definitive standard. As some tools can be complicated, it’s difficult to capture that in a small space. The important thing is to capture the essence of the tool and provide information for them to find out more.
- We should keep proprietary and publicly available tools separate. Our initial focus should be publicly available tools, but in time we should develop a tab for in house / proprietary tools so retailers can contact these companies if they want to know more.
- We will start with chemical screening tools and product screening tools but want to include certifications / labels in the not too distant future. As a retailer, certifications and labels are often relied on as proxies. There are many organizations who are capturing ecolabels, e.g. eco label index <http://www.ecolabelindex.com/> and consumer reports consumer labels. The portal would capture certifications / labels that are relevant to retailers and product groups.
- An analysis of strengths / weaknesses of the tools e.g. expensive / free / affordable may delay the process and be subjective. We should put this on hold for now.
- There are many more tools than have been captured.