



GC3 Quarterly Newsletter

August 2009

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This is the first edition of the GC3 Quarterly Newsletter, a mailing to keep you informed about upcoming and ongoing GC3 activities as well as news regarding green chemistry and design for environment.

Upcoming Events

Save the Date-Inaugural GC3 Webinar

Topic: Green Chemistry and Green Seal

Presenter: Christine Chase, Green Seal

Date: September 22nd

Time: 2:00 eastern/1:00 central/11:00 pacific

The presentation will discuss how existing third-party ecolabeling programs like Green Seal promote and encourage green chemistry and protect against greenwashing. It will discuss the standard-development procedure as well as the certification program, including the aspects like the on-site audit and ongoing monitoring, and will talk about how ecolabeling programs promote more sustainable products and services in the marketplace.

Detailed call-in/log-in instructions will be sent in September.

Educational webinars will be held quarterly. If there is a topic that interests you or if you would like to be a presenter at an upcoming webinar, please contact Jessica Schifano (jessica_schifano@uml.edu).

Working Group Updates

The working groups have been moving forward on the priorities identified at last May's GC3 Innovators Roundtable held at Staples, Inc.

Advancing DfE and Green Chemistry in Government

The working group is pursuing several projects, which include:

- (1) NPPR/GC3 Publication, "Growing the Green Economy"
The joint report between NPPR and the GC3 is completed and available in hard copy and electronic formats (<http://www.greenchemistryandcommerce.org/publications.php>). A formal press release is planned for after the Labor Day holiday.
- (2) EPA Criteria Document
Clive Davis, EPA, continues to convene GC3 participants as part of a group of stakeholders offering suggestions to improve the DfE program.
- (3) Advancing Green Chemistry and DfE on the Federal Level
The Lowell Center is organizing a one or two-day trip to D.C., likely September 16-17, for meetings with legislative staff and agency officials to advance funding and prioritization of green chemistry and DfE on the federal level.
- (4) Incentivizing Green Chemistry
Bob Israel, JohnsonDiversey, has drafted an outline for a white paper on possible incentives for green chemistry that could be instituted to speed up its adoption and is seeking comments from others in the group.
- (5) Partnerships Between the GC3 and Academia
Roger McFadden, Staples, Inc., and Barbara Hanley, HP, are interested in pursuing a project focused on finding alternatives to PVC in applications Staples and HP share in common. They are working to identify academic institutions and upstream partners to participate in the project.

For more information or to be added to the working group or sub-group email lists, please contact Melissa Coffin (melissa_coffin@uml.edu).

Drivers for Innovation and Marketing Safer Products

The working group has been focused on two projects:

- (1) Best Practices in Product Chemicals Management in the Retail Industry
Four members of this workgroup have been conducting interviews with retailers for a report: *Best Practices in Product Chemicals Management in the Retail Industry*. There will be 8 case examples in the report: Boots, Staples, REI, Apple, Walmart, Green Depot, Whole Foods and Patagonia. The report will be released at the 2nd Retail Industry Leaders Association Sustainability and Compliance conference October 5-7. We will be presenting the report at the conference, where three GC3 participants will be on a panel.

(2) Green Glossary

Four members of the working group were interested in further developing a glossary of "green" terms commonly used to market products that was developed last year in this working group. It is part of the ongoing mission of this group to help distinguish green in the marketplace. The goal was to have the glossary ready for the RILA conference mentioned above.

For more information or to be added to the working group or sub-group email lists, please contact Yve Torrie (yve_torrie@uml.edu).

Tools for Chemical Assessment and Safer Design

The working group has been focused on two projects, including:

(1) Supply Chain Case Studies

All three case studies (Nike, S.C. Johnson, and HP) are now complete and awaiting publication. A draft summary paper outlining lessons learned from the cases is also nearly final.

(2) Minimum Chemical Data Set

A fourth case study, this one on Steelcase as they work on system to collect and assess product formulation and chemical hazard data, will serve as the foundation for a survey of GC3 participants to better understand the chemical information companies are gathering, how they are gathering it, what is working/not working, what information companies want and in what form they would like it provided. An analysis of the survey results will follow as well as the development of the model Minimum Chemical Dataset.

For more information or to be added to the working group or sub-group email lists, please contact Melissa Coffin (melissa_coffin@uml.edu).

Advisory Committee Updates

The Advisory Committee and the Lowell Center are working to finalize a date for the 2010 GC3 Innovators Roundtable which will be hosted by Sysco in Houston, Texas.

In the News

Roadmaps for TSCA Reform

In anticipation of the introduction of TSCA reform legislation, the American Chemistry Council has released its "[10 Principles for Modernizing TSCA](#)" and Safer Chemicals, Healthy Families, a coalition of health and environmental organizations, announced its "[Platform for Reform of TSCA](#)."

GAO Report Highlights Lack of Access to Data on Imported Products

A recently released [GAO report](#) revealed that the Consumer Product Safety Commission has no access to certain customs information that could help prevent the sale of unsafe products and concluded that better information and planning would strengthen CPSC's oversight of imported products.

Green Chemicals and Process Technologies Standard

A green chemicals and process technologies standard, being established by a group of nearly 50 stakeholders and expected to be completed in draft form for public comment by the end of this year, will set criteria by which chemical producers and users can gauge the environmental impact and sustainability attributes of chemicals and their derivative products.

Clean Production Action Releases Green Chemistry Fact Sheets

Two new fact sheets, released by Clean Production Action, describe "[Why We Need Green Chemistry](#)" and "[Why Promote Green Chemistry](#)."

The Seven Sins of Greenwashing

In an updated version of the original report, [The Seven Sins of Greenwashing](#), finds that a new sin has emerged: the sin of worshiping false labels. This sin is committed by a product that, through either words or images, gives the impression of third-party endorsement where no such endorsement actually exists.

Real-World Green: The Role of Environmental Savings in Retail

The Retail Industry Leaders Association, in conjunction with Retail Systems Research, has released a [benchmarking report](#) on environmental savings in the retail industry.