

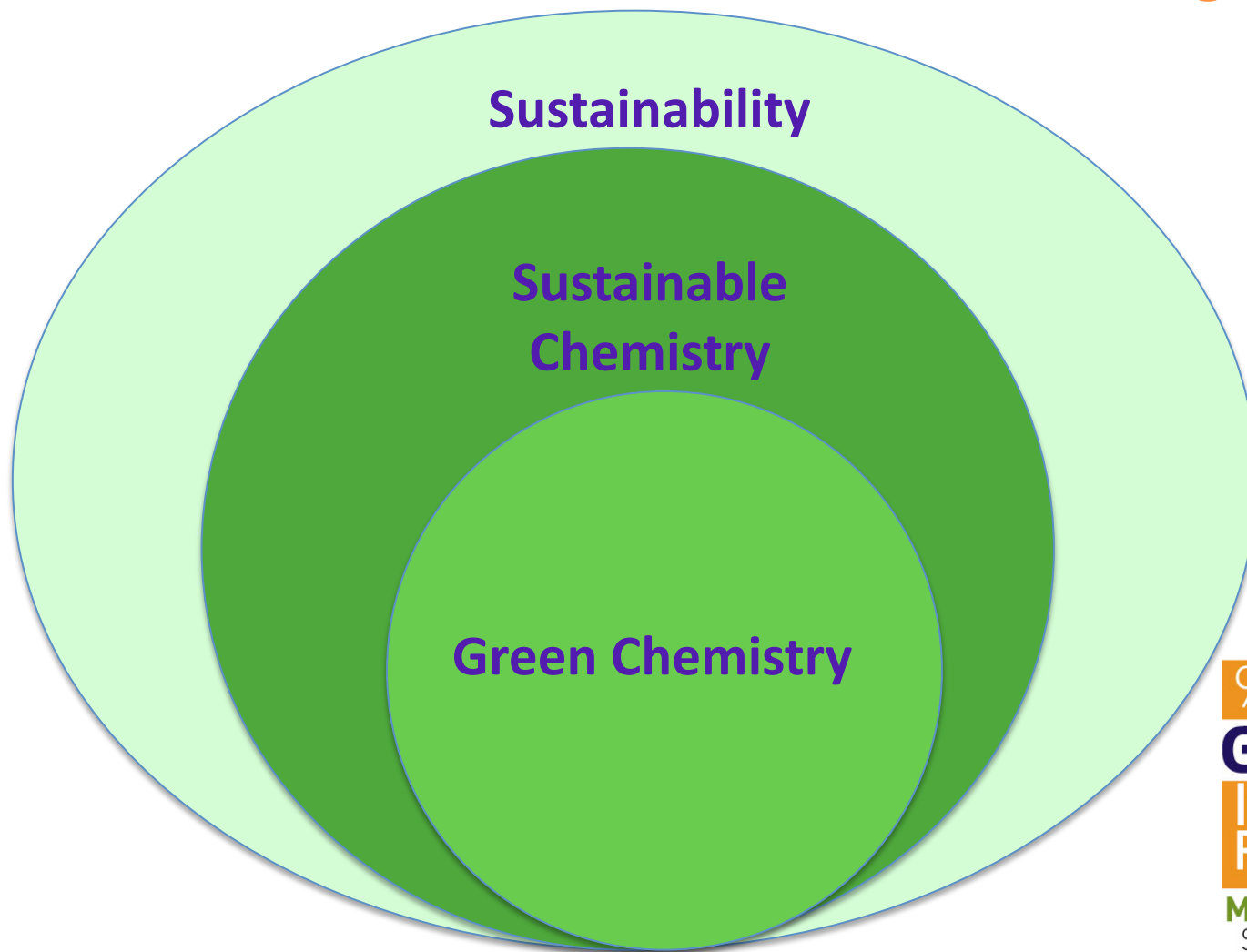
Mainstreaming Green Chemistry

Mainstreaming Green Chemistry Project

Purpose:

To identify, based on GC3 member and stakeholder input, steps that the GC3 can take to move green chemistry more into the mainstream

What is Green Chemistry?



9th Annual

GCC GREEN CHEMISTRY &
COMMERCE COUNCIL

**Innovators
Roundtable**

MAY 28-30 2014
St. Paul, Minnesota

Hosted by **3M**

What is Mainstreaming Green Chemistry?

When All Chemistry
=
Green Chemistry

Mainstreaming Green Chemistry Project

Overarching Questions:

What can be done to make all chemistry green chemistry?

What are the current barriers and drivers?

What partnerships will have to be built, policies put in place, educational needs met, and investments made?

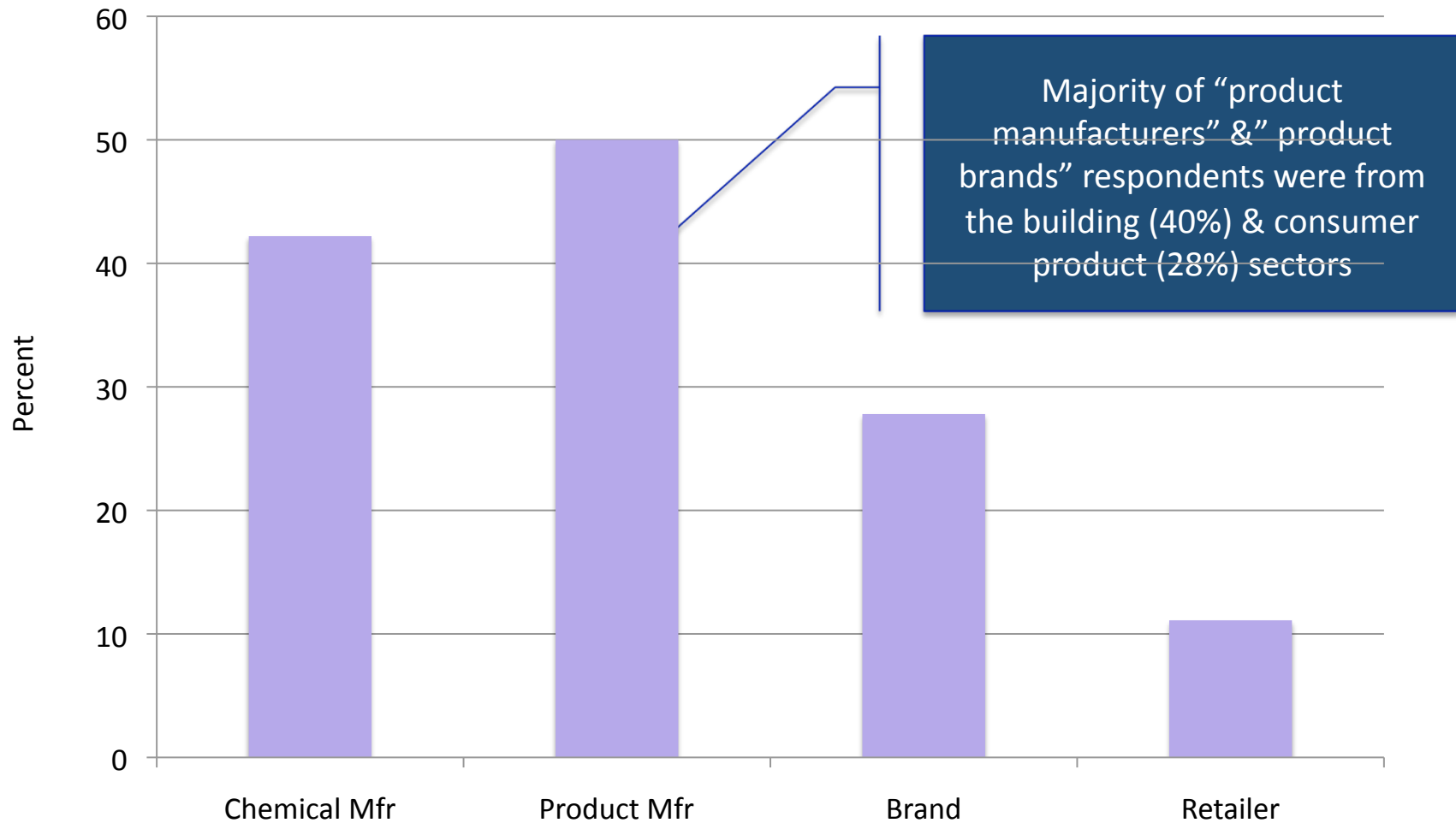
Agenda for Mainstreaming Green Chemistry

So far: Research, survey, interviews, discussions with Advisory Committee

At Roundtable: Gain a sense of whether what we learned from survey resonates, gain perspective from stakeholders, get ideas based on your experience and observations.

Next steps: More interviews, refine ideas, develop draft and final Agenda

Who Responded:



What We Learned About:

- ✧ You, your company policies and practices
- ✧ What drives and hinders your company in its pursuit of green chemistry
- ✧ Your company's needs
- ✧ What you think the GC3 should do to help bring green chemistry to the mainstream

What You Do:

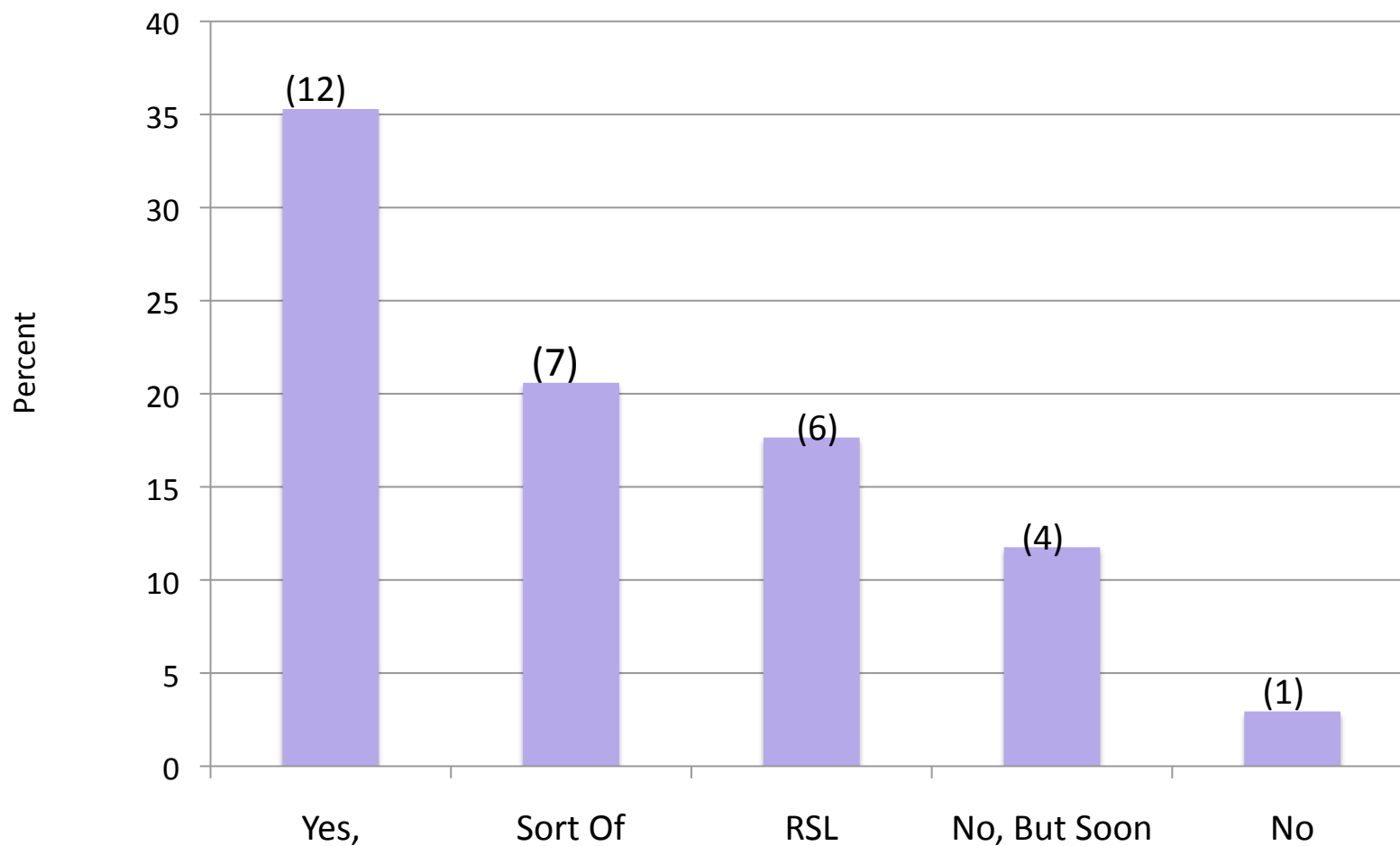


Who Else Works on Green Chemistry in Your Company:



Who Has A Formal Policy on Green Chemistry:

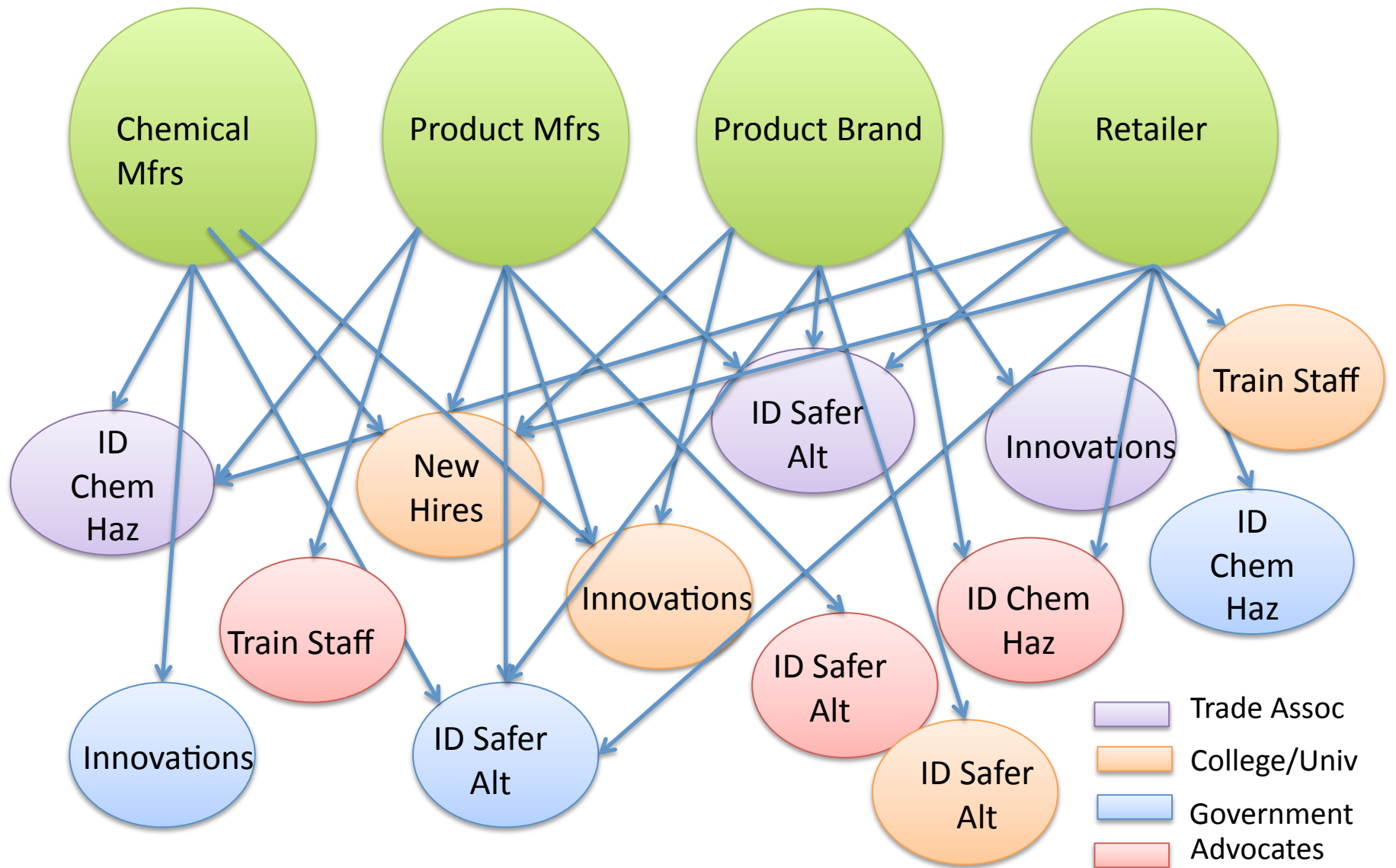
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Some Other Ways Companies Look at Green Chemistry:

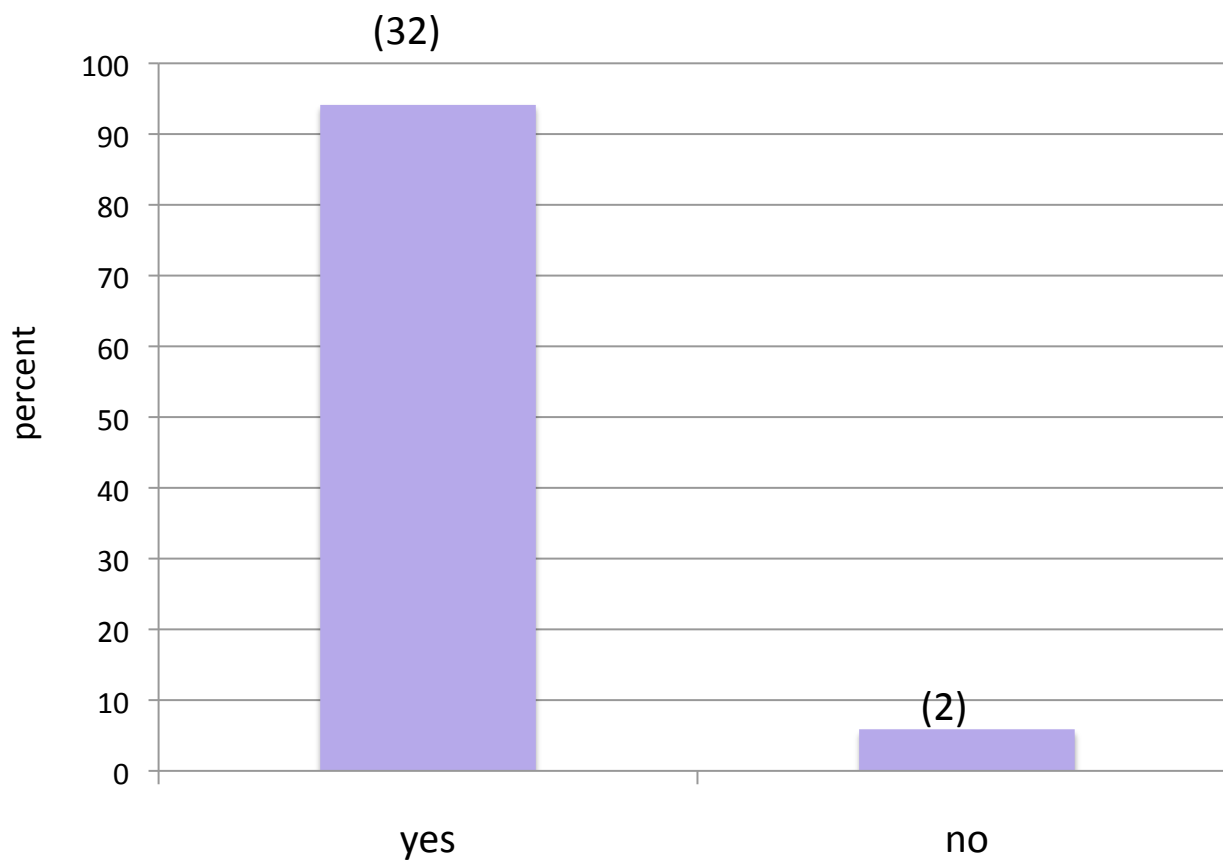
- **Cradle to Cradle**
- **BizNGO Chemicals Policy**
- **Benign by Design**
- **Continuous Improvement**
- **Sustainable Chemistry and Engineering**
- **Life Cycle Considerations**
- **Biologically Sourced Materials**

Who You Partner With:

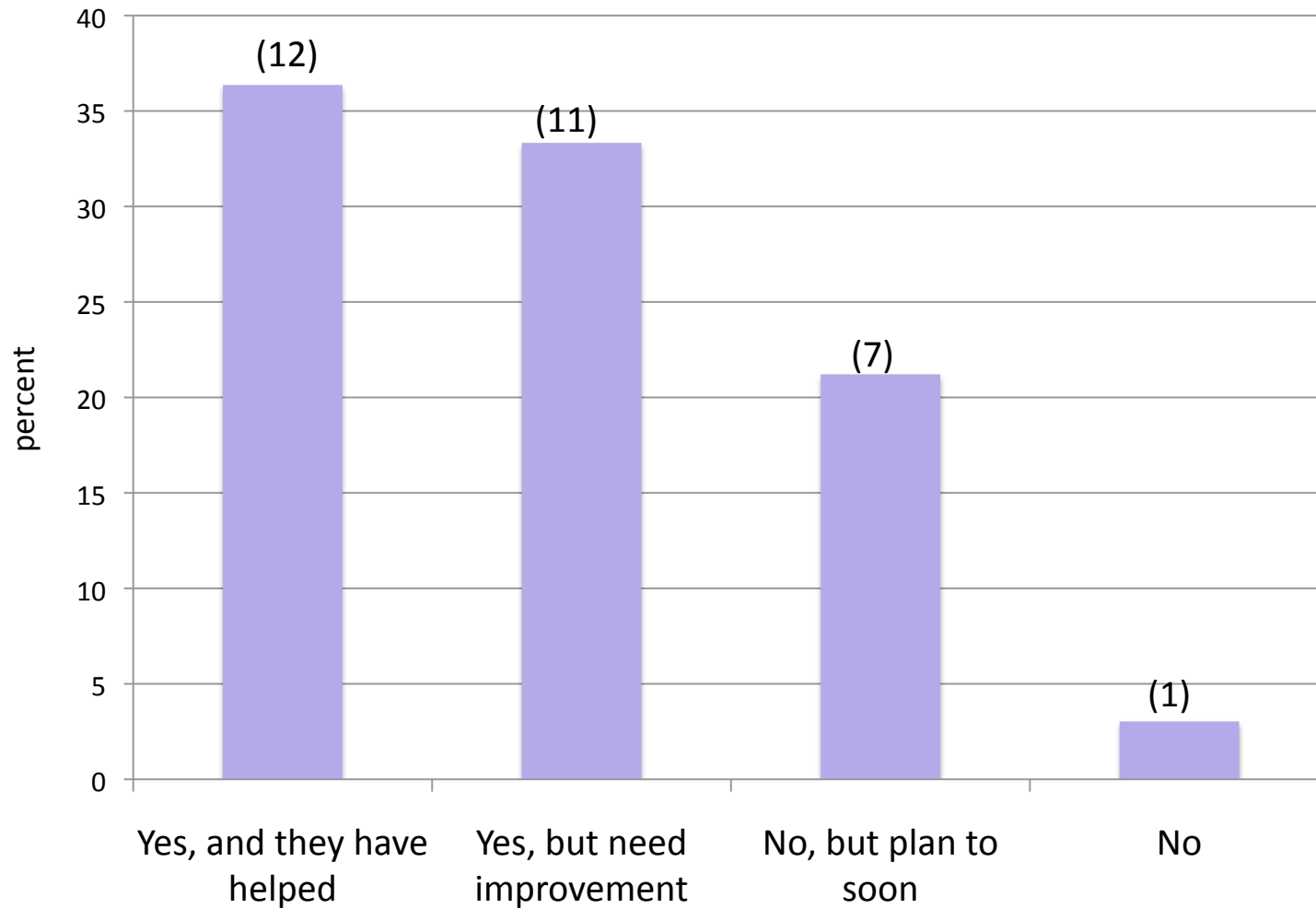


Green Chemistry as Explicit Priority In Next 3-5 Years

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Do You Use Metrics To Track Progress?



Where in Your Supply Chain Is The Most and Least Support:

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MOST:

Materials Manufacturers (61%)

Retailers (60%)

Formulators (59%)

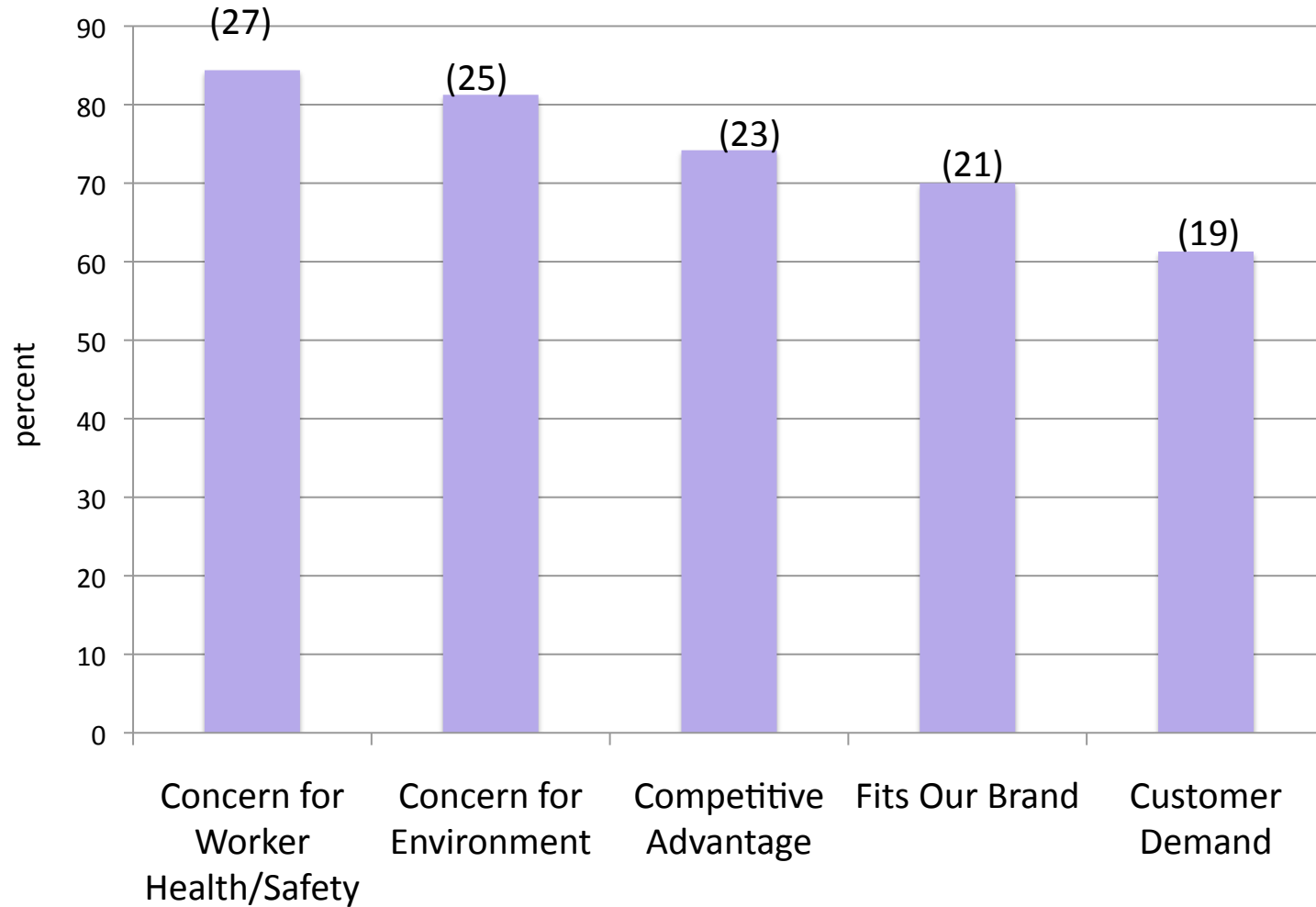
LEAST:

Component Suppliers (60%)

Chemical Companies (48%)

What Drives You:

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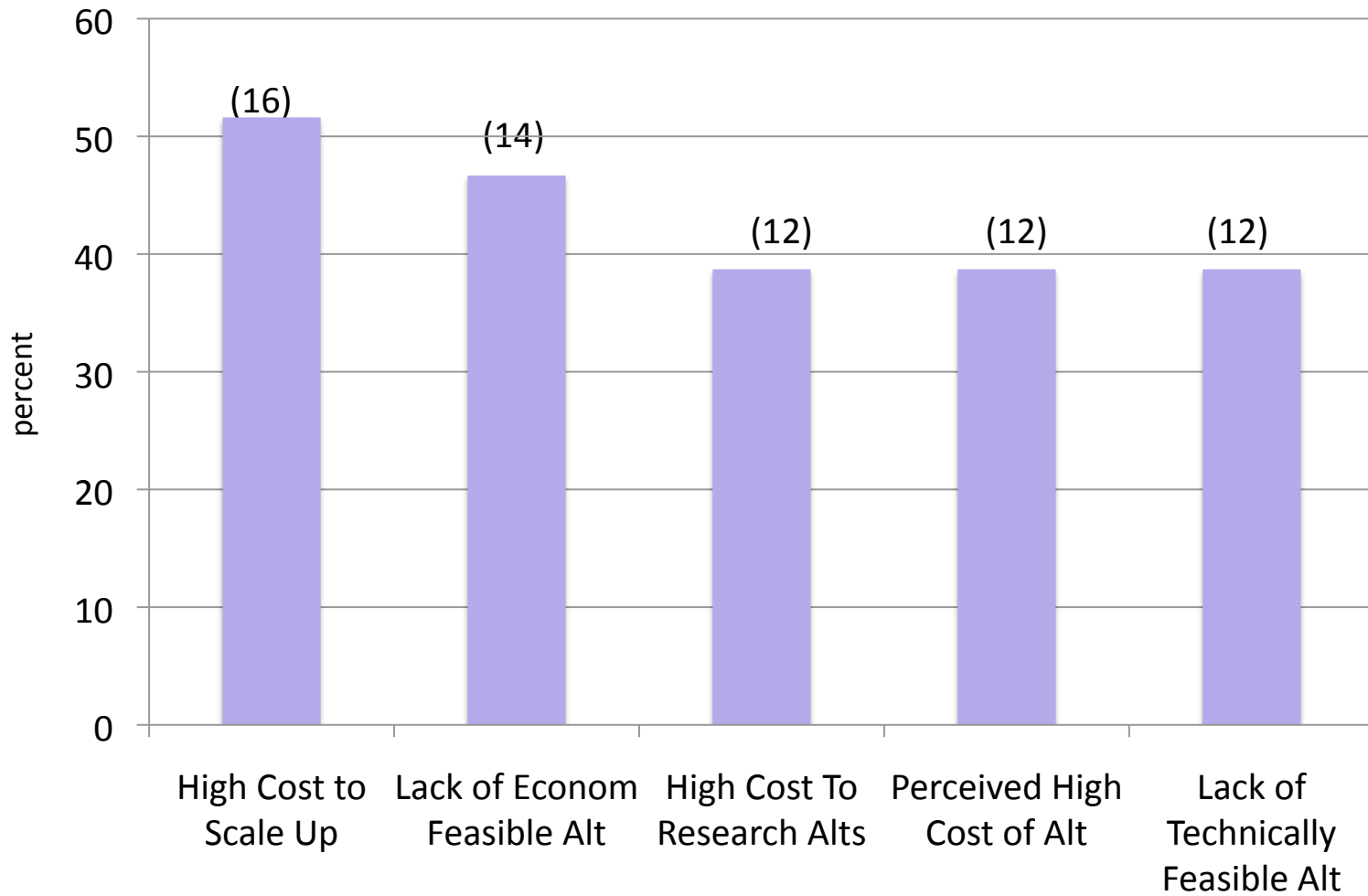


Other Drivers:

- Risk avoidance or reduction
- Profits generated
- Cost savings
- Opens new markets

What Hinders You:

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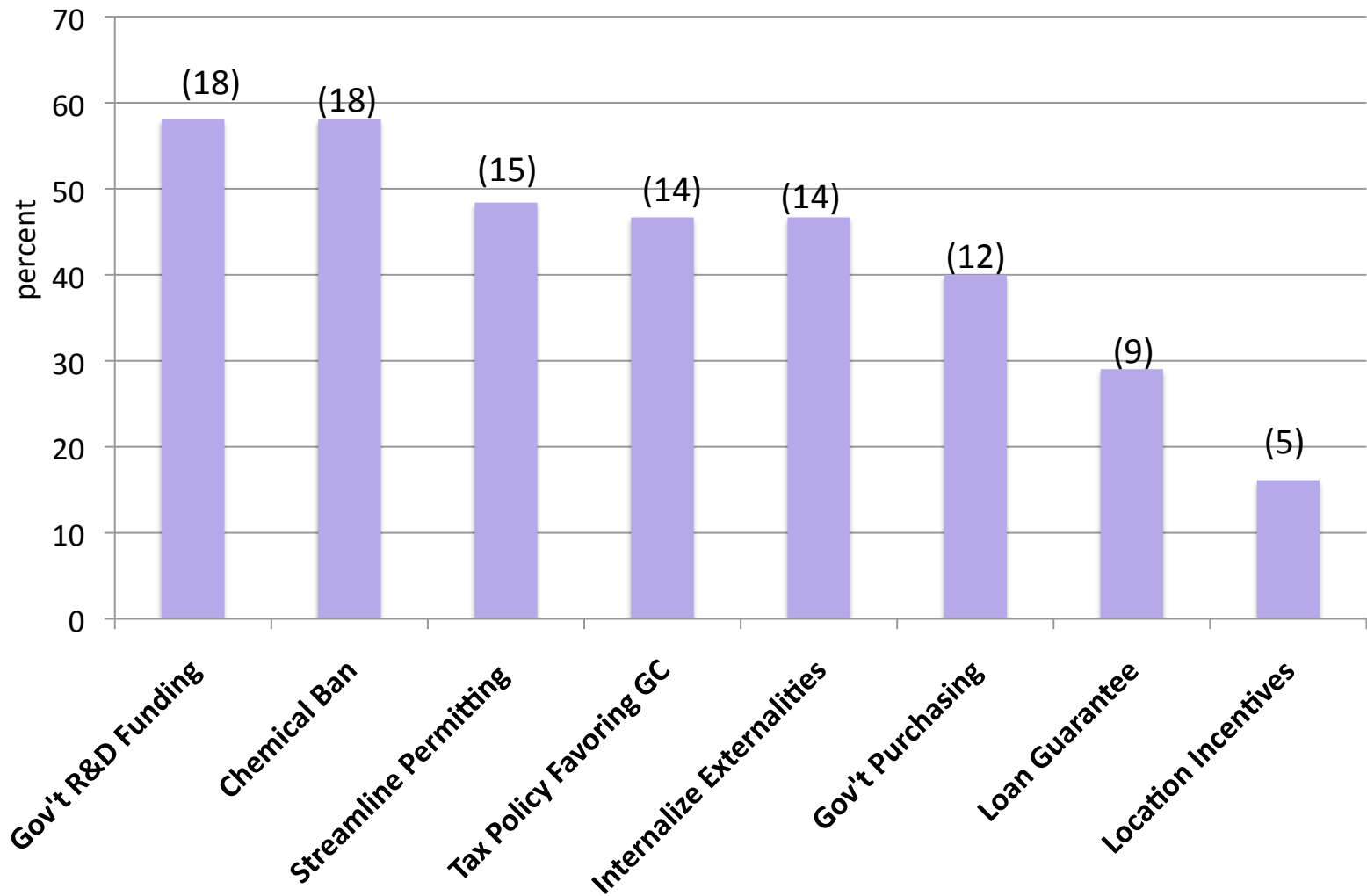


Some Things That Are Not Significant Barriers

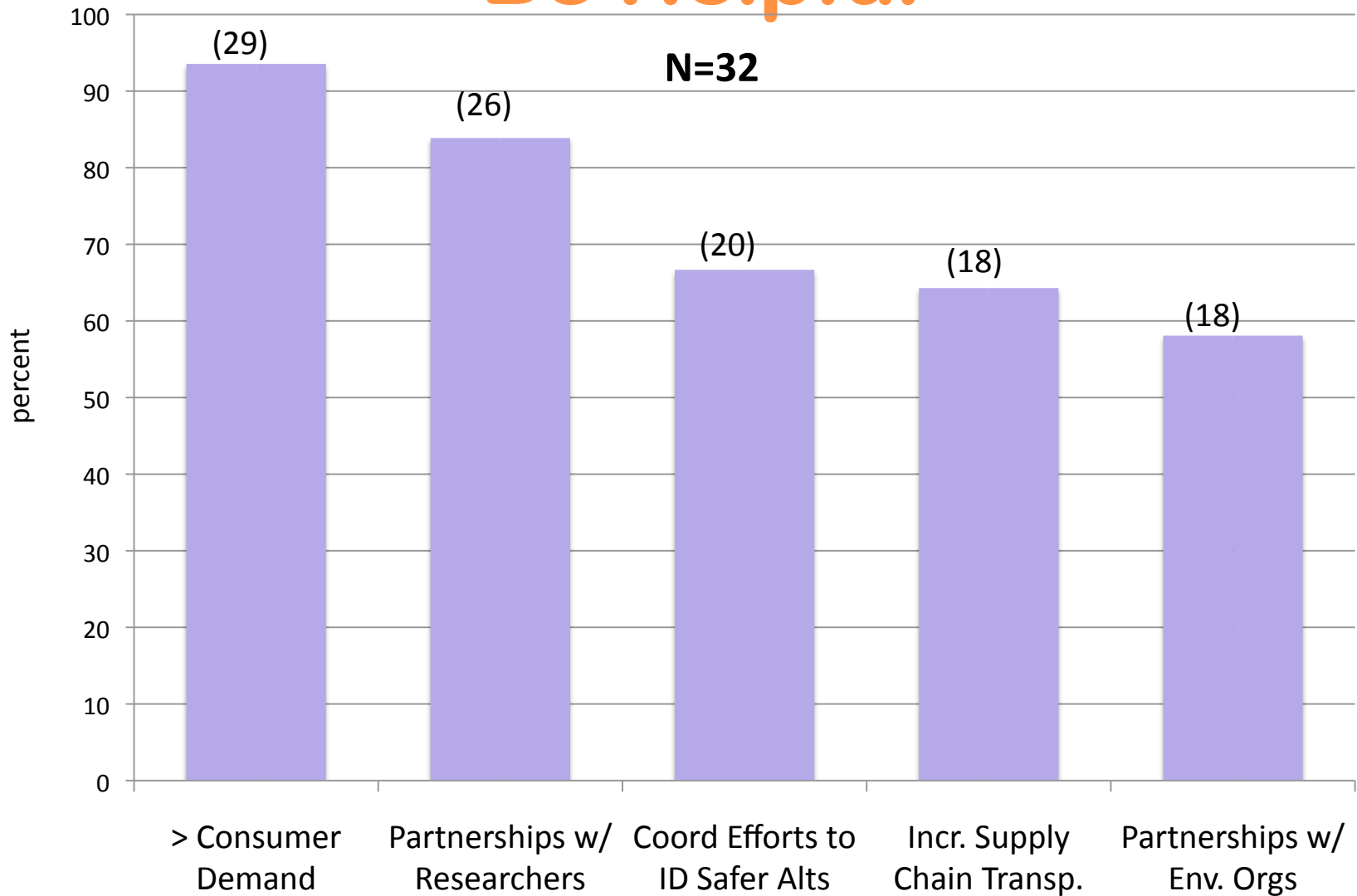
- **Policies that inhibit company's ability to innovate**
- **Lack of buy-in from senior management**
- **Conflicting information about chemical hazards**
- **Lack of communication within company**
- **Lack of understanding of hazards and risks within company**

Policies That Would Be Helpful

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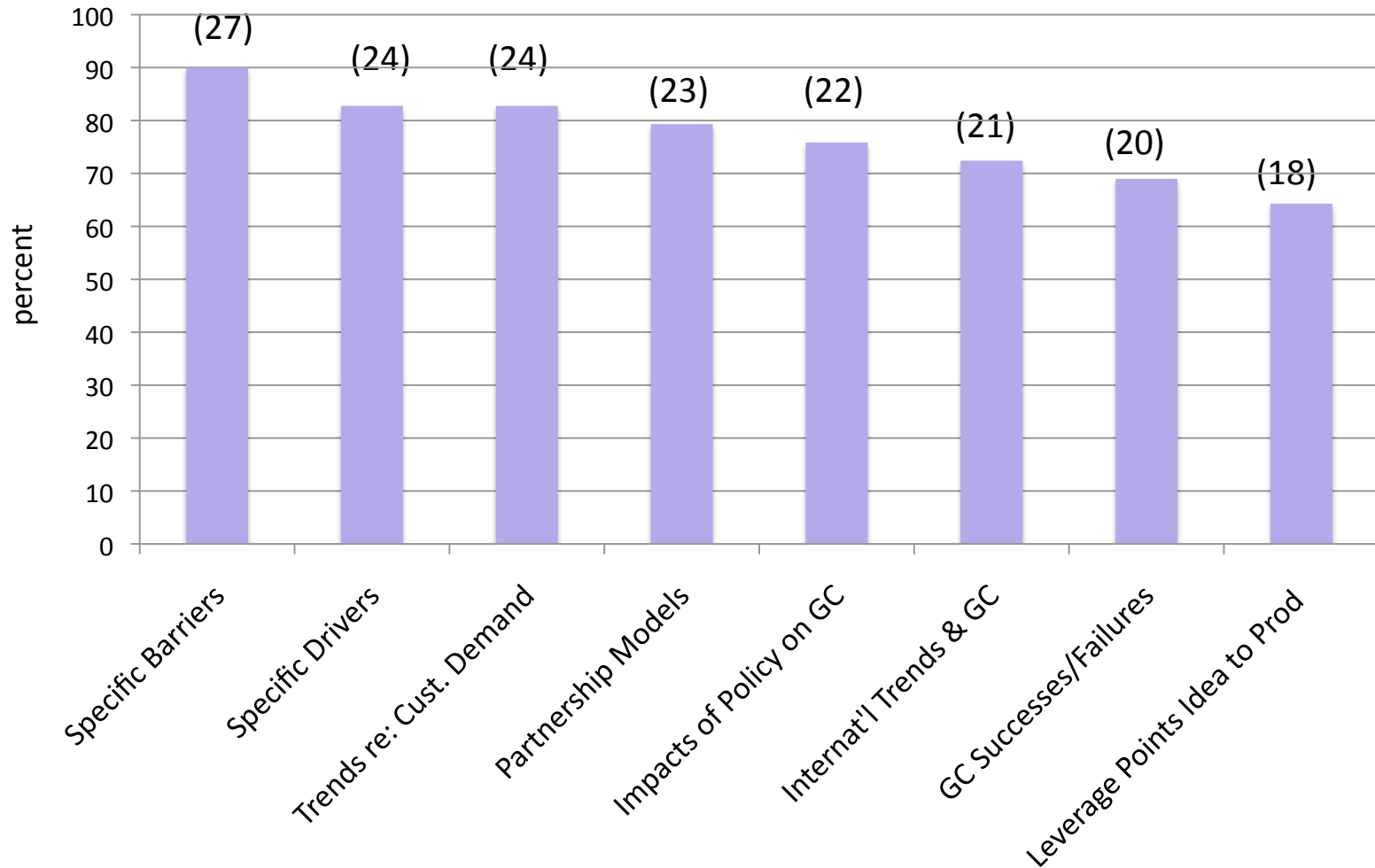


Other Things That Would Be Helpful



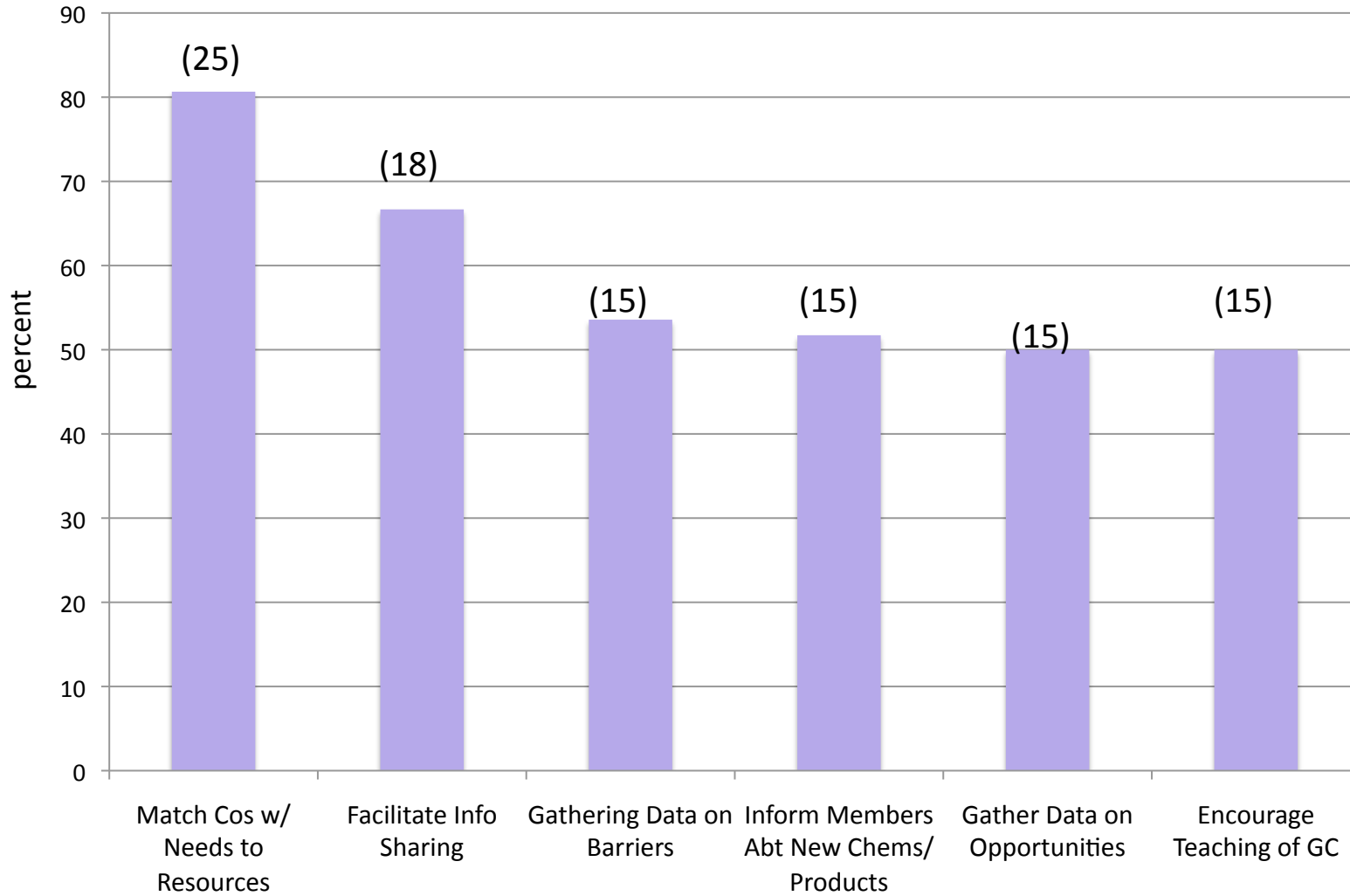
What We Need To Better Understand

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What Should GC3 Priorities Be?

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Other Thoughts

- **Build consumer awareness- it will make change faster than policy will**
- **Develop examples, case studies, and pilots**
- **Create new vision of how companies, government, NGOs and consumers can all be on same page**
- **Perform alternatives assessments**
- **Focus on performance and innovation potential and value creation**
- **Involve more academic institutions**

Mainstreaming Green Chemistry

Robert Israel, Valspar

Patrick Harmon, BASF

Ken Zarker, Washington State Department of Ecology

Tracey Easthope, Michigan Ecology Center

Marty Mulvehill, UC Berkeley

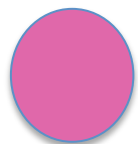
Mainstreaming Green Chemistry

Breakout Sessions



Leadership Forum Room

Room 1403



Room 1307

Room 1207



Discussion Questions

1. What are the most important things the GC3 can do to help your business or organization in its efforts to bring green chemistry into the mainstream?
2. Who should we be engaging in the implementation of these ideas, and how?