

# 11<sup>th</sup> Annual GC3 Innovators Roundtable Session Proceedings

Hosted by Seventh Generation in Burlington, VT

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## SESSION I

### *Learning from GC3 Collaborations to Drive Green Chemistry*

**Ashley Hall**, Walmart

**Eunice Heath**, Dow

**Jack Linard**, Unilever

**Roger McFadden**, Replenish / McFadden and Associates (*moderator*)

This session reviewed three of the GC3's collaborative projects: the Evaluation of Alternative Plasticizers for Wire and Cable, the Collaborative Innovation Project on Preservatives, and the GC3 Retail Leadership Council. The panelists discussed the reasons that their companies got involved and the challenges and benefits of participating. One theme emphasized was that no single organization is big enough to overcome many of the challenges to advancing green chemistry and sustainable products. Therefore, collaborations are helpful to provide the resources and momentum needed to overcome barriers. Supply chain collaborations can enable companies located at different parts of the supply chain to better understand each other's needs and challenges. A key success factor for successful collaborations is addressing a problem or challenge that an individual company cannot address on its own.

## KEY TAKEAWAYS

### Key Drivers for Safer Chemicals and Products:

- Retailers are facing demand pressures for safer products.
- Desire to be ahead of regulations.
- Retailers are communicating the benefits of safer ingredients and products.

### Challenges for Implementation/Lessons Learned:

- To make these collaborations as global as possible.
- Successful collaborations take time to set up and become effective.

### **Helpful Actions to Advance Green Chemistry (Policies, Education, Partnerships):**

- Share progress with competitors and the public.
- Communicate up and down the supply chain.
- Transparency with results (databases, labels, standards).
- Improved green chemistry education to create green chemistry skills in the workforce.

### **Role for the GC3 in Helping to Advance Green Chemistry in This Area:**

- Lay ground rules and determining metrics when setting up collaborations so that progress can be measured.
- Bring dissimilar individuals and organizations to the table.
- Act as a catalyst to set the stage and get the collaborations going.

### **Key Factors for a Successful Collaboration:**

- The “hook” – knowing what brings the group together.
- The roadmap to success – articulating what it looks like.
- Being open to different points of view.
- Collaboration doesn’t end on paper –to put theory into action.