Overview of GC3 Project Group Activities
Engaging Retailers in the Adoption of Safer Products

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Engaging Retailers in the Adoption of Safer Products

Project history

GC3 project group began 3 years ago to engage retailers and share best practices

- Released report: Best Practices in Product Chemicals Management in the Retail Industry
  - Case studies of Apple, Boots, Green Depot, Patagonia, REI, Staples, and Walmart
  - 11 best practices identified
Engaging Retailers in the Adoption of Safer Products

2011-2012 accomplishments:

1. The Retailer Portal: Tools to Evaluate Chemical Ingredients in Products and Companion Document
3. Compilation of Retailer Chemicals Policy Efforts
4. Inventory of Initiatives and Organizations Advancing Safer Chemicals and Products
5. Retail Webinar Series
Engaging Retailers in the Adoption of Safer Products

The Retailer Portal: Tools to Evaluate Chemical Ingredients in Products and Companion Document

- Retail operation classified by 20 product sectors - e.g., apparel & footwear, electronics, toys
- Tools classified into 4 categories:
  - Restricted Substances Lists (RSLs)
  - Standards, Certifications and Labels
  - Third-Party Evaluation Tools and Systems
  - Consumer guides
## Engaging Retailers in the Adoption of Safer Products

### Tools to Evaluate Chemical Ingredients in Products

<table>
<thead>
<tr>
<th>Key:</th>
<th>Restricted Substances Lists</th>
<th>Standards, Certifications &amp; Labels</th>
<th>Third-party Evaluation Tools</th>
<th>Consumer Guides</th>
</tr>
</thead>
</table>

#### Apparel & Footwear

<table>
<thead>
<tr>
<th>Tools relevant to this product sector</th>
<th>Restricted Substances Lists (RSLs) e.g., AAFA RSL, ETAD</th>
<th>bluesign®</th>
<th>EcoLogo</th>
<th>Global Organic Textile Standard (GOTS)</th>
<th>Oeko-Tex® Standard 100</th>
<th>Outdoor Industry Association (OIJA) Eco Index Beta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tools relevant to all product sectors</td>
<td>Cradle to Cradle® Certification</td>
<td>3E Green Product Analyzer™ (GPA)</td>
<td>Actio Material Disclosure</td>
<td>Chemical Compliance Systems (CCS) Tools</td>
<td>GreenWERCS™</td>
<td>IHS Chemical Inventory Greening Solutions</td>
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</tbody>
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#### Automotive

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<tr>
<th>Tools relevant to this product sector</th>
<th>Restricted Substances Lists (RSLs) e.g., GADSL</th>
<th>EcoLogo</th>
<th>EPA Design for Environment (DfE) Safer Product Labeling Program</th>
<th>Green Seal</th>
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<td>Tools relevant to all product sectors</td>
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#### Building Materials & Products

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<tr>
<th>Tools relevant to this product sector</th>
<th>Restricted Substances Lists (RSLs)</th>
<th>EcoLogo</th>
<th>Greenguard</th>
<th>Green Seal</th>
<th>SMART® 4.0 Sustainable Product Standard</th>
<th>Pharos Project</th>
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<td>Cradle to Cradle® Certification</td>
<td>3E Green Product Analyzer™ (GPA)</td>
<td>Actio Material Disclosure</td>
<td>Chemical Compliance Systems (CCS) Tools</td>
<td>GreenWERCS™</td>
<td>IHS Chemical Inventory Greening Solutions</td>
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Engaging Retailers in the Adoption of Safer Products

Oeko-Tex® Standard 100

Evaluation Tool
Oeko-Tex® Standard 100

Tool Category
Standards, Certifications & Labels

At a Glance
The Oeko-Tex® Standard 100 is a testing and certification system for textile raw materials, intermediates, and end products at all stages of production. It provides a globally uniform safety standard for companies within the textile and clothing industry to assess potentially harmful substances in textile products, and provides consumers with a product label to indicate that the certified textile does not contain health-hazardous substances at a concentration that could be hazardous to human health.

Retailers can access a database that enables them to search for certified products by name, company, and brand name.

Tool Website(s)
www.oeko-tex.com

Tool Owner/Sponsor
Oeko-Tex International Association for the Assessment of Environmentally Friendly Textiles

Type of Entity
Non-profit

Focus of Evaluation
Products

Product Stage of Life Evaluated
Raw materials, manufacturing, transportation, consumer use, end of life

Impact(s) Evaluated
Ecological health, energy use, human health, material impacts, water use, worker health and safety

Tool Description
The Oeko-Tex® label can be used by manufacturers on products or product groups as long as it has been demonstrated with extensive laboratory tests that all components, including accessories, comply with the specified test criteria. The laboratory tests currently comprise around 100 test parameters and are based on international test standards and other recognized testing procedures. These also include simulation tests, which take into account all ways by which harmful substances could be absorbed into the human body (orally, via the skin, or by inhalation).
Engaging Retailers in the Adoption of Safer Products

A Business Case for Retailers: Using Green Chemistry to Sell Safer Products

✓ To help decision makers within retail operations understand green chemistry
✓ The relationship between green chemistry and safer products
✓ The benefits of selling products made using green chemistry

Currently in draft form
Engaging Retailers in the Adoption of Safer Products

Retailer Chemicals Policy Efforts

✓ Online resource
✓ Provides information on policies that address chemical hazards in products
✓ Policies include: RSLs; general chemicals/materials policies; product sustainability indices; & general sustainability program & policy information.

Retailer Chemicals Policy Efforts

Many retailers have developed policies to address chemical hazards in products as part of their sustainability initiatives. These policies include restricted substances lists, general chemicals/materials policies, product sustainability indices, corporate sustainability reports, and general sustainability program and policy information. See below for some examples of these policies:

Apple
Environmental Sustainability Policy

Aveda
Environmental Sustainability Policy
Chemicals Policy

Boots
Restricted Substances List

Nike
Environmental Sustainability Policy
Restricted Substances List

Patagonia
Chemicals and Materials Policy
Sustainability Program Information

REI
Engaging Retailers in the Adoption of Safer Products

Inventory of Initiatives and Organizations Advancing Safer Chemicals and Products

- To understand the landscape of initiatives and organizations relevant to retailers that are advancing sustainability with a focus on safer chemicals and products
- 12 initiatives and organizations including purpose, membership, industry sector focus, and past and current projects.

<table>
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<tr>
<th>Name of Group</th>
<th>Purpose</th>
<th>Can Retailers Participate?</th>
<th>Who’s Involved?</th>
<th>Industry Sector</th>
<th>Projects that Address Toxics in Products</th>
</tr>
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<tr>
<td>AFTRM (Apparel and Footwear International RSL Management Working Group)</td>
<td>Manage restricted substances in the apparel and footwear industry globally</td>
<td>Yes</td>
<td>Manufacturers and retailers</td>
<td>Apparel and footwear sectors</td>
<td>- RSL Toolkit based on the AAFA RSL and Implementation Guide</td>
</tr>
<tr>
<td>BizNGO (Business - Non Governmental Organization) Working Group</td>
<td>Promote the creation and adoption of safer chemicals and sustainable materials</td>
<td>Yes</td>
<td>Businesses, government agencies, NGO’s, retailers and universities</td>
<td>All sectors downstream of chemical manufacturers</td>
<td>- Guiding Principles for Chemicals Policy and Implementation Guide - Policy Initiatives for Advancing Safer Products</td>
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Green Chemistry & Commerce Council
Moving Business Toward Safer Alternatives
Engaging Retailers in the Adoption of Safer Products

Retail Webinar Series

✓ To educate retailers new to discussion about *pursuing safer and greener products* and advance dialogue with retailers already engaged
✓ Highlight activities of forward thinking retailers in products chemical management
Ideas for Continuing the Work in 2012-2013
Engaging Retailers in the Adoption of Safer Products

Idea for 2012-2013

✓ Continue retailer webinar series
✓ Complete Business Case for Retailers: Using Green Chemistry to Sell Safer Products
✓ Plan for national summit for retailers with goals to:
  ✓ Understand drivers for safer products
  ✓ Share experiences
  ✓ Provide information on tools and approaches
  ✓ Determine effective supply chain management
  ✓ Build long term collaborations in retail sector & with suppliers to advance safer chemicals and products.

Join the discussion at the project group meeting