

# 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

Best Practices in  
Product Chemicals Management  
in the Retail Industry



## 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
  2. Draft Business Case for Retailers: Using Green Chemistry to Sell Safer Products
  3. Compilation of Retailer Chemicals Policy Efforts
  4. Inventory of Initiatives and Organizations Advancing Safer Chemicals and Products
  5. Retail Webinar Series
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## 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



Retailer Portal Database

## Tools to Evaluate Chemical Ingredients in Products

[Printing Instructions](#)

Key: ■ Restricted Substances Lists ■ Standards, Certifications & Labels ■ Third-party Evaluation Tools ■ Consumer Guides

Apparel & Footwear									
Tools relevant to this product sector	Restricted Substances Lists (RSLs) e.g., AAFA RSL, ETAD	bluesign®	EcoLogo	Global Organic Textile Standard (GOTS)	Oeko-Tex® Standard 100	Outdoor Industry Association (OIA) Eco Index Beta			
Tools relevant to all product sectors	Cradle to Cradle® Certification	3E Green Product Analyzer™ (GPA)	Actio Material Disclosure	Chemical Compliance Systems (CCS) Tools	GreenWERCS™	IHS Chemical Inventory Greening Solutions	SciVera Lens™		
Automotive									
Tools relevant to this product sector	Restricted Substances Lists (RSLs) e.g., GADSL	EcoLogo	EPA Design for Environment (DFE) Safer Product Labeling Program	Green Seal					
Tools relevant to all product sectors	Cradle to Cradle® Certification	3E Green Product Analyzer™ (GPA)	Actio Material Disclosure	Chemical Compliance Systems (CCS) Tools	GreenWERCS™	IHS Chemical Inventory Greening Solutions	SciVera Lens™		
Building Materials & Products									
Tools relevant to this product sector	Restricted Substances Lists (RSLs)	EcoLogo	Greenguard	Green Seal	SMaRT® 4.0 Sustainable Product Standard	Pharos Project			
Tools relevant to all product sectors	Cradle to Cradle® Certification	3E Green Product Analyzer™ (GPA)	Actio Material Disclosure	Chemical Compliance Systems (CCS) Tools	GreenWERCS™	IHS Chemical Inventory Greening Solutions	SciVera Lens™		

# Engaging Retailers in the Adoption of Safer Products

## RETAILER PORTAL

### Overview

Retailer Portal Database:  
 Tools to Evaluate  
 Chemical Ingredients in  
 Products

Retailer Portal Summary  
 Document

Retailer Chemicals Policy  
 Efforts

Retail Initiatives on Safer  
 Products



Members Area

## 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](http://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).

Retailer Portal

[Back to Search Tool](#)

[Key to Data  
 Category Definitions](#)

## 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***

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## 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 PORTAL

##### Overview

Retailer Portal Database:  
Tools to Evaluate  
Chemical Ingredients in  
Products

Retailer Portal Summary  
Document

Retailer Chemicals Policy  
Efforts

Retail Initiatives on Safer  
Products

### 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.

Name of Group	Purpose	Can Retailers Participate?	Who's Involved?	Industry Sector	Projects that Address Toxics in Products
<b>AFIRM (Apparel and Footwear International RSL Management Working Group)</b>	Manage restricted substances in the apparel and footwear industry globally	Yes	Manufacturers and retailers	Apparel and footwear sectors	- RSL Toolkit based on the AAFA RSL and Implementation Guide
<b>BizNGO (Business – Non Governmental Organization) Working Group</b>	Promote the creation and adoption of safer chemicals and sustainable materials	Yes	Businesses, government agencies, NGO's, retailers and universities	All sectors downstream of chemical manufacturers	- Guiding Principles for Chemicals Policy and Implementation Guide - Policy Initiatives for Advancing

## 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
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# **Ideas for Continuing the Work in 2012-2013**

## Engaging Retailers in the Adoption of Safer Products

### *Ideas 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**