Mainstreaming Green Chemistry

Thought starter discussion
Successes in green chemistry

- Presidential Green Chemistry Challenge
- ACS Green Chemistry Roundtables
- Education programs
- Academic research
- Industry, Gov’t, Academic, NGO partnerships
- State level green chemistry programs
- Networks (GC3, Biz-NGO, PSRT)
- Eco certifications (DfE, Green Seal, Greenguard)
Is Green Chemistry Mainstreamed?

- Green Chemistry = Chemistry
- Current day use of toxic chemicals
- Urgency for finding safer alternatives?
- Government incentives?
- Innovation culture (toxicity as an attribute)?
- Customer demand vs. ability to supply?
- Green chemistry economics
Are we all on the same page?

- Skepticism/trust
- Accepting what is possible today vs. desired
- Understanding cost and investment
- Customer demands vs ability to deliver
- The role of Ecolabels and other certifications
  - Should we reward continuous improvement?
- The role of Hazard vs risk vs lifecycle
- Green chemistry economics
Where is Green Chemistry Today?

- Novelty
  - Emerging but limited in practice
- Benign by design

Green Chemistry = Chemistry
Some Current Issues

- Alternatives do not exist (extent of research)
- Continuous improvement approach is unacceptable
- Green costs more (specialty vs commodity)
- Lack of government incentives (tax, legislative)
- Limited out of the box thinking
- Limited collaboration between industry, academia, government & NGO
Holistic Thinking

Can green chemistry be approached holistically?

Can we develop a holistic framework to address the issues that hold us back?

Green chemistry as a journey vs. destination?
Questions for Discussion

What are the most important changes that must occur in the next 10-15 years to “mainstream” green chemistry?
- education, policy, research, incentives, etc.

What are the barriers and challenges that are keeping us from getting there?

For which of these changes is the GC3 most suited to have a meaningful impact?

What goals should the GC3 pursue in the next 3-5 years to help make those changes happen?