



Retailers and Safer Products: Leveraging Your Relationships

2nd National Summit for Retailers

7 May 2013

Agenda

- Sustainability
- The product life cycle
- Leveraging the Retailer's role
- The Retailer's Voice
- Seals and Certifications
- Discussion...



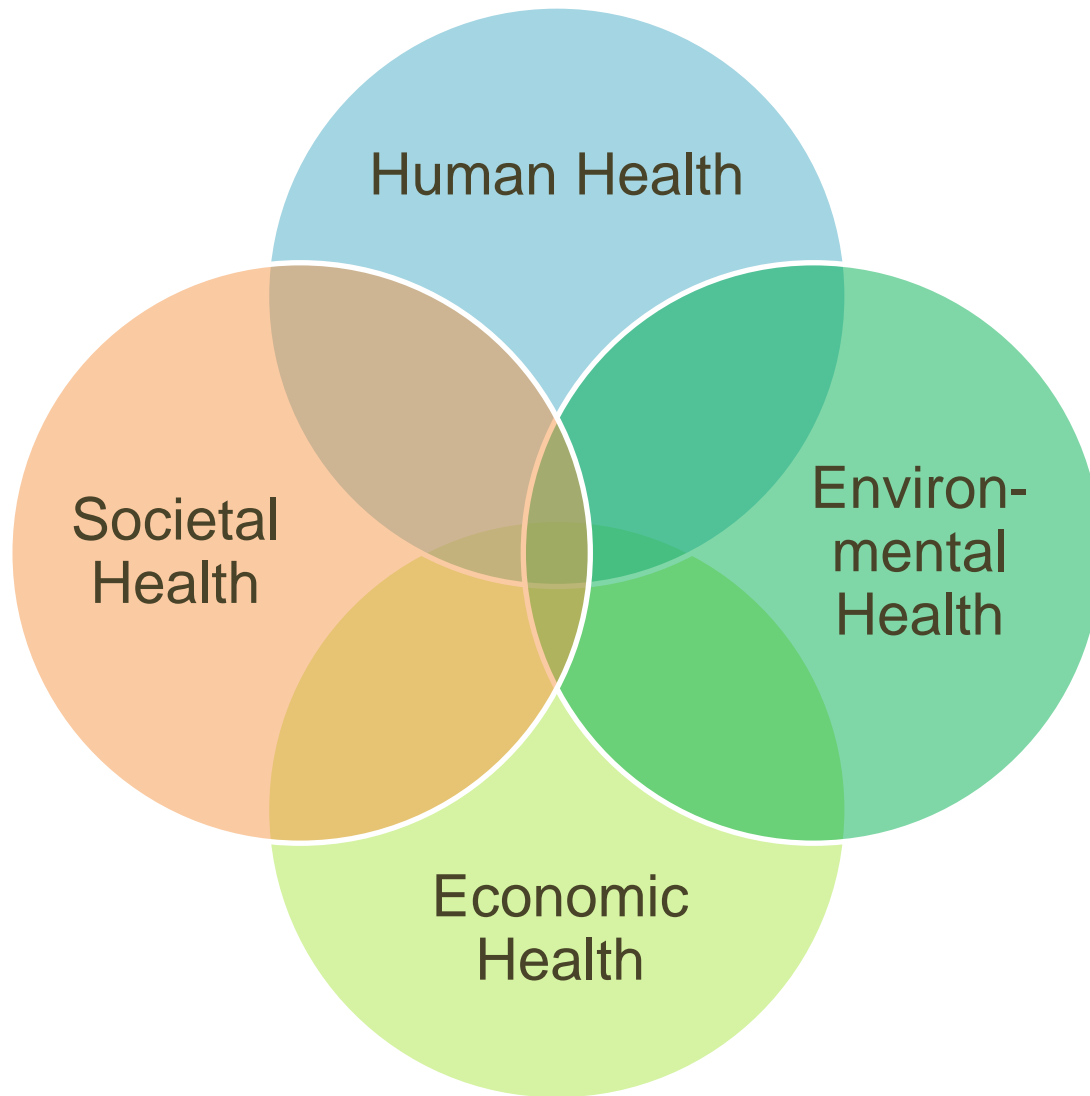
Sustainability

The practice of meeting today's needs without diminishing the ability to meet tomorrow's needs.

---Brundtland Commission, 1987



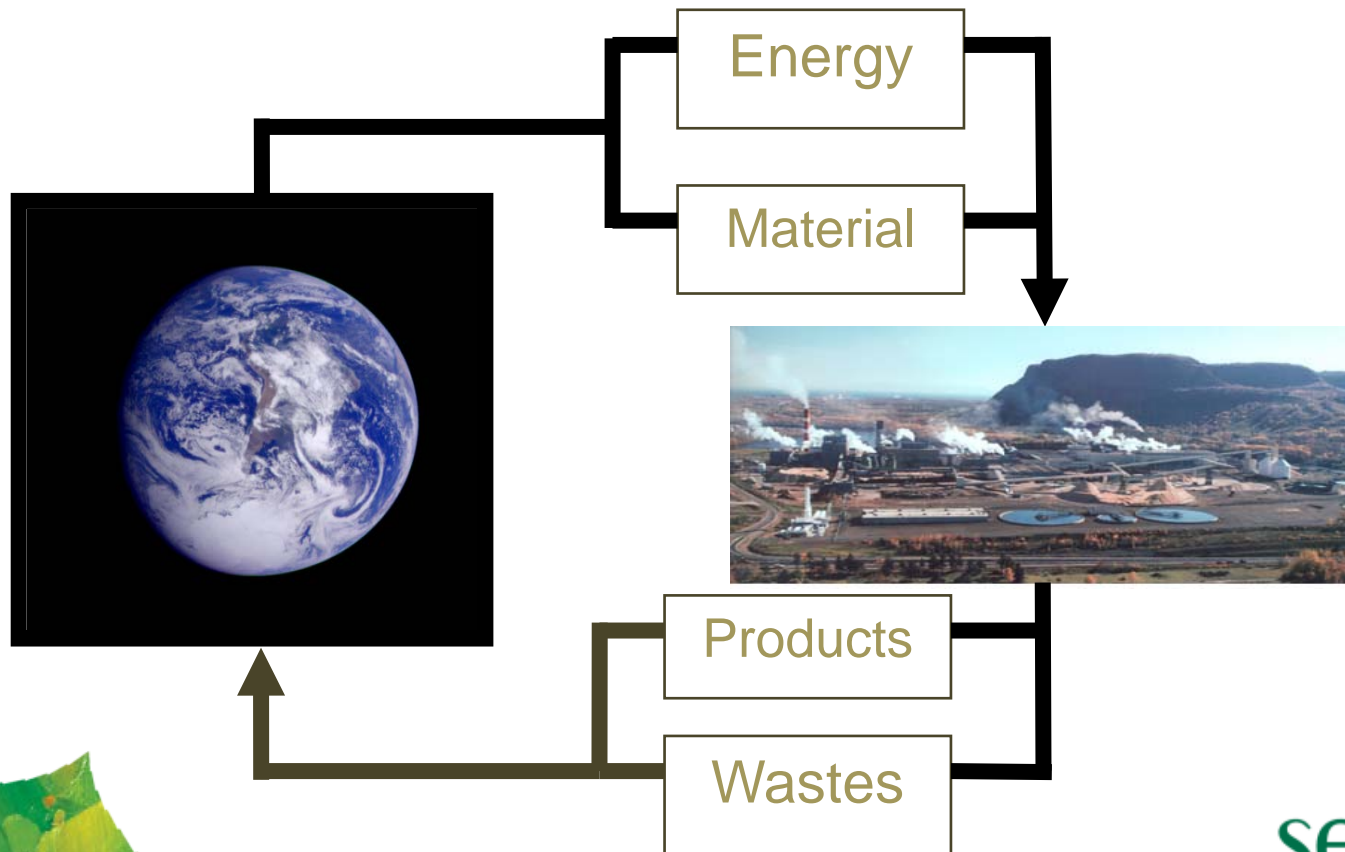
Elements of Sustainability



Achieving Material Sustainability

Natural Cycles

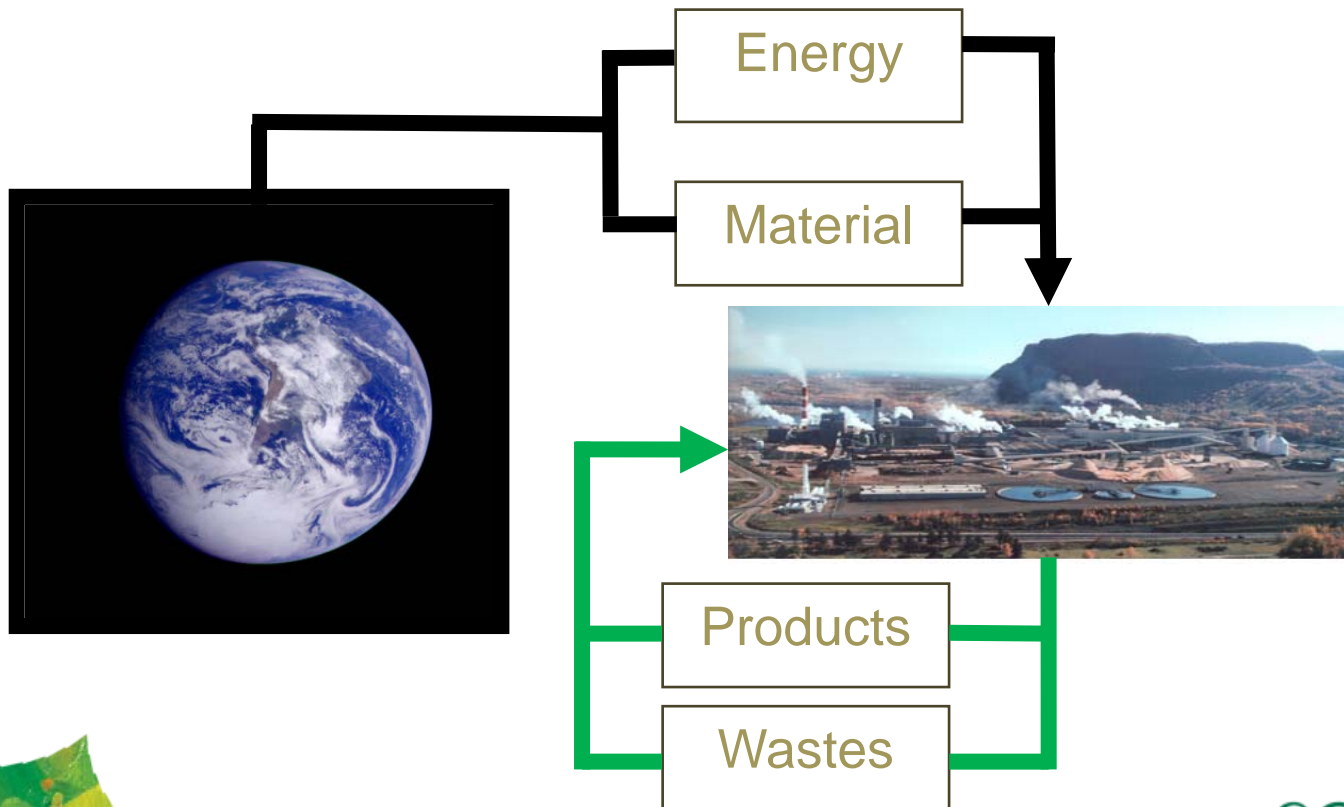
- Materials taken from the biosphere are returned to the biosphere
 - Plant oils converted to biodegradable surfactants



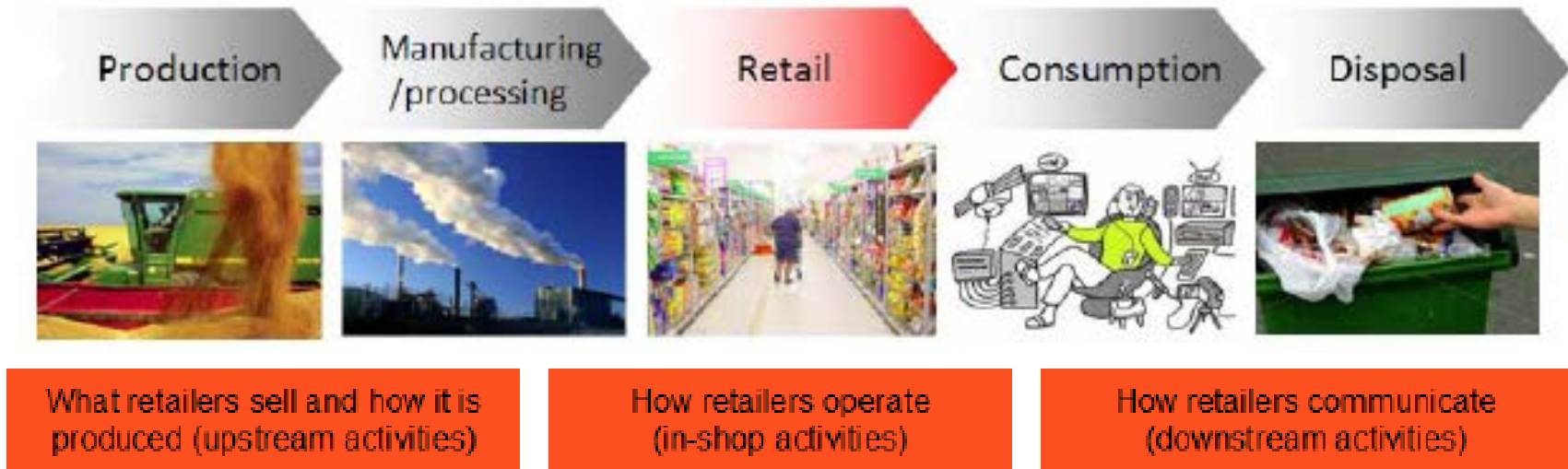
Achieving Material Sustainability

Recycling

- Materials can be taken from the earth and maintained in the technosphere
 - Petroleum is converted to plastic and recycled



The Product Life Cycle



- Retailing represents less than 5% of the environmental impact in a product life cycle

GIVE ME A LEVER LONG ENOUGH AND A FULCRUM ON WHICH TO PLACE IT, AND I SHALL MOVE THE WORLD

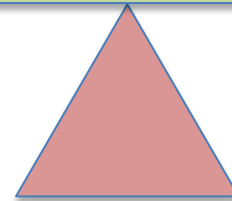
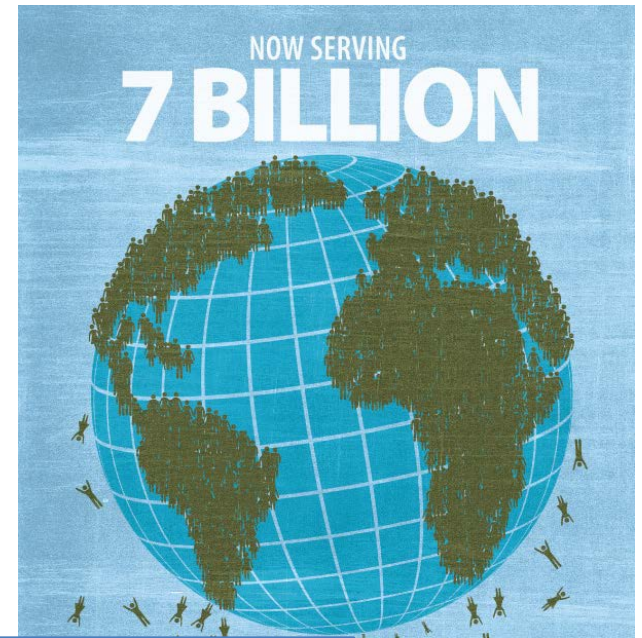
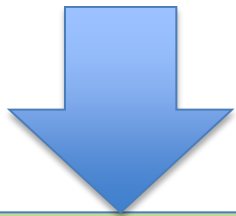


seventh
generation™

Retailers

The Retailer As Lever

seventh
generation™



RETAILE
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seventh
generation™



Nurturing Nature

We care today for the next seven generations of tomorrows.

Our principles:

- Choose plants not petroleum
- Source sustainably
- Decrease carbon footprint
- Produce zero waste



Transforming Commerce

We champion honesty, responsibility, and radical transparency in commerce.

Our principles:

- Be radically transparent
- Exert influence beyond our size



Enhancing Health

We enhance health through education, activism, and innovation.

Our principle:

- Create healthy products for healthy homes



Building Communities

We advance social justice and equality to unleash human potential.

Our principles:

- Create a vibrant workplace
- Nurture thriving communities



Talking With Manufacturers

- Demand Green Chemistry
 - Eliminate Substances of Concern
- Demand recycled and recyclable packaging
- Use Renewable feedstocks
 - Sustainable agricultural methods
- Demand transparency
 - On-package disclosure of ALL ingredients

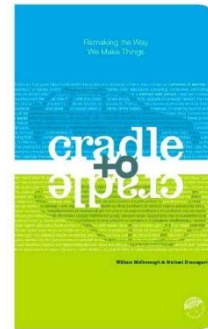


Talking With Consumers

- Consumers shop in YOUR store because they TRUST you
- Ingredient disclosure strengthens that trust
- Talking about Sustainable Agriculture strengthens that trust
- Talking about recycling (and taking back packaging) strengthens that trust

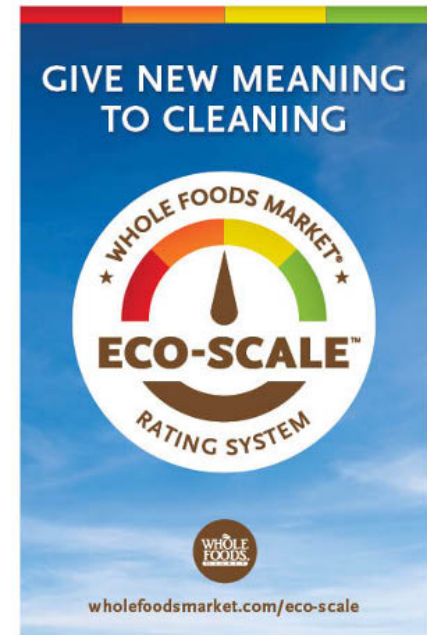


Certification



Retailer Certification

- Whole Foods EcoScale
- The Sustainability Consortium
- RILA
- Others



Certification Costs

- \$3,000 - \$6,000 per certification
- One product line, four fragrances can cost \$5,000 - \$10,000
- Certification of several product lines can cost >\$50,000
- Labor hours required to fill out multiple forms...



Certification

Lack of differentiation

If three products carry the same certification, are they equally green?



Brand versus Certification

- Greater visibility
- Trusted
- Differentiated



USDA Biobased Product Certification and Labeling

- Launched March 2011
- Sun, soil, sea graphic
- Wording / biobased content
- 3 versions





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Caring today for
seven generations of tomorrows.™