



## GC3 Developing New Brand Identity

After 15 years as a trusted convener working to accelerate the adoption of green chemistry, the GC3 is embarking on a bold new vision to become a true agent of change. Given global issues around health, the environment, the economy, and equity, we believe safer, more sustainable chemistry can help address some of the world's biggest challenges. The time is ripe for GC3 to expand our relevance and elevate our leadership role – with a focus on commercialization.

Last year, we established a new 501(c)(6) entity to house the membership activities of the GC3, and we will continue to work closely with the University of Massachusetts Lowell, home to global thought leadership on issues related to safe, sustainable chemistry. As a GC3 member, you will continue to enjoy the robust membership benefits you know and love, and there are many exciting new programs on the horizon.

As part of our transformation, we worked with a highly respected strategic branding firm, [Mission Minded](#), to think through our new brand identity, given our goal to become a true change agent. They came up with some bold name and tagline recommendations to communicate our leadership role more clearly and help us effectively reach new audiences, such as policymakers, investors and the C-suite. We are positioning the GC3 as the only organization that mobilizes the entire value chain to catalyze commercialization of safe and sustainable chemistry. It's exciting and builds on the collaborative work you have all supported, and the reputation we have collectively built together.

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## Help Us with Your Input

We invite you to be part of the process of clarifying and strengthening the way GC3 communicates about its future. We need your involvement to make this transition a success and welcome your input about how we roll out our new identity. Please join us, to provide feedback on our communications plans as we will build on GC3's momentum to create the future, bringing safe and sustainable chemicals from lab to market. [Register here](#) to be part of this effort and participate in one of our upcoming focus groups.

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## New DOE Report from November Workshop Available



In November, the GC3 and the US Department of Energy's Advanced Manufacturing Office (AMO), cohosted a virtual stakeholder workshop to provide input from industry experts on AMO's efforts to incorporate sustainable chemistry processes and practices into the manufacturing of consumer and commercial products. A [new summary report from the workshop](#) was recently released.

The report discusses five themes: scalability of feedstocks and sustainable chemistry processes, information-sharing and collaboration, supply chain integration, techno-economic and lifecycle analyses, and chemical manufacturing processes for energy-efficiency. Also provided are insights into: opportunities for continued sustainable chemistry advances, knowledge gaps, technology/commercialization barriers, and R&D needs to address those barriers. Specifically identified is the need for significant federal funding to amplify private sector efforts to incorporate sustainable chemistry into manufacturing consumer and commercial products.

The AMO stakeholder workshop grew out of language that the GC3 Sustainable Chemistry Alliance successfully added in last year's Energy and Water Appropriations report - calling for a Report to Congress on the potential benefits of sustainable chemistry in manufacturing. In related advocacy, the GC3 Alliance was also successful in including language directing \$5 million in spending on sustainable chemistry in next year's AMO budget.

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### Continuing the Discussion on Green Chemistry and the Circular Economy

GC3 members can take advantage of two upcoming opportunities to continue the dialogue on the synergies between green chemistry principles and the circular economy framework. Rachel Simon will be speaking March 10th at Chemical Watch's virtual conference, [Global Business Summit: Europe, North America and Asia 2021, Managing chemicals safely: An increasingly business critical issue](#), discussing trends for 'safe by design' that support achieving a circular economy in Europe and North America. She will be highlighting aspects of [The GC3 Blueprint of Green Chemistry Opportunities for a Circular Economy](#), released last month. Also presenting at Chemical Watch's event are GC3 members from 3M, BASF, Cradle to Cradle Products Innovation Institute and Procter & Gamble on topics ranging from SAICM, ICCM5, the essential use concept, and other safe by design themes.

On Tuesday, March 17 from 11:00 AM - 12:00 PM EDT, join us for our GC3 Supply Chain Working Group meeting on the Circular Economy as Ann Meitz provides an overview and examples of 3M's Circular Economy for products (e.g. recycled content, renewable, durable, etc.), operations, and packaging, and Todd Cline presents on Procter & Gamble's Fabric Care work creating products to drive sustainability and consumer delight. We look forward to facilitating an ongoing

dialogue on how to co-optimize the circularity, safety, and sustainability of chemicals, materials, and products, while minimizing potential trade-offs in the coming year.

If you are interested in getting involved in GC3's circular economy efforts, please contact [Rachel Simon](#) for more information.

## Contact

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