

## GC3 Project Breakout

### *Collaborative Innovation*

**Presentation:** [Click here to download slides](#)

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**Summary:**

To accelerate the development of green chemistry technologies, GC3 has been bringing members together to solve common green chemistry challenges. Over the years, the models for collaboration have adjusted to the project needs. To address the need to identify more sustainable alternatives for personal care and household products, the Preservatives Collaborative Innovation Project took several forms over time:

- Engage Consumer Packaged Goods Companies to define the scope.
  - This group shared enough commonality and narrow enough focus to define a scope of work that could be impactful and achievable.
- Develop Criteria Document to define the set of new EHS and business criteria for sustainable preservatives.
  - This pre-competitive effort proved successful in creating a roadmap for suppliers and had the additional benefit of building effective group dynamics.
- Create open innovation competition designed and judged by formulators with suppliers choosing to engage as sponsors as a means of technology scouting.
  - After review of forty-eight submissions and third-party testing, seven technologies were selected in May 2018. Many of the technologies are in the process of development through partnerships between suppliers and consumer packaged goods companies.

GC3 is currently developing collaborative innovation projects to address siloxanes (likely a similar open innovation competition) and plasticizers (model yet to be determined).

Christina Raab with Zero Discharge of Hazardous Chemicals (ZDHC) briefly presented an opportunity under consideration to collaborate with the GC3 to advance innovation of new, green chemistry technologies in response to the identified needs of companies in the ZDHC, for the apparel, textile and footwear industries.

**Discussion Outcomes:**

- Other models for collaborative innovation or to scale the existing models to do more with existing resources, include:
  - Innovation speed dating may be another model for collaborative innovation. What is the one thing you know and are willing to share to help others?

What is the one thing you know that your company needs?

- Consider crowd sourcing whereby voting with money helps to move a project forward.
- Work collaboratively to define the project scope with criteria for success, and then turn the implementation of the project over to a government or other organization.
- Additional topics to consider addressing through collaborative innovation:
  - Lead in electrical components
  - Solvents used for cleaning electrical components
  - Diisocyanates and polyurethanes in the textile industry
  - Chromium IV for tanning
  - DMAc in spandex/elastane production
- Engage with collaborators that bring new capabilities. GC3 has strong relationships with feedstock companies which could be beneficial to ZDHC.
- Benefits to collaborative innovation (i.e., with ZDHC):
  - Stimulate creativity to drive markets to meet brand needs.
  - Identify tangible market for sustainable innovations.
- Focus on functional substitution which opens the door for process and product design innovation instead of direct replacements.
- Consider GC3 member benefits especially when collaborating with non-members and/or other organizations.
- Build on the core competency of the GC3.