



Green Chemistry & Commerce Council Innovators Roundtable: The Role of Tools, Labels, and Retail in Promoting Safer Chemistry

April 25-27, 2007
Lowell, MA

Agenda

DESIRED OUTCOMES:

- Sharing information, experience and understandings among a diverse group of companies and other stakeholders on advancing implementation of Green Chemistry and Design for Environment.
- Exploring the opportunities for the Green Chemistry and Commerce Council (GC3) to influence markets (retailers and companies up and down supply chains) and public policy towards implementation of Green Chemistry and Design for Environment.
- Assessing the need for tools, including hazard assessment databases, to support firms in implementing Design for Environment and Green Chemistry.
- Assessing labels and other tools that can distinguish the work of GC3 companies in the marketplace.
- Promoting education and information sharing on new policies and initiatives that could influence Green Chemistry and Design for Environment, such as the European REACH legislation.

Wednesday, April 25, 2007

Boott Mill, downtown Lowell

- 5:30-6:00pm** Arrival, registration, and tour of Boott Cotton Mill and Tsongas Industrial History Museum
- 6:00-7:00pm** Reception
- 7:00-8:15pm** Introductory remarks
Ken Geiser and Joel Tickner, Lowell Center for Sustainable Production
- Topic: "A vision for sustainable materials."
John Warner, UMass Lowell
- Topic: "EPA's Design for Environment Program."
Clive Davies, US EPA
- Topic: "How can leading companies use their position to move the supply chain toward safer and sustainable products?"
James Barber, Metabolix, Inc.

Thursday, April 26, 2007
Ballroom, Doubletree Hotel

- 7:45-8:30am** Breakfast
- 8:30-9:00am** Opening overview and goals for Roundtable: Summary of critical issues, needs and next steps outlined at the 2005 Innovators Roundtable at the Darden School of Business - what has happened towards achieving these steps and what still needs to happen? What new challenges have come up since then? What are the goals for the next day and a half?
Jan Stensland, Inside Matters, and George Wilkish, Tyco/ M/A-COM
Facilitator: Joel Tickner
- 9:00-10:30am** Working group presentations: Tools for Chemical Assessment and Safer Design, Advancing Design for Environment and Green Chemistry in Government, Drivers for Innovation and Marketing Safer Products
- Brief overview of achievements since Darden meeting
 - Brief discussion of issues and challenges groups are working on
 - Introductory presentation of issues and goals for each group during the roundtable session
- Dave Long, SC Johnson*
Richard Cottrell, Sysco; Roger McFadden, Corporate Express; and Lauren Heine, Consultant
Beth Rosenberg, Tufts University
Facilitator: Joel Tickner
- 10:30-11:00am** Break
- 11:00am-1:00pm** Topic: “The power of retail: How can the GC3 influence retailers in making informed moves to safer and sustainable products?” Discussion questions:
- How can communication with retailers regarding needs and opportunities for safer chemicals and products be improved (and up and down the supply chain in general)?
 - What is the role of retailers in pushing for and defining safer products?
 - What is the role of suppliers in offering help and guidance to retailers?
- Panel Discussion: John Whalen, Blu Skye Sustainability; Martin Wolf, Seventh Generation*
Facilitator: Sally Edwards
- 1:00-1:45pm** Lunch
- 1:45-3:45pm** Site Visits
- M/A-COM, a business unit of Tyco Electronics and a leading provider of wireless radio frequency (RF), microwave and millimeter wave components – efforts in Design for Environment
 - University of Massachusetts, Lowell’s efforts to support Green Chemistry and Design for Environment
 - Toxics Use Reduction Institute
 - Biodegradable Polymer Research Center
 - Center for Green Chemistry
 - Nanoscale Science and Engineering Center for High-Rate Nanomanufacturing

3:45-5:30pm

Topic: "How to stay ahead of the REACH curve?" Discussion questions:

- What are the implications of REACH for manufacturers and users of chemicals in the US? What impacts will it have?
- How have companies turned REACH into an opportunity?
- How have companies used REACH to communicate with their supply chains and create improved materials management schemes?
- How can companies not just comply with REACH, but stay ahead of regulation, on the innovators curve?
- How can REACH benefit those companies that do not have European markets?

Presentation: Andrew Fasey

Panel Discussion: Mark Newton, Dell; Bob Israel, Johnson Diversey; Kathleen Shelton, DuPont

Facilitator: Yve Torrie

5:30-5:45pm

Discussion of working group sessions taking place Friday morning: What groups do participants wish to be in? Are there other groups that could be created?

Facilitator: Amy Perlmutter

6:00pm

Meet in hotel lobby for short walk to 181 Market Street for a wine and cheese reception with Steve Green, formerly of Polaroid.

7:15pm

Dinner

South East Asian restaurant, 343 Market Street Lowell

Friday, April 27, 2007

Ballroom, Doubletree Hotel

7:45-8:30am

Breakfast

8:30-10:30am

Working group individual sessions

- Tools for Chemical Assessment and Safer Design discussion questions:
 - What are next steps for the database of tools for chemicals assessment, including how the database could be categorized, what resources are needed to finalize it, and how could tools within the database be prioritized by users?
 - Is there utility in developing a hazard assessment tool that can be used for chemical assessments across companies? How would this tool be developed, what would it look like, and how can we proceed with its development?

- How do companies prioritize chemicals of high concern for restriction or substitution? What criteria do companies use to judge chemicals against each other? Are there similarities in approaches that can be used across companies and sectors?
- How can companies get full disclosure from suppliers? Which companies have been successful at getting this information? How did they do it? How can companies make suppliers comfortable with giving product information out?
- Identify next steps for the working group

Facilitator: Joel Tickner

- Advancing Design for Environment and Green Chemistry in Government discussion questions:
 - What next steps should come from the letter to EPA regarding DfE, including work with other agencies and legislative staff?
 - What role does this group play in defining and improving the process of DfE? For example, how can the formulators-type work (labeling) be combined with the design-type work that has been done in electronics? Or packaging? Or green chemistry?
 - How should we take a more proactive role in furthering/shaping DfE and green chemistry policies at the state level?
 - How can we help EPA in designing its website content for DfE to improve its usability and increase its visibility?
 - Identify next steps for the working group

Facilitator: Ken Geiser

- Drivers for Innovation and Marketing Safer Products discussion questions:
 - What is the landscape of eco-labels?
 - Are labels making any difference? If so, is this coming from industry push or consumer change?
 - Do we want to create a new label? Do we want to start with an existing label and add to that? (Design for Environment label was suggested).
 - How can continuous improvement in a labeling system be built into it?
 - Identify next steps for the working group

Facilitators: Beth Rosenberg and Yve Torrie

10:30-11:00am

Break

11:00-12:30am

Working groups report back to plenary and finalize action plan and next steps to achieving these

Facilitator: Amy Perlmutter

12:30-2:15pm

Working lunch in ballroom.

Where to next for the GC3? Discussion questions:

- How can we grow the network?
- How can the group use its collective political power to create the most impact possible?
 - How can we collectively influence policy?
 - How can we collectively influence the growth of safer and sustainable products? In the supply chain? With retailers? With consumers?

- How can the group collectively support implementation of Green Chemistry in commerce?
- How can communication tools between GC3 participants be improved?
- Should the GC3 become a more formalized organization, for example, with an Executive Committee?

Steve Bradfield, Shaw Industries

Facilitator: Joel Tickner

2:15-2:30pm

Closing comments – Roundtable completion

(Evaluations)

Berkeley Cue, Consultant

Facilitator: Ken Geiser