



Information Technology Industry Council
Leading Policy for the Innovation Economy

Trade Groups as Leaders in Advancing Green Chemistry and Design for Environment

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Trade Associations as Leaders

- Networking/Forum for industry leaders
- Promote Sound Science
- Outreach/Education



Industry Associations

- Place for leading manufacturers to talk pre-competitively about:
 - Product stewardship
 - Health and safety
 - Ensuring market access (for the industry)
 - Science
 - Interaction with other industries
 - Especially helpful for communications down supply chain



Promoting Sound Science

- Promote materials policy that:
 - Is based on sound science (not arbitrary)
 - Is multi-stakeholder and transparent
 - Looks at benefits and costs of alternatives
- Countering negative stereotypes about industry
 - Cannot be proactive when on defensive
 - Example: continued allegation that OEMs design for obsolescence



Promoting Sound Science

- Promote cost/benefit
 - Cost is not a 4-letter word
 - Promote clear cost benefits to green chemistry
 - Industry cannot implement overly burdensome programs
- Watch for unintended consequences
 - Need to limit the negative effects of chemical policies
 - Example: Laws banning energy-efficient LCD technologies



Outreach and Education

- MFR innovation and commitment (and customer demand) continues to be the main driver for continuous improvement in design
 - Every year our products become lighter, faster, more energy efficient and more environmentally friendly
 - Industry striving to reduce, minimize or eliminate the use of chemicals of concern as science and cost-benefit analysis indicate



Outreach/Education

- Promote consistency
 - Industry is open to reasonable and balanced oversight
 - Looking for consistency
- Promote flexibility
 - Broad chemical bans actually stifle innovation
 - Manufacturers work best with a range of options to choose from

