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

Chris Cleet
ITI

May 5, 2009
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