



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

April 25-27, 2007  
Lowell, MA

## Preliminary Agenda

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### 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
- 6.00-6.30pm** Tour of Boott Mill and Tsongas Industrial History Museum
- 6.30-7.00pm** Reception
- 7.00-8.15pm** Introductory remarks  
*Ken Geiser and Joel Tickner, Lowell Center for Sustainable Production*
- Topic: "How can leading companies use their position to move the supply chain toward safer and sustainable products?"  
*Plenary presentation and discussion session*
- Topic: "A vision for sustainable materials."  
*John Warner, UMass Lowell (invited)*

### 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?

*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, and John Frazier, Nike*

*Richard Cottrell, Sysco and Roger McFadden, Corporate Express*

*Beth Rosenberg, Tufts University and Yve Torrie, Lowell Center for Sustainable Production*

**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*

*Facilitator: Ken Geiser*

**1.00-2.00pm**

Lunch

**2.00-3.30pm**

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

**3.30-5.30pm**

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 (invited)*  
*Panel Discussion*

**5.30-5.45pm** Discussion of working group session taking place Friday morning.  
(What groups do participants wish to be in? Are there other groups  
that could be created?)  
*Facilitator: Amy Perlmutter*

**6.45pm** Dinner  
**South East Asian restaurant, downtown 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:
  - Better access to information: 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?
  - What is green? What criteria should companies use to judge chemicals against each other?
  - Discussion of Clean Production Action's GreenScreen
  - Identify next steps for the working group

*Facilitator: Joel Tickner*

- Advancing Design for Environment and Green Chemistry in Government discussion questions:
  - How can the GC3 best follow-up on the Design for Environment letter to provide support for enhancing the Design for Environment and Green Chemistry programs at EPA and other agencies?
  - How can the Design for Environment program's criteria, decision-making processes and transparency be strengthened?
  - 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?
- Facilitator: Joel Tickner*
- 2.15-2.30pm** Closing comments – Roundtable completion  
(Evaluations)  
*Ken Geiser*