



**SUSTAINABLE BUSINESS AND SAFER CHEMISTRY THROUGH THE SUPPLY CHAIN:  
AN INNOVATORS ROUNDTABLE**

November 14-16, 2005

**AGENDA**

All sessions will be held in **Classroom 290** of The Darden School. All meals will be in The Abbott Center Dining Facility. Small group discussions will be held in The Darden School during the day (rooms 291-294).

**MONDAY, NOVEMBER 14, 2005**

- |      |      |      |  |
|------|------|------|--|
| 3:00 | 5:30 | PM   | Arrival and Check-In, Sponsors Gatehouse   |
| 5:30 | -    | 6:15 | PM   |
|      |      |      | Welcome Reception, Abbott Center Lobby   |
| 6:15 | -    | 7:15 | PM   |
|      |      |      | Dinner, Abbott Center Dining Room  |
| 7:30 | -    | 9:30 | PM   |
|      |      |      | Introductory Remarks and Panel Discussion, Classroom 290<br><i>Facilitators: Joel Tickner and Andrea Larson</i><br><b>Topics: Framing the Issues: Drivers of Corporate Change, Opportunities, Allies, Accomplishments, Overcoming Obstacles.</b> |

**Discussants:**

Phillip Lewis, Rohm and Haas  
Roger McFadden, Coastwide Labs  
Mary Ellen Mika, Steelcase

**Discussion Questions:**

- What are the most important drivers for greater supply chain initiatives around green chemistry and safer chemicals management safer chemicals management necessary for cleaner, safer products? How have these changed over time?
- What opportunities/benefits do you see in transitioning your company's products and processes toward green chemistry guided design?
- What are the most important obstacles to these efforts? What are the most inhibiting within your firm or in efforts to collaborate with suppliers or buyers?

**TUESDAY, NOVEMBER 15, 2005**

7:00 - 7:50 AM Breakfast, Abbott Center Dining Room

8:00 - 8:45 AM Opening Discussion, Classroom 290

*Facilitator, Ken Geiser*

**Topic: Participant Introductions  
Roundtable Overview, Andrea Larson**

8:45 - 10:00 AM **Topic: Green Chemistry as a Strategy for the Future**

Presenter:

Paul Anastas, Green Chemistry Institute –  
The Green Chemistry Institute Protocol as a Tool

Discussion questions:

- What are the prospects for green chemistry as a future strategy for chemical and product design?
- What are the current barriers to green chemistry implementation in firms and in policy?
- How can safer chemistry be advanced more effectively as a win-win strategy? How can Green Chemistry be advanced?

10:00 - 10:30 AM Refreshment Break, Outside Classroom

10:30 - 11:45 AM **Topic: New Regulations: Drivers of Innovation**

Presenters:

Andrew Fasey, Protection Through Knowledge  
Uwe Lahl, General Director, Federal Ministry for the Environment,  
Nature Conservation, and Nuclear Safety, Germany

*(Discussion to include chemicals policy in the European Union, and REACH)*

11:45 - 12:45 PM **Topic: Opportunities for Business**

*(European and American stakeholders present and discuss drivers, successes, needs, and barriers resulting from upcoming REACH and other state/country laws and proposals)*

Discussants:

Lothar Lissner, Kooperationsstelle Hamburg  
Jack Linard, Unilever  
Tod Arbogast, Dell  
David Bott, Crystal Faraday Partnership

TUESDAY, NOVEMBER 15, 2005 CONTINUED

Discussion Questions:

- Does or will REACH influence what you do with product assessment and design?
- What opportunities does REACH and global chemicals policy efforts present for innovation in safer chemistry throughout supply chains
- What are the pros/cons of regulations as tools for promoting innovation in safer chemicals management
- How can European and global policies benefit even those companies that do not have European markets?

12:45 - 1:45 PM Lunch, Abbott Center Dining Room

1:45 - 2:45 PM **Case Examples**  
*Facilitator: Amy Perlmutter*

Presenters:

Mark Rossi, Clean Production Action  
Beth Rosenberg, Tufts University

*(Safer chemistry and chemicals management, barriers and opportunities at Herman Miller and Interface Fabrics)*

2:45 - 3:00 PM Refreshment Break, Outside Classroom

3:00 - 4:30 PM **Case Examples continued:**  
*(Drivers, opportunities and challenges for safer chemicals management and their links to corporate strategy.)*

Discussants:

John Frazier, Nike  
Troy Brantley, Alpha Gary  
Adam Lowry, Method Products

Discussion Questions:

- What similarities do you see to your own supply chain situations or company circumstances from the cases presented? Differences?
- How is information about new regulations/requirements communicated to adapt product design and chemicals selection? What is your internal method screening out problematic materials?
- What barriers have you and your supplier(s) faced in redesign of products? (either organizational/management issues inside the firms, technical challenges, or outside pressures)
- What would you identify as the most important needs, supports, and strategies to advance safer, cleaner products through better chemical/materials selection and use?

**TUESDAY, NOVEMBER 15, 2005 CONTINUED**

- 4:30 - 6:30 PM Personal & Recreation Time
- 6:00 - 6:30 PM Reception, Abbott Center Lobby
- 6:30 - 7:30 PM Dinner, Abbott Center Dining Room
- 7:30 - 9:00 PM Discussion, Classroom 290  
*Facilitator: Dick Brownlee*

**Continued Discussions-**

*(Opportunities, barriers to Green Chemistry, innovation, economic returns, keys to successful supply chain management, and advancing Green Chemistry principles.)*

**Discussants:**

Jon Freedman and Christine Murner, General Electric  
Tom Swarr, United Technologies  
Edwin Mongan, DuPont  
Berkeley "Buzz" Cue

**Discussion Questions:**

- To what extent does your company export and into what countries? Put another way, do you design to meet only certain or all legislative requirements worldwide (do you design to a global standard)?
- What other drivers are important to how you and your supplier(s) as you think about materials and chemicals selection and use going forward?
- To what extent do senior managers in your firm view these issues as strategic for the company going forward?
- If you could name 3 things that you need to accelerate innovation in this arena, what would they be?

**WEDNESDAY, NOVEMBER 16, 2005**

7:30 - 8:30 AM Breakfast, Abbott Center Dining Room

8:30 - 8:45 AM Discussion, Classroom 290  
*Facilitator, Joel Tickner*

**Topic: Globally Harmonized System of Classification  
Labeling as a Driver for Information Flow**

Presenter:

Andrew Fasey, Protection Through Knowledge

8:45 - 10:15 AM **Topic: Better Supply Chain Management Through Improved  
Knowledge About Chemicals**

Presenters:

Dave Long, SC Johnson; GreenList

Ken Alston, MBDC; Cradle to Cradle

Clive Davies and Tom Murray, US EPA; DfE & Flame Retardancy  
Partnerships, Formulators Program and Green Suppliers  
Network

Lauren Heine and Tarek Rached, GreenBlue; CleanGredients

Discussion questions:

- What tools does your company use in understanding chemical hazards and evaluating alternatives?
- What supply chain information do firms need to better manage chemicals and what are the barriers to getting this information?
- How can firms more effectively use chemical information to design safer chemicals, processes, and products?

10:15 - 10:30 AM Refreshment Break, Outside Classroom

10:30 - 12:00 AM **Breakout Discussion, Darden School Study Rooms**

*(Small group discussion on areas of particular interest)*

- 1) What are some of the tools/approaches used and needed to assess and compare chemicals?
- 2) Where are opportunities to apply Green Chemistry in supply chains?
- 3) How can we create more successful partnerships up and down the supply chain?
- 4) How does Green Chemistry connect with corporate strategy?
- 5) What opportunities do REACH and GHG provide in driving innovation?
- 6) What innovations are creating the next generation of supply chain performance?

WEDNESDAY, NOVEMBER 16, 2005 CONTINUED

12:00 - 12:30 PM Report Back and Discussions

12:30 - 1:45 PM Working Lunch in Classroom  
*Facilitators: Joel Tickner and Andrea Larson*  
*(report back continued, discussion, next steps)*

1:45 - 2:00 PM Closing Comments – Roundtable Completion  
*(Evaluations)*