

# **Green Chemistry in Commerce Council Drivers for Innovation & Marketing Safer Products**

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# Overview of presentation

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- **Results of Innovators Roundtable and Drivers for Innovation & Marketing Safer Products working group's nine interviews with a range of stakeholders from within the Green Chemistry in Commerce Council (GC3)**
  - **The drivers and obstacles for marketing more sustainable products, informing substitution with safer chemicals, and greening the supply chain**
  - **Focus on toxicity data needs for firms in designing and implementing safer chemistry and the applicability of the HPV database in fulfilling this need.**



# GC3 Identified Obstacles for Innovation and Marketing Safer Products

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## Chemicals Data

- Limited information on chemicals up and down the supply chain
- Lack of information on EHS impacts and risks from different exposure routes
- Lack of data and tools to gather data on toxicology and unintended consequences



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## Chemicals Data & the HPV Challenge Program

### Pros

- Data more available on widely used chemicals
- New data should be reflected in MSDS etc.
- Downstream users can access the data on chemicals they purchase



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## Chemicals Data & the HPV Challenge Program

### Cons

- No EHS information
- No information from different routes of exposure
- No real involvement other than by producers
- No mechanism for communicating information
- It is unclear what the linkage to other data is which could make it more useful e.g. labels



# GC3 Identified Obstacles

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## How to Distinguish “Green”

- No definition of “green” so companies unable to distinguish themselves from greenwashing; no federal 3<sup>rd</sup> party certification
- Perception that green means it’s inefficient, of inferior quality & costs more

## Regulation

- Lack of government support for companies that want to innovate
- Lack of regulation means businesses are pushed to voluntarily replace legal materials with potential, but uncertain risks



# GC3 Identified Obstacles

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## Lack of Incentives

- Companies have little incentive to green as products can't be sold on "greenness" alone
- The middle of the supply chain is hard to influence as they have little pressure or incentive to green & are far from the customer

## Short Term View

- The short term horizon of American business - sustainability issues become more germane with a long term view. It's difficult to make management pay attention to **FUTURE** problems



# GC3 Identified Obstacles

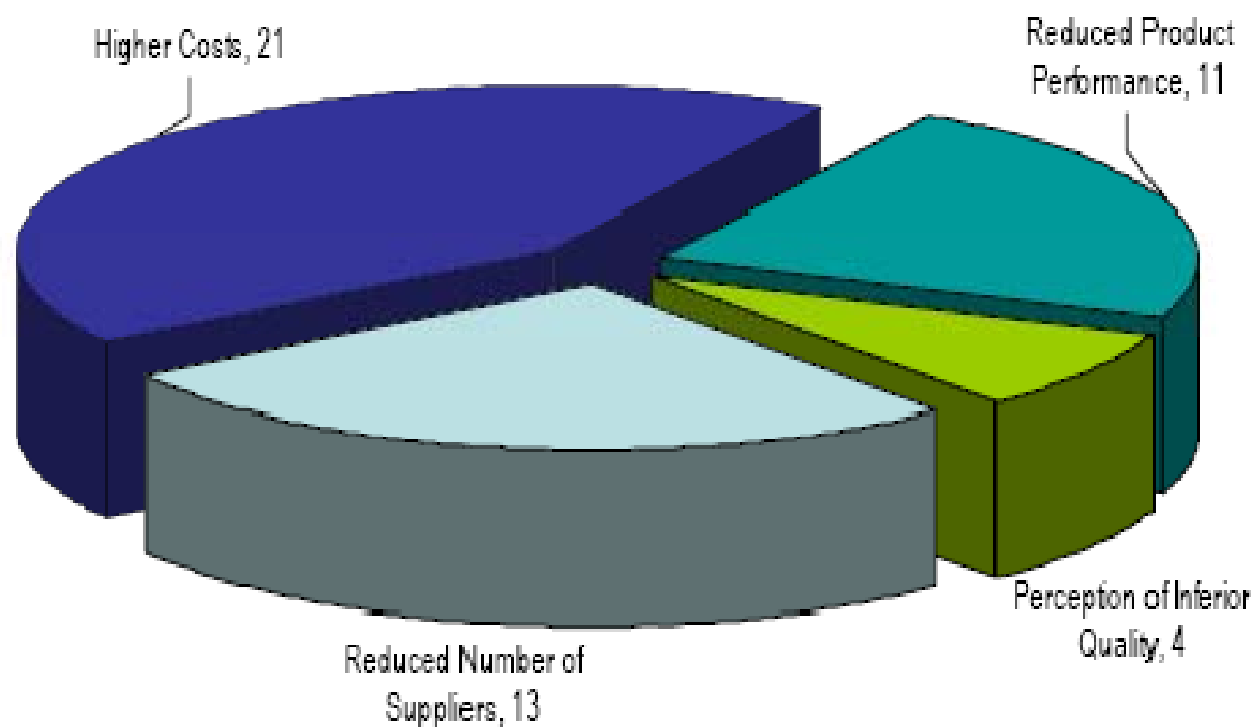
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## Other Obstacles

- General inertia in companies
- Reduced number of suppliers
- Potential reduced product performance & higher costs



## Drawbacks Related to Green Chemistry Innovations



# GC3 Identified Drivers for Innovation and Marketing Safer Products

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## Regulation

- Expanding regulatory requirements, especially at the international level (REACH, RoHs)
- Standards, such as LEED, which has changed the building business

## Green Chemistry...

- New science-based frameworks e.g. industrial ecology, green chemistry, green engineering
- Benefits of green chemistry – toxicity and hazard reduction or elimination, increased sales, cost and risk reduction, new customers, customer retention & satisfaction, new markets.



# GC3 Identified Drivers

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## Costs

- The cost of being brown

## Company leadership and opportunities

- CEO leadership e.g. Ray Anderson at Interface Carpet
- Industry leaders driving competition through change e.g. Walmart
- Good PR and brand enhancement opportunities for companies



# GC3 Identified Drivers

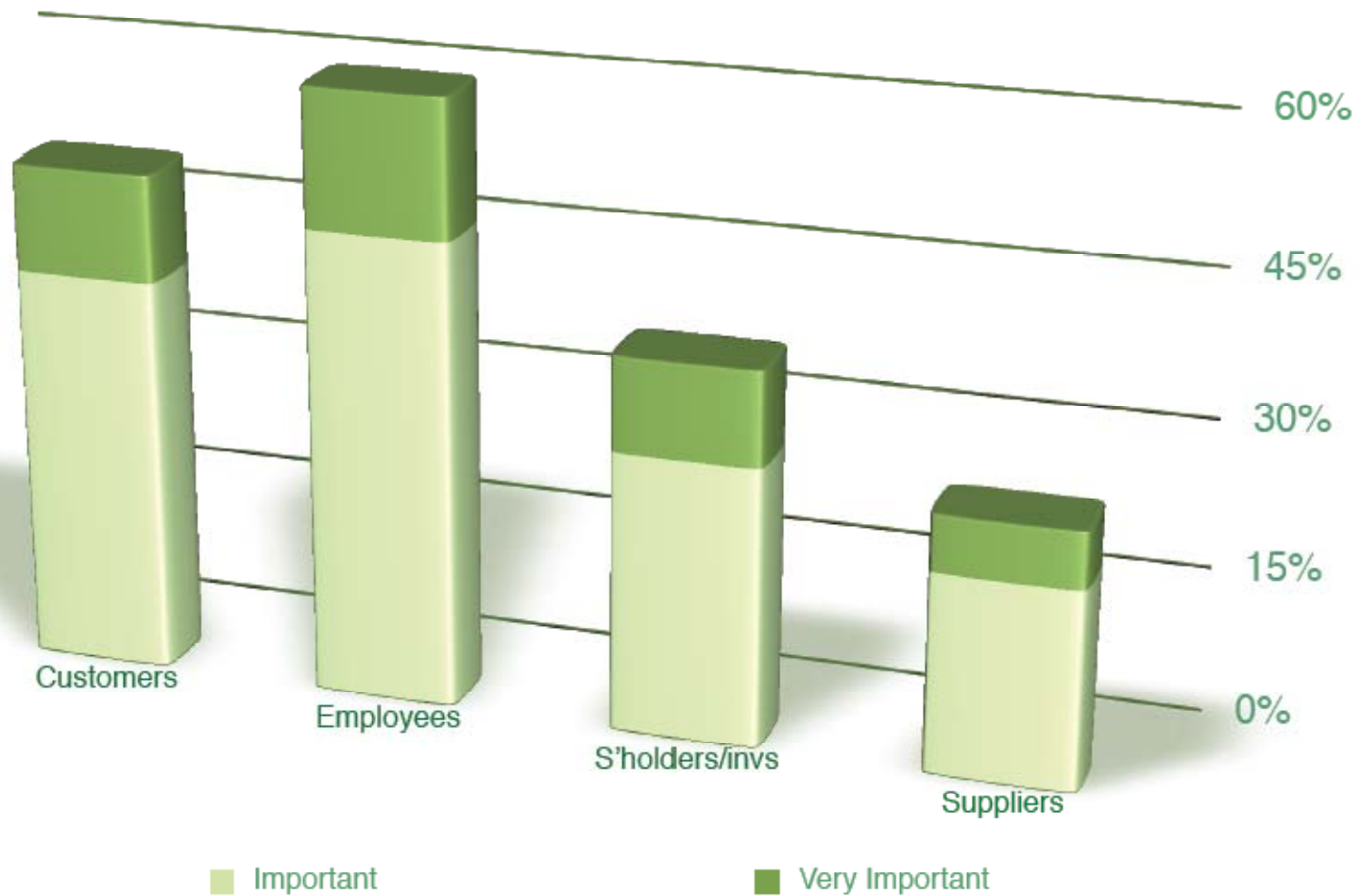
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## Pressure

- Consumer pressure with increasing awareness of product safety issues
- Pressure from NGOs



## How important are an organisation's 'green credentials' to the following groups?



# Next Steps for Driving Innovation and Marketing Safer Products

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- Critical need to fill the chemical data gap
- Credible 3rd party endorsements / public recognition of incremental steps so companies can differentiate themselves
- Economic incentives – government support
- Investment incentives – sustainable indexes recognizing the stability of long term investment
- Need to showcase companies that are looking long term and ones who are making changes and lowering costs
- A definition of what's green

