Mainstreaming Green Chemistry, Part II

The Mainstreaming Green Chemistry break out groups discussed two key questions on GC3's role in mainstreaming green chemistry: *(1) What are the most important things the GC3 can do to help your business or organization in its efforts to bring GC to the mainstream?; and (2) Who should we be engaging in the implementation of these ideas, and how?* Compiled points from the small group and panel discussions are listed below.

Outreach/raising visibility

- Write articles—about GC3 projects, members, etc. Audience: mainstream press, sustainability outlets, chemistry/green chemistry outlets
- Speakers bureau: for news outlets, policy makers, corporate decision-makers, etc.
- Pitch some story idea to NPR or other news/talk org Revenue for GC3 members = 7% of GNP
- Keep promoting the GC3's Green Chemistry challenge

Build consumer demand -- work with NGOs and businesses.

Assisting Members

- Continue to identify needs and gaps in supply and product development chains and address them
- Develop tools
- Portal for chemical companies to list alternative chemicals
- Include place at GC3 for companies to bring their chemists and get a one day training
- Internship program
- Demand aggregation
- Identify priority chemicals and find substitutes
- Supply chain pilot
- Peer to peer support/SWAT team/consulting
- ID partnerships and break logjams- university:business, supply chain (as in retail work; this is our strength)
- Match company needs to resources (came up in survey)
- Create functional substitution working groups- adhesives, FRs, dyes, fragrances, preservatives, solvents, emulsifiers, etc.

Engaging Members

- Chemists in chemical companies talk to alma maters about GC (what is in school labs wouldn't be allowed in their company labs), write articles for alumni magizines
- Sponsor research challenges
- Talk to GC3 CEOs more about barriers/drivers/needs, what it would take to make the business case to them. "Get our own house in order, first."

Developing Information

- Systems mapping/leverage points
- ID Pre-competitive strategies (came up on panel and breakouts)
- Gather information about worker health and safety and environmental benefits (came up in survey)
- Look at ways to reduce high costs of scale up (came up in survey)
- Identify (and track) metrics
- Include questions on GC in annual global CEO survey
- Talk to Brookings about GC in their green jobs report
- Talk to applicable federal agencies about collecting data on GC- jobs, skills, etc.

Expanding the Network

- Pitch the idea of GC to investors, why it's a worthwhile investment
- Work with MEPs on chemical ID and substitution
- Develop project that engages business/NGO/government/researcher

Big Ideas

- Research Center(s)
- National Manufacturing Initiative Center for GC
- R&D funding
- Legislation- America Competes Act reauthorization
- Federal Executive Order
- Green Chemistry Export Program through international trade offices
- CEO forum (Chemical companies)

Misc

- Rewards for employees doing GC- identify models
- Build competition w/in industries--what can we learn from the carpet industry about why they competed against each other on sustainability when other industries do not? Promote Sustainable Biomaterials Collaborative guidelines in federal purchasing
- Training materials for chemists

Webinars-

- Successful business/university partnerships, and other partnership models (e.g., NGO/business)
- NIH/federal purchasing- how to get on purchasing lists
- Along with innovation group - where should the next big disruptions be (after fungus and sugar), and how can we support them?