



Green Chemistry and Commerce Council (GC3)

Participation Guidelines and Policies

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A project of:



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I. General Information

What is the Lowell Center for Sustainable Production?

The Lowell Center for Sustainable Production (Lowell Center) is a research center based at the University of Massachusetts Lowell, a 501(c)(3) non-profit organization. The Lowell Center develops, studies, and promotes environmentally sound systems of production, healthy work environments, and economically viable work organizations.

What is the Green Chemistry and Commerce Council?

The Green Chemistry and Commerce Council (GC3) is an open business-to-business forum for participants to discuss and share information and experiences relating to advancing green chemistry and design for environment in commerce and as it pertains to sustainable supply chain management.

The Green Chemistry and Commerce Council is a project of the Lowell Center and shall operate subject to the guidelines set forth in this document.

How did it begin?

The GC3 originated in 2005 following the *Innovators Roundtable on Sustainable Business and Safer Chemistry Through the Supply Chain*, a meeting co-hosted by the Lowell Center for Sustainable Production and the Darden School of Business at the University of Virginia Charlottesville. Meeting participants requested that the supply chain discussions begun at that meeting be given an opportunity to continue, at which point the Lowell Center offered to facilitate these future conversations. At the direction of those involved, what began as a series of regular conference calls eventually grew into working groups each focused on projects of particular interest, an annual Innovators Roundtable conference to continue working group discussions in person, and an advisory committee to assist the Lowell Center with decision-making.

II. Mission and Approach

The mission of the GC3 is to promote and support green chemistry and the design for environment approach to research and practices nationally and internationally among companies and other governmental and non-governmental entities by:

- Implementing green chemistry, green engineering, and design for environment throughout supply chains and sharing strategies to overcome barriers and reduce environmental footprints;
- Promoting education and information on safer chemicals and products that can increase demand by a broad range of consumers; and

- Identifying existing and needed information on toxics hazards, risks, exposures and safer alternatives to promote green chemistry as defined in the “12 Principles of Green Chemistry.”

III. Definitions

Design for Environment

Design for environment is an approach to product design that applies green chemistry and other sustainability principles. This approach involves maintaining or enhancing product quality while minimizing the environmental and health impacts of products throughout their lifecycles. The US EPA approach to Design for Environment includes the following steps:

- Identifying the array of technologies, products, and processes that can be used to perform a particular function within an industry and related pollution prevention opportunities.
- Evaluating and comparing the hazard, risk, performance, and cost tradeoffs of the alternatives.
- Disseminating this information to the entire industry community.
- Encouraging and enabling use of this information by providing mechanisms and incentives to institutionalize continuous environmental improvement.

Green Chemistry

Green Chemistry is the utilization of a set of 12 principles defined by Anastas and Warner in *Green Chemistry Theory and Practice* that reduce or eliminate the use or generation of hazardous substances in the design, manufacture and application of chemical products.

University of Massachusetts Lowell

A comprehensive University with a national reputation in science, engineering and technology. It is committed to educating students for lifelong success in a diverse world and to conducting research and outreach activities that sustain the economic, environmental and social health of the New England region.

Lowell Center for Sustainable Production Staff

A group of professionals who are responsible for carrying out the daily activities of the Center. These positions range from highly technical to administrative and from project-focused to organization-focused. The Advisory Committee and each of the GC3 working groups are staffed by at least one Lowell Center staff person. Lowell Center staff facilitate the day to day operations of the GC3 including but not limited to coordination of conference calls, annual Roundtable, researching, writing and publishing reports, maintaining the GC3 website, and outreach.

GC3 Participants

Any organization that qualifies for participation as outlined in Section V of this document, has been approved by the Lowell Center for Sustainable Production based on those criteria, and which has paid dues for the current year. GC3 participants attend and participate in meetings, project working groups, and other educational activities. Each participant organization has one vote within the GC3.

GC3 Advisory Committee

A participant-elected, 12 person advisory body whose purpose is to review all GC3 activities and make appropriate decisions and actions to the Lowell Center, including the annual operating and project budgets of the GC3. The Advisory Committee includes Lowell Center staff as standing positions, while all other participants have a 12-month elected term. No organization, including parent company and all of its subsidiaries, shall have more than one individual on the committee at a time.

The Advisory Committee is comprised of the following seats:

- DfE/Green Chemistry working group chairs (2)
- Tools for Chemical Assessment working group chairs (2)
- Drivers and Marketing working group chairs (2)
- At-Large GC3 Representatives
 - Corporate (2)
 - NGO or government (1)
- Lowell Center staff (3)

GC3 Working Groups

Temporary and permanent groups that GC3 participants form to jointly work on specific tasks which further the mission of the GC3. Participation in a working group is voluntary and calls occur in addition to the annual Innovators Roundtable. Working group missions and objectives may be developed and changed by those participating in the group.

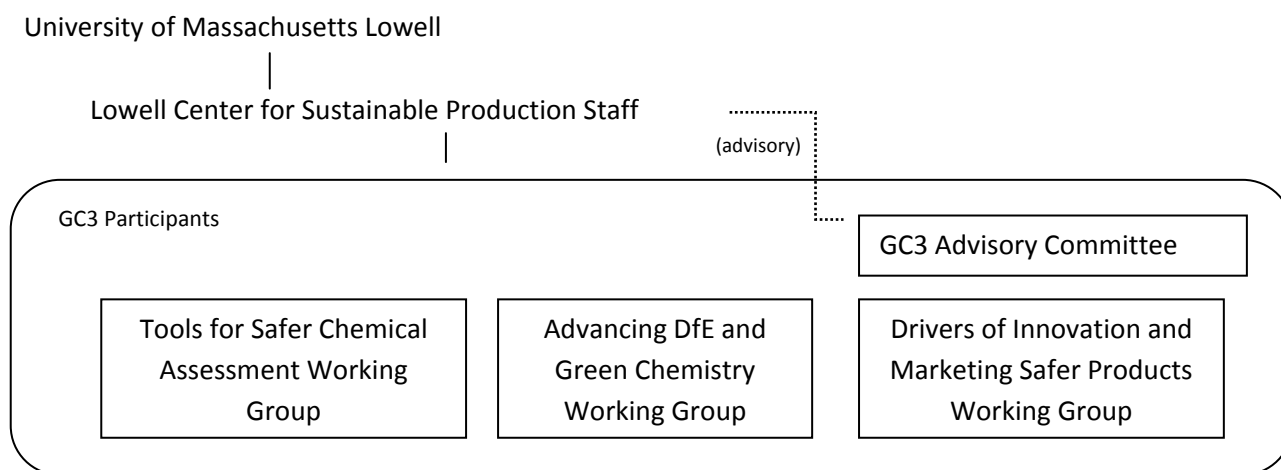
IV. Organizational Structure

The direction and scope of the GC3 is determined by an Advisory Committee of GC3 participants. (See Definitions for specific make up of the committee.)

The engine of the GC3 is the working groups through which work products in service of the GC3 mission are created. Each working group is headed by two co-chairs who, with Lowell Center staff, facilitate working group discussions.

GC3 participants self-select into which, if any, working group(s) they would like to become involved.

Between working group calls, participants communicate, coordinate, and advance projects through the use of an email listserv administered by the Lowell Center and hosted by the University of Massachusetts Lowell.



The number of working groups, the number of participants involved in them, and the focus of the groups is subject to change at the judgment of the GC3 Advisory Committee and/or GC3 participants attending annual Roundtables. Following annual meetings, working group projects can be updated throughout the year at the direction of working group participants.

V. Advisory Committee Responsibilities

The GC3 Advisory Committee will make the following decisions.

Spending

The Lowell Center will prepare an annual budget for review by the Advisory Committee. The committee will have the opportunity to provide input on the budget before approving its adoption. Upon this review, the Advisory Committee may make recommendations about the level of annual dues required for participation. If an annual budget and dues levels are not approved by the Advisory Committee by April 1st of the preceding year, the Lowell Center may authorize their proposed amounts without

approval from the Advisory Committee. Further, the Lowell Center may provide specific project budgets for review and approval within three weeks by the Advisory Committee on a periodic basis during the year.

Frequency of Meetings

The Advisory Committee shall meet no less than quarterly in person or by telephone. A quorum of half of the committee participants plus one shall be necessary for a meeting or telephone call to take place.

Decisions brought to the Committee shall be decided by a majority vote of those present.

At-Large participants of the Committee are asked to make a one year commitment of participation. Corporate participants of the Committee shall represent a broad range of industrial sectors.

VI. GC3 Participation

Benefits

The following benefits will be offered in return for annual dues:

- Participation in the GC3 and its working groups by an unlimited number of representatives from an organization
- Significantly reduced registration fees for up to two participants from a specific participant company to attend annual GC3 meeting
- Free participation in quarterly GC3 webinars
- Receipt of quarterly electronic newsletters outlining recent GC3 activities and related stories of interest
- Eligibility to be elected a participant of the GC3 Advisory Committee
- The right to vote in Advisory Committee elections and on working group projects and priorities
- Recognition on www.greenchemistryandcommerce.org as a participant

Eligibility

Because the GC3 seeks to maintain an open, business-to-business dialog, individual companies make up a majority (no less than 75%) of the GC3's participants.

A limited number of industry and trade associations, as appropriate, may be invited to join the GC3 as participants at the discretion of the advisory committee. Individual companies within trade organizations may join the GC3 at their discretion.

Consulting firms, though for-profit entities, may join the GC3 as participants, but are not considered part of the 75% majority of companies previously referenced, and are expected to refrain from promoting or

selling their products to other participants during GC3 activities, unless such an opportunity is specifically arranged.

A limited number of representatives from non-governmental organizations and from local, state, and federal government agencies, as appropriate, may be invited to join the GC3 as participants at the discretion of the GC3 Advisory Committee.

Participation in the GC3 is open to companies (and other organizations as discussed above) meeting the following guidelines:

1. Has read and agrees with the work priorities and goals outlined in the GC3 mission statement, including the 12 Principles of Green Chemistry and DfE approach
2. Is willing to be an active participant in annual meetings, quarterly conference calls, and regular working group meetings
3. Agrees to work cooperatively and productively in a group setting to advance the GC3 mission and that their individual conduct contributes positively to the technical and management practices necessary to more effectively deploy green chemistry in commerce
4. Accepts that organizations participating¹ in the GC3 will be listed on the GC3 website, www.greenchemistryandcommerce.org, for public review unless specifically requested otherwise, and that individuals' contact information will be available for other participants' reference on a password protected online directory
5. Understands that participation in the GC3 is voluntary and non-binding; products and outcomes of the GC3 do not necessarily reflect the policy or opinion of individual participants or of participating companies
6. Pays dues at or above the required minimum amount

The Lowell Center may refuse to renew the participation of any company that it determines, in its sole discretion, has engaged in behavior that harms the GC3 or Lowell Center or disrupts the GC3 mission.

Participation in the GC3 does not constitute affiliation with the Lowell Center or the University of Massachusetts Lowell. GC3 participants have no voting or other rights in the governance of the Lowell Center or the University of Massachusetts Lowell.

¹ In the event that participating organizations would be specified within the context of working group products, such as a letter or an article, those organizations will be given the opportunity to consult their legal departments before any document is made public.

Term & Dues

Annual dues are required for participation in the GC3 as of May 1, 2010 as outlined below. Participants are highly encouraged to pay the dues level proportionate to their annual revenue or operating budget to ensure adequate funding for on-going GC3 activities, but if this amount presents a hardship, minimum dues of \$250 will be accepted.

Tier	Organization Type	Suggested Annual Dues Rate
4	For-profit entities with annual revenue or operating budgets at or exceeding \$1 billion	\$5,000
3	For-profit entities with annual revenue or operating budgets between \$10 million and \$1 billion	\$3,000
2	For-profit entities with annual revenue or operating budgets of less than \$10 million	\$1,000
1	Not-for-profit entities (includes government agencies, academic institutions, and non-government organizations)	\$300
Required Minimum Dues		\$250

Dues are based on the GC3 operating year of May 1 through April 30, roughly the year between annual meetings. Any organization joining the GC3 after October 1 of a given year will be charged half the annual rate.

Dues will be deposited into the Green Chemistry and Commerce Council Fund, a dedicated account housed at the University of Massachusetts Lowell. Dues will be used to cover salaries for Lowell Center staff responsible for the coordination and administration of GC3 activities, including but not limited to planning and executing annual meetings, fulfilling research needs, facilitating publications and other projects generated as part of GC3 working groups. Dues will also offset the cost of consultants hired for specific research and outreach projects, annual meeting expenses, as well as routine operating costs such as office supplies, website maintenance, etc.

Remittance Address

Any correspondence or checks made out to “University of Massachusetts Lowell” can be sent to:

Lowell Center for Sustainable Production
Attn: Melissa Coffin
University of Massachusetts Lowell
1 University Avenue
Lowell, MA 01854

Privacy and Confidentiality

The Lowell Center and participants in the GC3 respect the confidential nature of information when made explicit that confidentiality should be kept. In general all information shared with other participants should be considered as publicly available. Periodically media attention may be drawn to the GC3, at which point participants should feel free to talk openly about the work of the Council.

All working group and Advisory Committee notes, working documents, and a GC3 participation directory are accessible on a password protected portion of the GC3 website (www.greenchemistryandcommerce.org).

VII. Policies

Use of Name and Insignia

The use of the GC3 logo or representation of the GC3 in any event or media interview is appropriate with express permission of the GC3 Advisory Committee and/or Lowell Center for Sustainable Production staff. The logo may be reproduced with permission from the Lowell Center provided that:

1. The use of the name and logo is for the purpose of the GC3 and participating entities
2. The use of the name and logo does not in any way suggest endorsement of commercial products or services, or of particular businesses or individuals, or misrepresent the participation guidelines stated in this document
3. The name or GC3 logo is not overlaid with other graphics
4. The name or GC3 logo is used in association with the Lowell Center for Sustainable Production name or logo equivalent in size

Use of GC3 Listserv and Distribution Lists

Any GC3 participant shall be permitted to post messages and responses to the GC3 listserv and/or any email distribution lists related to the work of the GC3 or any working group(s).

Non-Endorsement Policy

The Lowell Center, including all Lowell Center projects, neither permits the use of its name, logo, or written materials for commercial purposes, including advertising, nor allows the suggestions of any endorsement, affiliation, or sponsorship with any third party's product or service without its prior written consent. Participants of the GC3 may indicate that they are a "participant" of the GC3, provided there is no indication of certification or endorsement of their product.

Intellectual Property Statement

Any intellectual property developed as part of the GC3 shall remain the property of the Lowell Center.

Green Chemistry and Commerce Council Income Account

Once established, the Green Chemistry and Commerce Council Income Account will maintain a balance of \$40,000 whenever possible to ensure sufficient funds for six months of staff salary.

Anti-Trust Policy

Group activities by competitors entail risks under federal and state antitrust laws. Participants in GC3 activities are expected to be familiar with obligations under antitrust laws.

VIII. Procedures

Advisory Committee Elections

Nominations for the Advisory Committee will be accepted at annual GC3 Innovators Roundtable meetings. At such time any formal participant in the GC3 can nominate themselves or another to the Committee. To accommodate participants not able to attend the annual meeting, nominations can also be submitted to the Lowell Center. Elections will be held once per year following the annual GC3 Roundtable. Staff at the Lowell Center for Sustainable Production will contact each nominee to verify that they want to accept the nomination, and to clarify which seat on the Committee they are interested in filling.

The nomination process will be guided by the following principles:

1. Each working group is headed by two co-Chairs. Only one co-Chair can be replaced in any given election. In the event that no other GC3 participant seeks to fill the Co-Chair position, current co-Chairs may continue to head their working groups without term limits.
2. The Advisory Committee is made up of 9 seats not held by Lowell Center staff. To preserve the organizational memory of the Committee, no more than 4 of these seats may change hands in any given election.
3. In the event that a working group is added, its two co-Chairs will become part of the Advisory Committee.

4. In the event that a working group is dissolved, the co-Chairs will no longer be part of the Advisory Committee.

Elections will be held through an anonymous on-line process. Any dues paying participant in good standing is eligible to vote. Seats will be elected by a majority vote and the results announced through the green-innovation listserv. Anyone wanting a copy of the vote tally should contact the Lowell Center.

Working Group Meetings

Working groups shall meet by phone no less than twice per year. Sub-working groups may be formed as necessary to facilitate efficient development of working group projects. All working groups and their sub-groups shall include participation by Lowell Center staff.

New Project Proposals

Ideas for working group projects may be submitted at any time by contacting the Lowell Center or a working group Chair.

Identification of Project Leaders

Projects shall be lead by those who brought the idea to the group, in partnership with Lowell Center staff. In the event that an idea is adopted by a working group, but the individual or organization proposing the idea is unable to lead the project, any other(s) from the working group interested in participating in that project may become its leader(s). No project shall proceed without a GC3 participant as its primary leader.

Communication and Meeting Scheduling

The Lowell Center shall send quarterly electronic newsletters to the participants via the GC3 listserv. Newsletters shall include announcements of upcoming meetings, updates on working group activities, and other relevant information including but not limited to recent publications, articles, or presentations of interest. Any GC3 participant can submit an announcement for the newsletter at any time by contacting the Lowell Center.

Between newsletters, any announcements shall be circulated via the GC3 listserv.

Meeting scheduling shall be initiated by the Lowell Center and/or Working Group Chairs, and/or project leaders as necessary. Such meetings shall be scheduled in the manner preferable to the meeting coordinator.