

SAFER CONSUMER PRODUCTS



September 5-7, 2012 | Hilton San Jose | San Jose, CA

Preparing for Green Chemistry Regimes in California & Other States

Forum: Innovating for Safer Greener Products

Wednesday, September 5, 2012, 8AM-5PM

Brand owners and manufacturers are facing tough choices in consumer goods markets. Shoppers are ever more "eco-conscious" but unwilling to pay more or accept tradeoffs for added green-ness. On top of that, they are confused by a barrage of claims and labels. Meanwhile chemical bans and regulations proliferate. In some cases, retailers are not waiting for regulatory action to pull products off their shelves. A purely defensive risk-mitigation stance may be more and more expensive.

Instead, retailers and brand owners such as WalMart, Staples, Unilever, Procter & Gamble, and Church & Dwight are pursuing enterprise-wide sustainability initiatives, as well as LCA studies and alternatives R&D, not to mention getting their supply chains into line. At the same time, new smaller companies tout a bottom up approach to Green. Their product lines are shaping the tastes of the early adopter segment and, in turn, influencing larger markets – witness Whole Foods' impact on other grocery chains.

This one day forum will highlight innovation opportunities driven by the new Green Chemistry regulations. Sustainability strategists, R&D leaders, product stewards, designers and developers, and solution providers will gain strategic insights and connections helping them to succeed in the emerging business landscape.

7:00 – 8:00 **Registration & Networking Breakfast**

8:00 – 8:15 *Opening Remarks by Forum Chair*

8:00-8:30 *Keynote Address:*

Leveraging Green Chemistry Principles for a New Era of Product Design
John Warner, Ph.D., *President, Chief Technology Officer,*
WARNER-BABCOCK INSTITUTE FOR GREEN CHEMISTRY; *Co-Author,*
GREEN CHEMISTRY—THEORY AND PRACTICE

8:30-9:00 *2nd Keynote Address:*
Presenter to be Announced

9:00 – 10:15 *Panel Discussion:*
Getting Ahead of Compliance via Product and Brand Innovation

- *Getting ahead of regulatory trends – investing for innovation may be risky, but how expensive is the alternative, given proliferating chemical bans and product safety regulations?*
- *Green marketing claims, green-washing and the FTC's new green guidelines*
- *Examples of alternative strategies to product-specific eco claims: telling the bigger brand story, concept stores, etc.*
- *Influence of the 5-15% early adopter/"Greenie" segment in creating a "green-driver" climate*

Panelists:

Bill Pease, Ph.D., Chief Scientist, GOODGUIDE

Martin Wolf, Director, Product Sustainability & Authenticity,
SEVENTH GENERATION

10:15 – 10:45 **Networking Break**

10:45 – 11:45 *Panel Discussion:*

Safer & Greener: Lessons Learned from Market Pioneers

- *How niche brands and products are shaping consumer perceptions and guiding a broader market*
- *How does product design align with broader sustainability values?*
- *How sustainability values are communicated*
- *Strategies for formulation or use of alternative materials and chemicals in packaging, LCA implementation*

Panelists:

Kevin Brodwick, Founder, THINKBABY/THINKSPORT

Jay Bolus, Chief Scientist, MCDONOUGH BRAUNGART DESIGN (MBDC)

Cara Welch, Ph.D., VP, Scientific & Regulatory Affairs,
NATURAL PRODUCTS ASSOCIATION (NPA)

11:45 – 1:15 **Group Luncheon**

1:15 – 2:15 *Panel Discussion:*

Green Chemistry Innovation and Opportunities

- *Opportunities for new entrants supplying alternative plastics and substitutes for chemicals of concern*
- *How can alternatives assessment, "cradle-to-cradle", and green chemistry thinking be propagated beyond the R&D materials/chemicals group, so it informs broader decision-making?*
- *What is the level of understanding of green chemistry among small to medium manufacturers, who may assemble but not fabricate their components?*
- *Seeing into the supply chain - communication of chemical ingredients, properties and risks between supply chain participants*

- *Creative end-of-life solutions – “upcycling,” “industrial ecologies”*

Session Chair:

Bogdan Comanita, *Principal, MARKET CHEMICA (invited)*

Panelists:

Anthony DiMaio, PhD, *Technical Services Manager, Americas, GALATA CHEMICALS, LLC*

Judith C. Giordan, Ph.D., *Partner, ECOSVC; Former Global VP R&D, PEPSICOLA; former Global Director of R&D, INTERNATIONAL FLAVORS & FRAGRANCES; former VP Corporate R&D, HENKEL CORPORATION*

Edwin Tam, *Manager, New Business Initiatives, TEKNOR APEX COMPANY*

Els Weeg-Aerssens, Ph. D., *Product Steward, Corporate EHS, SABIC INNOVATIVE PLASTICS (invited)*

2:15-2:45 *Networking Break*

2:45 – 4:45 *Panel Discussion:*

Leveraging LCA for Innovation

This session will pull together strategic, management-level insight about how Life Cycle Analysis can be proactively used to design and market better products, while in some cases also reducing energy and production costs.

- *How LCA results are integrated up the chain of command into company-wide decision-making*
- *How results are integrated into product branding/packaging and communicated to the retailer and consumer*
- *How companies structure their internal LCA programs (outsourced versus internal, or combination)*
- *Use of software or other tools, strengths and weaknesses, how tools need to be tailored to market / product specifics*

Session Chair:

Laura Flanigan, *Consultant, PE INTERNATIONAL, INC. & FIVE WINDS STRATEGIC CONSULTING*

Panelists:

Gretchen Hancock, *Project Manager, Corporate Environmental Programs, GE*
Al Iannuzzi, *Senior Director Product Stewardship, WW Environment, Health & Safety, JOHNSON & JOHNSON*

Martin Wolf, *Director, Product Sustainability & Authenticity, SEVENTH GENERATION*

4:45-5:00 *Chair’s Closing Remarks*