



## Media Summary of the BizNGO press release:

*Consumer Concern for Chemicals Drives New Business Solutions.  
Business, NGO Leaders Team Up to launch new tools for identifying safer  
chemicals and sustainable plastics. Nov 30, 2011*

## Unique Stories

- **Chemical & Engineering News – Clean Tech Blog Cleantech Chemistry**  
<http://cenblog.org/cleantech-chemistry/2011/11/avoid-the-regrettable-substitution/about/>  
November 30th, 2011 • 04:11 **Avoid The Regrettable Substitution** By Melody Bomgardner
- **Chemical Watch – Business NGO coalition releases sustainable material tools, USBizNGO develops tool to select safer alternatives to chemicals of concern**  
<http://chemicalwatch.com/9262/business-ngo-coalition-release-sustainable-materialtools>  
**02-Dec-2011** The Business NGO Working Group for Safer Chemicals and Sustainable Materials (BizNGO), a coalition of businesses and environmental health NGOs, has released two frameworks designed to help companies assess sustainable materials. Entitled "The principles for sustainable plastics" and the "chemical alternatives assessment protocol (v.1.0): how to select safer alternatives to chemicals of concern to human health or the environment", the tools were...
- **Greenwire 12/01/11 -- Subscription aimed at Capitol Hill**

### **CHEMICALS: Business coalition begins push to eliminate toxics in consumer goods**

Jeremy P. Jacobs, E&E reporter Published: Thursday, December 1, 2011

Seeking to address what they see as flawed U.S. chemical regulations, businesses ranging from Staples and Hewlett-Packard to architecture firms this week launched efforts to rid products of potentially harmful substances. The efforts appear to be far-reaching and include a set of principles and protocols for the design of products that do not pose a threat to human health or the environment. "What we do is work together to say where we want to get to and how we can make progress to get there," said Mark Rossi of the BizNGO Group, a coalition of businesses that includes companies ranging from Staples to Nike. Rossi's group is holding a conference this week at Staples' headquarters in Framingham, Mass., for manufacturers and environmental groups where it is unveiling two documents on how to phase toxic chemicals out of products.

The first, "Principles for Sustainable Plastics," is a guide for monitoring the lifecycle of plastics, from the manufacture to how it is used in products. The second, "Chemical Alternatives Assessment Protocol," provides a framework for companies to consider

when phasing out potentially harmful chemicals from its products so they avoid an equally problematic replacement. The idea, said Roger McFadden of Staples and a member of the coalition, is to provide a way to measure progress for industry. "BizNGO is delivering the tools we need to create benchmarks for progress to safer chemicals and sustainable materials in a doable and pragmatic way that any business can implement," McFadden said.

The coalition's work comes as consumers have become increasingly aware of and outspoken about harmful chemicals in products. At the same time, the 1976 Toxic Substances Control Act (TSCA) -- which grants U.S. EPA the authority to regulate chemicals -- is the country's only major environmental statute to never receive a significant congressional update, and public health advocates say the law fails to sufficiently protect consumers. The Senate is currently debating Sen. Frank Lautenberg's (D-N.J.) "Safe Chemicals Act," which would overhaul the way chemicals are regulated and require manufacturers to prove their substances are safe before they go on the market.

Rossi emphasized that while debates over TSCA reform can often become contentious between industry and public health advocates, his group's documents show they can find common ground. "These strategies demonstrate the ability of business and environmental health leaders to collaborate for the development of a clear roadmap to producing products with safer chemicals and sustainable plastics," he said.

The efforts have won praise from environmental groups. Some note, however, that TSCA reform is essential to obtain far-reaching changes. "The steps these industry leaders are taking are encouraging and we commend them, but voluntary measures can only go so far in the absence of comprehensive TSCA reform," said Jason Rano of the Environmental Working Group.

### **Architects urge caution on building materials**

In the same vein, Perkins+Will, a leading commercial architecture design firm, launched a public database this week that includes information on building materials that are suspected to pose health risks. The information, available online <http://transparency.perkinswill.com/default.cshtml> , is the result of two years of research based on government-published scientific papers focused primarily on asthma and flame retardants. The research, said Peter Syrett, an associate principle at the company, is based on a "precautionary principle" -- that designers should be careful about using the substances. "Our government health infrastructure is raising the flag on some substances," Syrett said. "All we're saying is those substances are in our buildings, and we care about that as interior designers and architects."

The effort, said Chris Youssef, Perkins+Will's healthy materials expert, started when the firm was commissioned to design a cancer center in Brooklyn 10 years ago. The designers wanted the building to be completely free of carcinogenic materials but found it was very difficult to obtain reliable health information on building materials. Syrett said there is a significant demand for this information, especially considering the difficulty of accessing it through government sources such as the TSCA database. He added that the database is part of a "larger multi-industry progression" toward ingredient transparency. The effort is leading to changes from major corporations and better product labeling. "We really believe we are at a tipping point, a moment of transformation in the marketplace," he said. "This list is a tool to allow them to make those connections more clearly and strongly."

## PR Newswire

PR Newswire generated 696 blogs. Some examples of postings:

- **SmartPlanet- Group shares tips on sustainable plastics, safer companies** By Heather Clancy | December 5, 2011, 5:50 AM PST
- **SeaBirdAdventure - BizNGO's New Guide to Sustainability**
- **Collaborative for Health and Environment**
- **The Truth About MCS** (Multiple Chemical Sensitivity)
- **Corporate EcoForum Newsletter** created a downloadable PDF of the release
- **NonPlastic Earth**
- **The Praxa Blog**
- **TDAmeritrade**
- Purzuit.com
- **Collaborative for Health and Environment**

### PR newswire – first ½ hour:

**Reuters** <http://www.reuters.com/article/2011/11/30/idUS171698+30-Nov-2011+PRN20111130>

**Yahoo News** <http://news.yahoo.com/consumer-concern-chemicals-drivesbusiness-solutions-150813814.html>

**Marketwatch (WSJ)** <http://www.marketwatch.com/story/consumerconcern-for-chemicals-drives-new-business-solutions-2011-11-30>

### Price Waterhouse Research

<https://research.tdwaterhouse.ca/research/public/Markets/NewsArticle/100-334c8071-1>

**Environmental Expert** (industry site) <http://www.environmentalexpert.com/news/consumer-concern-for-chemicals-drives-new-businesssolutions-269596>

### KGO-TV (ABC O & O SF)

<http://ewatch.prnewswire.com/rs/display.jsp?a=54266-1133349045-119610072&key=D1189866|S10|x1133349045>

<<http://ewatch.prnewswire.com/rs/display.jsp?a=54266-1133349045-119610072&key=D%7C189866%7CS%7C>

### Release Watch Report from PR Newswire (initial pick-ups in first 24 hours)

**Atlanta Business Chronicle** 263,000 Visitors/day

**Austin Business Journal** 263,000 Visitors/day

**Baltimore Business Journal** 263,000 Visitors/day

**Birmingham Business Journal** 263,000 Visitors/day

**Boston Business Journal** 263,000 Visitors/day

**Bradenton Herald (Bradenton, FL)** 21,000 Visitors/day

**Business First of Buffalo** 263,000 Visitors/day

**Business First of Columbus** 263,000 Visitors/day

**Business Journal of Greater Milwaukee** 263,000 Visitors/day

**Business Journal of Phoenix** 263,000 Visitors/day

**Business Journal of the Greater Triad Area** 263,000 Visitors/day  
**Business Review (Albany)** 263,000 Visitors/day  
**Charlotte Business Journal** 263,000 Visitors/day  
**Chemical Industry Today** 4,000 Visitors/day  
**Cincinnati Business Courier** 263,000 Visitors/day  
**Daily Energy Report, The**  
**Dallas Business Journal** 263,000 Visitors/day  
**Dayton Business Journal** 263,000 Visitors/day  
**Denver Business Journal** 263,000 Visitors/day  
**Digital Journal** 11,000 Visitors/day <http://www.digitaljournal.com/pr/506999>  
**El Paso Times**  
**Enviro News & Business**  
**Environmental News Reports**  
**Environmental News Today** 4,000 Visitors/day \*  
**FinanzNachrichten.de (ABC New Media AG)**  
**Globe Advisor**  
**Green and Renewables Economics**  
**Houston Business Journal** 263,000 Visitors/day  
**Jacksonville Business Journal** 263,000 Visitors/day  
**Kansas City Business Journal** 263,000 Visitors/day  
**Las Vegas Business Press**  
**Los Angeles Business from bizjournals** 263,000 Visitors/day  
**MarketWatch (WSJ)** 623,000 Visitors/day  
**Memphis Business Journal** 263,000 Visitors/day  
**Minneapolis / St. Paul Business Journal** 263,000 Visitors/day  
**Nashville Business Journal** 263,000 Visitors/day  
**New Mexico Business Weekly** 263,000 Visitors/day  
**Orlando Business Journal** 263,000 Visitors/day  
**Pacific Business News** 263,000 Visitors/day  
**Philadelphia Business Journal** 263,000 Visitors/day  
**Pittsburgh Business Times** 263,000 Visitors/day  
**Portland Business Journal** 263,000 Visitors/day  
**PR Newswire** 62,000 Visitors/day  
**Puget Sound Business Journal** 263,000 Visitors/day  
**Resource Nation** 9,000 Visitors/day  
**Reuters** 924,000 Visitors/day  
**Sacramento Business Journal** 263,000 Visitors/day  
**San Antonio Business Journal** 263,000 Visitors/day  
**San Francisco Business Times** 263,000 Visitors/day  
**San Jose Business Journal** 263,000 Visitors/day  
**St. Louis Business Journal** 263,000 Visitors/day  
**State House News Service (Affiliated News Services)**  
**SYS-CON Media** 3,000 Visitors/day <http://www.sys-con.com/node/2082511>  
**Tampa Bay Business Journal** 263,000 Visitors/day  
**Top-Alternative-Energy-Sources.com**  
**Triangle Business Journal** 263,000 Visitors/day \*  
**Washington Business Journal** 263,000 Visitors/day  
**Webindia123.com** [http://news.webindia123.com/news/press\\_showdetailsPR.asp?id=309413&cat=PR](http://news.webindia123.com/news/press_showdetailsPR.asp?id=309413&cat=PR)  
**Wichita Business Journal** 263,000 Visitors/day  
**Yahoo! Politics** 67,604,000 Visitors/day