

# **Managing Chemicals in Products**

## **Principle 4**

### **Engage in Policies and Standards**

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# Engaging and Informing Policy

- Business and NGO collaboration
- Academia collaboration
- Public forums
- Media
- Inform and engage government agencies
- Engage and inform public policymakers
- Inform and engage at the organizational level
- Supply chain collaboration

# Engage and Inform Through Business and NGO Collaboration

- Business NGO Working Group (BizNGO)
  - Chemical Policy Principles
  - Implementation Guide for Chemical Policy
- Clean Production Action
  - Green Screen
  - Safer Production
- GreenBlue
  - CleanGredients
  - Sustainable Packaging Coalition

## Engage and Inform Through Academia Collaboration

- University of Oregon Case Study
- Oregon State Case Study
- Portland State University Case Study
- Darden School of Business Case Study

# Engage and Inform in Public Forums

- BizNGO Working Group forums on chemicals management
- GC3 forums
- Healthy Schools Campaign
- Healthcare Without Harm
- Industry sponsored events on chemicals management
- Environmental, Health and Safety educational events – focus on hazard elimination and safer alternatives
- Customer events focused on safer chemicals

# Engage and Inform Through the Media

- Traditional media – Interviews with trade publications on topic of safer chemicals, write informative and educational articles supporting the need for safer chemicals, materials and products.
- Social media – engage by contributing to blogs and other information and idea sharing opportunities.
- Organizational media – inform your organization through newsletters, internal blogs and other internal opportunities to inform your organization.

# Engage and Inform at the Government Agency Level

- Meet with local, state and federal agencies to inform and be informed about chemical related regulations – go beyond compliance.
- Engage in government partnerships that will help your organization and its customers meet safer chemicals objectives.
- Offer to speak at government events focused on informing the public about safer chemicals – Inform and avoid a “sales pitch”.
- Ask government agencies how business can help them meet their objectives.

# Engage and Inform Public Policy Making

- Meet with policymakers to inform them about need for safer chemicals, materials and products.
  - Local
  - State
  - Federal
  - International
- Support whenever possible legislation and proposed legislation that aligns with and/or would help support your safer products policies, commitments or initiatives.
- Support executive orders whenever possible that align with and/or would help support your safer products policies.

# Engage and Inform Inside Your Organization

- Align safer chemicals guidelines and policies with existing EHS guidelines and policies whenever possible.
- Draft new policies when needed to guide the organization in areas where gaps exist.
- Continuously articulate the business case for transitioning to safer chemicals. Never forget, “It’s about the economy, stupid!” so always frame it by clearly identifying the value to company, customer and community.

# Engage and Inform Through Supply Chain Collaboration

- Demand-Side Collaboration (Customers and Potential Customers)
  - Customer Advisory Board Interface – Ask customers and inform them about chemical related issues
  - Host forums for customers to inform them about green chemistry, green engineering and safer products and shared values
  - Inform procurement about how to “ask” for safer chemicals, materials and products
- Industry Collaboration (Competitors, Associations and Benchmarking)
  - Green Chemistry Commerce Council (GC3)
  - Engage in development of industry standards to support safer chemicals, materials and products.
  - Engage as a stakeholder in ecolabels, certifications and labeling programs that support your safer chemicals initiatives or policies.
- Supply-Side Collaboration (Suppliers)
  - Staples Race to the Top Example

# **Staples**

## **Race to the Top Sustainability Strategy including a “bad actors” chemical list**

Strategy to move towards safer chemicals, materials and product alternatives

# Meeting demand for product and packaging sustainability

- Sustainability is increasingly important.
- World is becoming more transparent.
- 90+ percent of environmental impact is embedded in the products offered for sale.
- More sustainable packaging and elimination of chemical hazards in products are key elements of our sustainability strategy.
- Supplier collaboration with most strategic suppliers is essential.

# Create a meaningful dialogue with suppliers

- Products
- Packaging
- Chemicals

# Staples' "Race to the Top" Sustainability Strategy

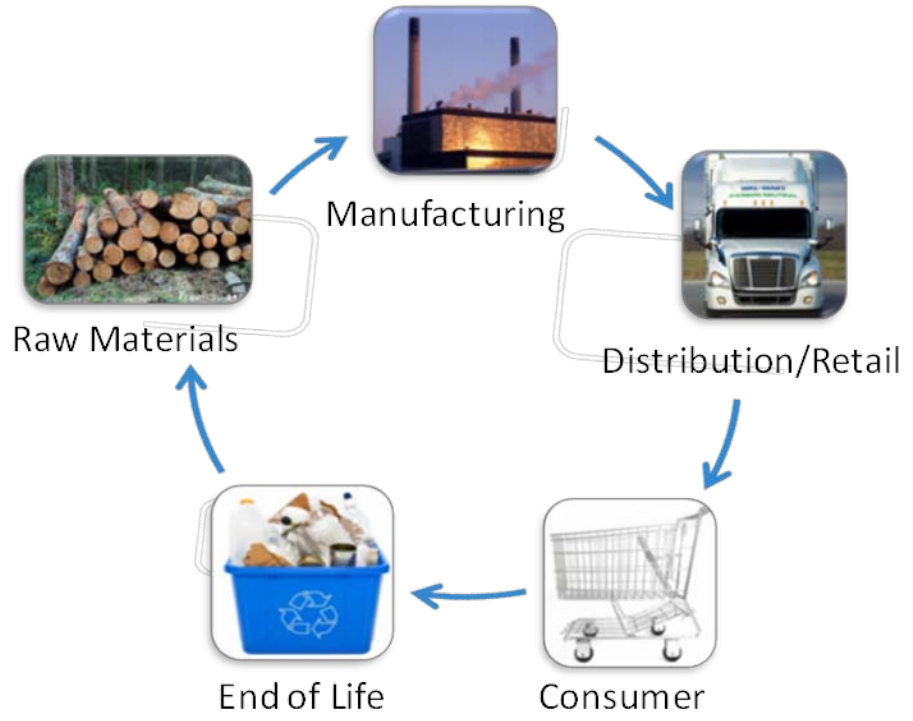
## OBJECTIVE

Inspire suppliers and product designers to transition to safer alternative products that meet customer demand for more sustainable products and packaging.

# For Staples - We need a scaling mechanism...

Key environmental challenges vary by product and lifecycle stage

It is impractical for Staples to take part in all product innovations



How can we meet the objective?

## **1. Innovation through Collaboration**

- Spur innovation and help achieve broader product and merchandising goals in partnership with suppliers
- Improve sustainability of the product itself, how it is made, and how it is used and disposed of
- Suppliers will innovate and compete to make their products more sustainable

How can we meet the objective?

## **2. Create scorecards with assistance of suppliers**

- Need supplier help and collaboration to achieve this objective
- Many suppliers are already doing a lot and we want to work with them and leading experts to create scorecards to credibly measure sustainability and track progress
- Do not want to wait for the scorecard to get started or continue with efforts to innovate and provide the right products

# Key elements of approach

- Introduce ***“Bad Actors” Chemical List***
  - Bad Actors: Staples prefers to sell products that do not contain these substances.
  - Provide ***list of “bad actors”*** ask vendors to identify which products have these within 90-days.
  - Offer safer alternatives or provide a timeline when safer alternatives will be available.

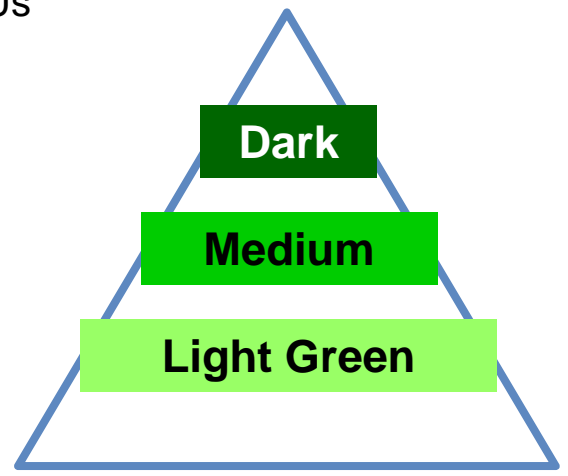
## Key elements of approach

- Ask for commitment for supplier partner to develop scorecard and explore innovation possibilities

# The “race to the top” aims at profitably pushing our offering into the “dark” green of sustainability

## Today

Fewer SKUs

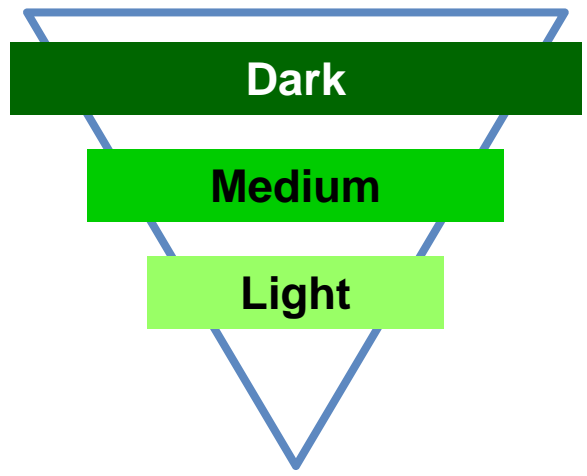


More SKUs



## Tomorrow

More SKUs



Fewer SKUs

A “race to the top” moves our suppliers towards whatever “dark” green represents for a specific category

# Staples Preliminary list of “bad actor” chemicals

## Last Updated October 2010

- Aniline
- Benzidine dyes
- Bis (2-ethylhexyl)phthalate (DEHP)
- Bisphenol A
- Cadmium
- Dibutyl phthalate
- Diethyl phthalate
- Ethylene glycol monobutyl ether; 2-butoxyethanol
- Ethylene glycol monoethyl ether
- Ethylene glycol monomethyl ether
- Formaldehyde
- Heptane
- Hexane
- Hexavalent chromium
- Lead and lead compounds
- Mercury
- Nonylphenol ethoxylates
- Paradichlorobenzene
- Perfluorooctanoic acid (PFOA)
- Permethrin
- Polyvinyl chloride
- Propoxur
- Safrole
- Trichloroethylene
- Triclosan
- Trisodium nitrotriacetate

## Why is Staples asking suppliers for extended chemical information?

- To Inform decision making
- To manage risks and costs
- To meet sustainability objectives
- To identify safer alternatives
- To meet customer's request for more information

# How can suppliers benefit by collecting and providing chemical data to Staples?

- Assures compliance
- Reduces risk of being locked out
- Protects reputation and brand
- Creates value
- Avoids costs