

BizNGO Annual Meeting – Bay Area California  
December 8, 2014

STAPLES®

## Why Chemical Footprint Project is Important to Staples

Roger McFadden,  
Vice President, Senior Scientist,  
Staples, Inc.



that was easy.™



# What is driving demand for safer chemicals at Staples?

- **Awakening Consumer** – Communicates through social media.
- **Business customer commitments** to eliminate or reduce CoC
- **Public procurement initiatives** with chemical avoidance language.
- **Executive orders** from state, local and federal governments.
- Foreign and domestic **chemicals legislation**.
- **Emerging science** on human health and environmental impacts.
- **NGO campaigns** focused on retailers and brands
- **Chemical related accidents**, spills and damage
- **Mainstream media reporting** of bad or unethical behavior by chemical companies, brands and retailers.



# Age of Information and Transparency

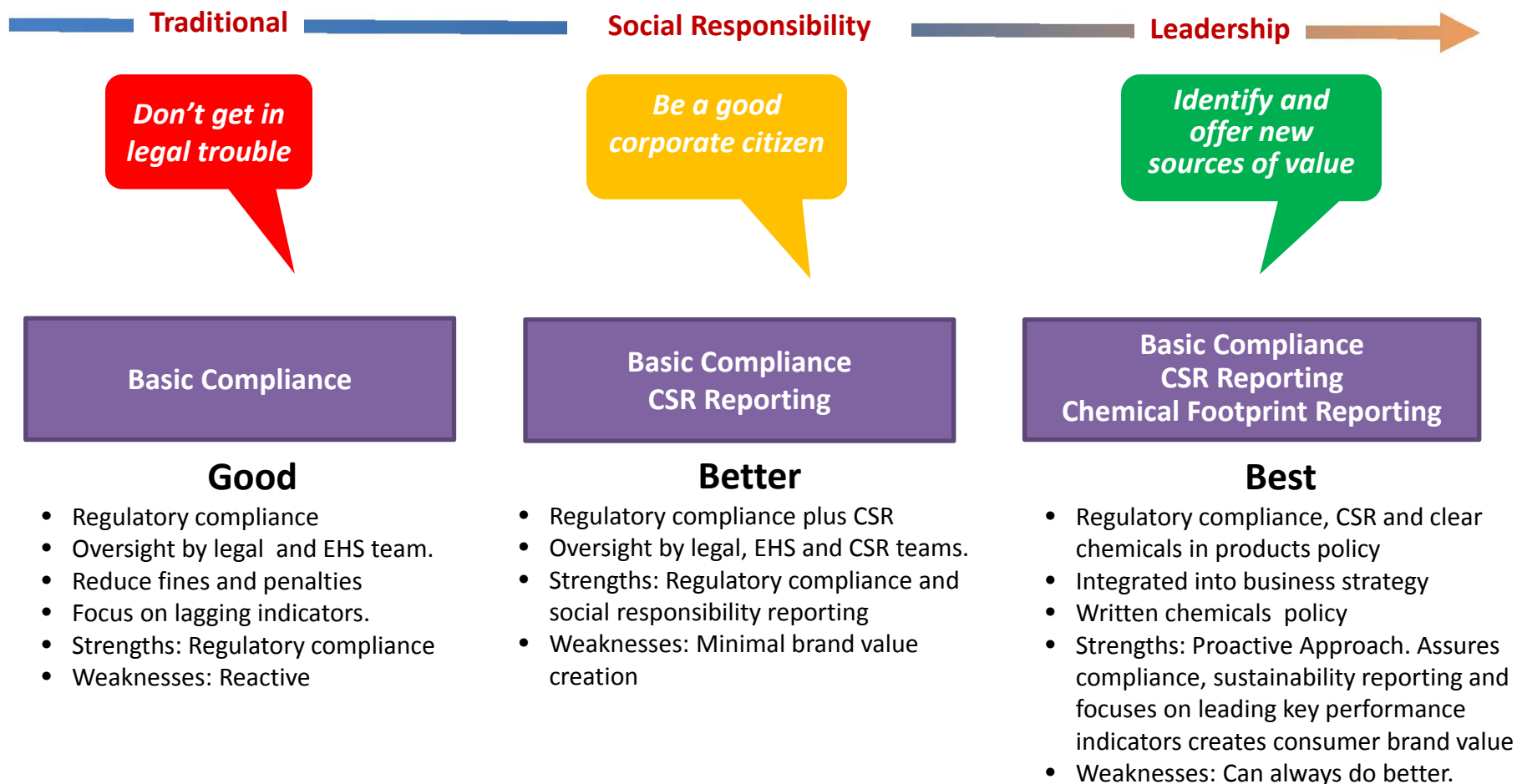
- Businesses aren't expected to be perfect, but they are expected to be honest.
- Consumers are seeking greater accountability.
- Social media has become a powerful tool for business, brand and consumer.
- Consumer will dig, discover and divulge any and all information across the web.
- Consumer will find out if your business is truthful or not, then blog it, tweet it, and share it on Facebook.

STAPLES

easy on the planet

# Wide Range of Business Approaches to Managing Chemicals

Basic Compliance → Value Creation





## Why Chemical Footprint Project is Important to Staples

- Identifies suppliers that are leaders
- Recognizes and rewards suppliers for doing what matters most to us and our customers
- Creates greater accountability across supply chains
- Encourages chemical information sharing
- Provides a metric to compare and measure continuous improvement of suppliers
- Tells us where we are now and measures progress towards safer chemicals

