

Defining Proactive Chemicals Leadership through Key Performance Indicators

NGO perspective

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VISION:

**A marketplace
where all products
are made with the
safest possible
chemicals for people
and
the planet.**

Drive ambitious
goals and
action to
address and
reduce
chemicals of
concern

Grow the
practice of
chemical
footprinting and
CFP
participation

Management Strategy: Chemicals Policy

- **Policy is public**
- Establishes an ambitious, time-bound footprint reduction goal
- Demonstrates preference for and definition of safer alternatives
- Prioritizes transparency
- Goes beyond products to address CoHCs in packaging, manufacturing, supply chain, facilities



Commit to
reducing your
chemical
footprint by at
least 50% by
2030

<https://www.chemicalfootprint.org/resources/entry/6th-cfp-report>

Footprint Measurement

Footprint scope



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graph TD; A[Footprint scope] --> B[Measurement]; B --> C[Change (reduction)]; C --> D[Hazard assessment]; D --> E[Safer alternatives];
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Measurement

Change (reduction)

Hazard assessment

Safer alternatives

Transparency

- Sharing policy, goals, activities
- Sharing CFP responses + score
- Public ingredient disclosure

“A large majority of U.S. consumers—83%—are at least somewhat interested in learning more about products than what's contained on a physical label”

<https://www.winsightgrocerybusiness.com/technology/demand-transparency-drives-smartlabels-growth>

Thank you!

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