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
- 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”

Thank you!

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