

# 2025 SAFER CHEMISTRY CHALLENGE PROGRAM

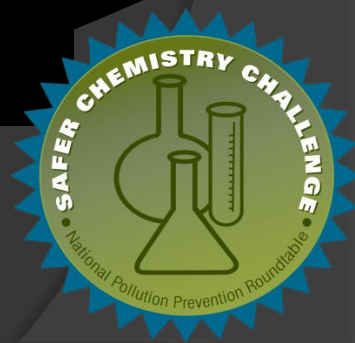
*Presented by the National Pollution Prevention Roundtable*





# Program Goals and Objectives

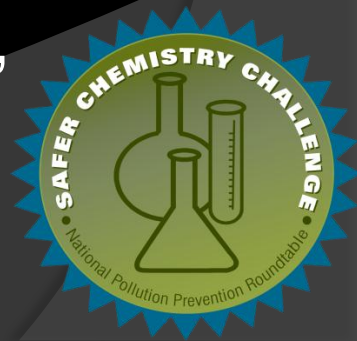
The Safer Chemistry Challenge Program is designed to motivate, challenge and recognize facilities to reduce the use of toxic chemicals through source reduction measures. By 2025, reduce chemical usage by 25%, with interim objectives of 10% by 2015 and 20% by 2020. Objective of 200 participating facilities by 2015 (50% in Great Lakes Region).



# Core Elements



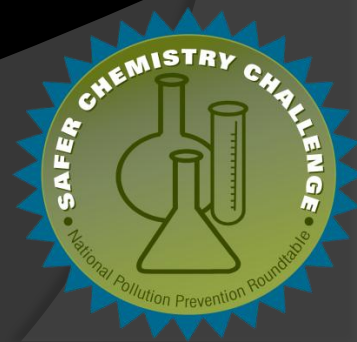
- Toxic chemical reduction focused
- Recognizes leadership as a reward for safer chemistry performance
- Voluntary, collaborative and member driven
- P2 (source reduction) reliant
- Chemical reductions achieved from commitments, goal setting, planning and reporting
- Program supported by member leveraged resources (technical, policy, tools, training, technology)



# Core Elements



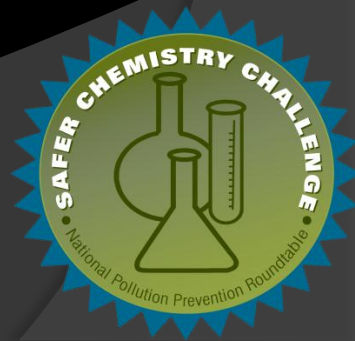
- Depends on transparency and good faith activities
- Reductions must be achievable, measurable and verifiable
- Uses a 2007 base year
- Include a 5 chemical selection minimum:
  - Based on U.S. EPA and State priorities
  - Based on sector priorities
  - Based on facility size



# EPA GLR/Great Lakes Initiative



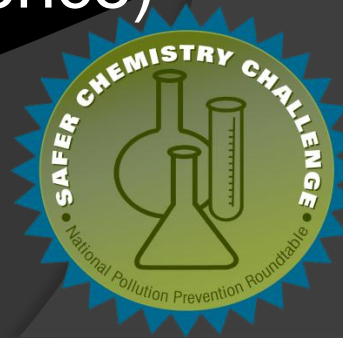
- Objective: Advance the adoption of safer chemistries in the manufacture and use of products
- \$500,000 plus \$50,000 in cost-share
- Partners:
  - Great Lakes Regional P2 Roundtable (GLRPPR)
  - Clean Production Action (CPA)
  - Great Lakes State Technical Assistance Providers (TAPs)
- Timeframe: August 2011 – July 2014



# Great Lakes Initiative Activities



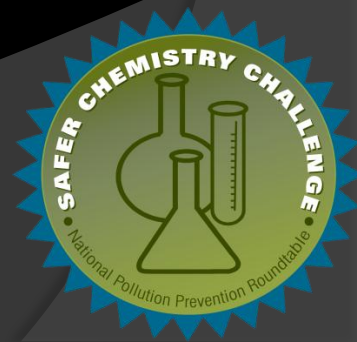
- Green Chemistry Conferences (2):
  - Fall 2012: Chicago
  - Spring 2014: Minneapolis (with NESS)
- Green Screen trainings planned (6):
  - Spring 2012: Ann Arbor, MI with GC3 conference
  - Fall 2012: Chicago (with GC Conference)
  - Spring 2013: State location of OH, WI, or NY
  - Fall 2013: Indianapolis (with IN P2 conference)
  - Spring 2014: Minneapolis (with NESS)
- Webinars (2) over course of grant



# Great Lakes Initiative Marketing



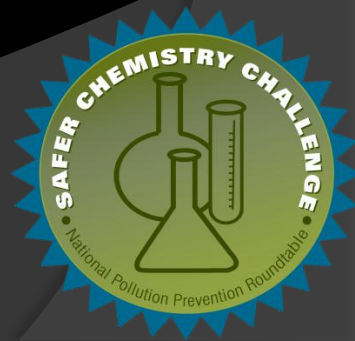
- Recruiting industry members:
  - University and agency based TAPs
  - Local and regional industry/trade associations
  - Conferences and other events such as the Michigan Green Chemistry Event
  - Great Lakes Green Chemistry Network
- Recruiting Alliance members:
  - NPPR membership
  - GLRPPR
  - P2Tech Listserve



# Next Steps and Timelines



- Launch Webinar series-January 2012
- Complete technical review committee appointments - January 2012
- Develop state, legislator and NGO engagement program to support recognition-underway
- Engage industry

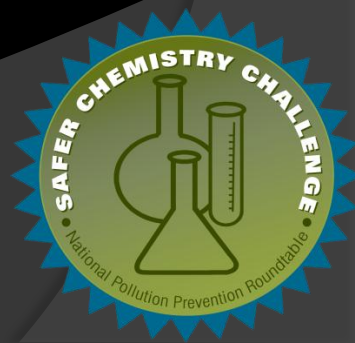




# Next Steps and Timelines

## Webinar series:

- Designed to support SCCP member objectives
- Range of topics to include innovation, market opportunity and technical information
- Expert speakers will talk on chemical regulation, green chemistry research and development and technical assistance
- Delivered monthly in a half hour format

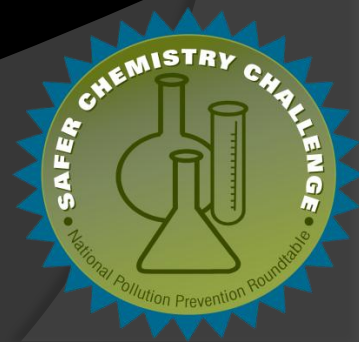


# Next Steps and Timelines



## Technical Review Committee:

- Finish appointments (January 2012)
- Two of five members confirmed
- Committee organizational document finalized

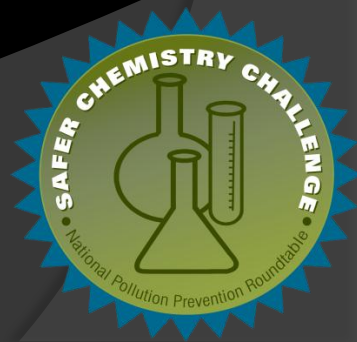


# Next Steps and Timelines



Develop NPPR legislator and NGO engagement program:

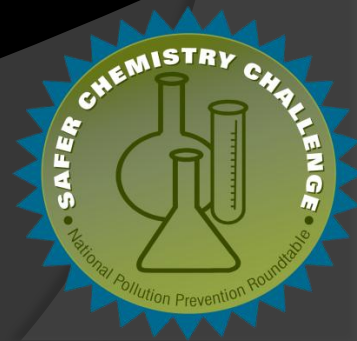
- Complete white paper
- Organize multi-level (state, local and federal) recognition program
- SCCP support sought from legislators, public officials and other NGOs
- ECOS Resolution (September 2011)



# Industry Engagement



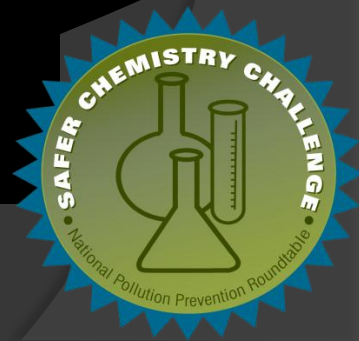
- Retail Industry Leaders Association
- BizNGO
- Stewardship Action Council (SAC)
- Council of Great Lakes Industries





# How to Participate

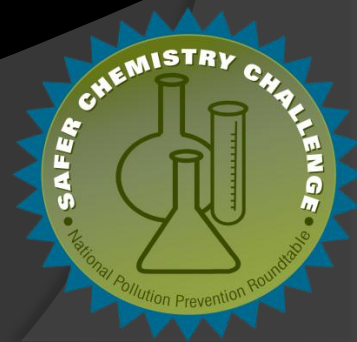
- Complete application and sign commitment form
- Partner with state or local technical assistance program to identify safer alternatives
- Develop and implement action plan according to seven step format
- Report results to NPPR
- Get recognition and communicate achievements





# Available Documents

- Program description
- Seven steps
- Program resources and tools
- FAQs
- Organizational application and commitment
- Alliance application
- Success story template





# Organizational Fee Structure

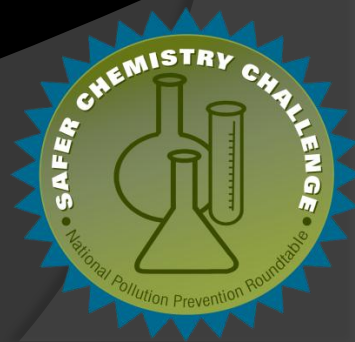
## Individual Facilities

- 51-100 empl: \$500
- 101-499 empl: \$800
- 500+ empl: \$1,500

## Multiple Facilities

- 2-5 facilities: \$2,000
- 6-10 facilities: \$3,000
- 11+ facilities: \$5,000

No fee for Alliance members

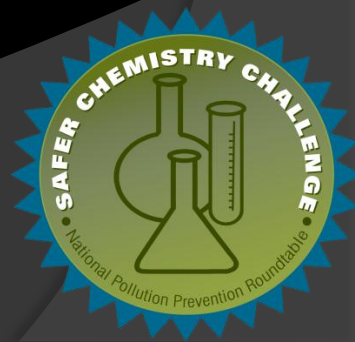


# SCCP Reduction Goals



- 2015: 10%
- 2020: 20%
- 2025: 25%

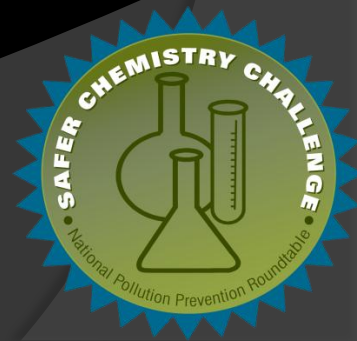
Based on 2007 baseline



# Benefits of Reducing Chemical Use



- Saves money:
  - Recent article by Pike Research suggests that green chemistry represents market opportunities that will grow from \$2.8 billion in 2011 to \$98.5 billion in 2020
- Protects worker health
- Appeals to consumers
- Conserves resources



# Safer Chemistry Challenge Program



- Questions??

