



States, Academics, and Industry to Collaborate and Promote Safer Products: New Report Outlines Framework for Green Chemistry and Design for Environment

WASHINGTON D.C., November 17, 2009 – Business, states and higher education have a new resource to support efforts to advance safer products in the market place. It's a [report](#) released today by the Green Chemistry and Commerce Council (GC3), National Pollution Prevention Roundtable (NPPR), and the Lowell Center for Sustainable Production at the University of Massachusetts at Lowell (UMASS Lowell).

The report, entitled "Growing the Green Economy through Green Chemistry and Design for Environment" is a resource guide to assist states to develop a green chemistry and design for environment framework. Seeking to reduce the use of hazardous substances and finding safer alternatives will in turn promote environmentally sustainable business practices and economic opportunities.

"Green chemistry offers states economic opportunity that focuses on safer chemicals and products," said Ken Zarker, NPPR Policy Chair. "We expect this report will be a useful resource to those states considering opportunities for growing green jobs."

Green chemistry was defined by Drs. Paul Anastas and John Warner as "the utilization of a set of principles that reduces or eliminates the use or generation of hazardous substances in the design, manufacture and application of chemicals products." Design for environment (DfE) is a program within the U. S. Environmental Protection Agency that "uses the office's chemical assessment tools and expertise to inform substitution to safer chemistries." This report clearly defines a vision and an approach to use creative green chemistry and DfE policy approaches as key economic tools.

The report recommends states take action to promote safer products in four broad areas: 1) information development, collection and dissemination, 2) economic incentives; 3) recognition programs, and 4) regulation and policy, including the following:

- Promote chemical information and alternatives assessment.
- Provide tax incentives for green chemistry and design for environment.
- Implement award programs for green chemistry and design for environment.
- Require safer alternatives planning.

"This report will promote new collaborations and business leadership to assist industry with the tools to spur cleaner products and services," says Roger McFadden, Senior Scientist, Staples, Inc. "The successful completion of all these actions is needed to help drive innovation throughout the supply chain to promote sustainability."

This project was a collaborative effort among business, government, nongovernmental organizations, and academia.

"This is a great first step forward," says Joel Tickner, Lowell Center for Sustainable Production at UMASS Lowell. "This report is both timely and strategic as it will promote states' action on toxics reduction, greening the supply chain, and economic growth – the framework for a more sustainable chemical industry. We expect many new cross-sector initiatives that will advance the goals of environmental protection and economic development."

The Green Chemistry and Commerce Council (GC3) is facilitated by the Lowell Center for Sustainable Production at UMASS Lowell and provides an open forum for participants to discuss and share information and experiences relating to advancing green chemistry and design for the environment as it pertains to sustainable supply chain management. The mission of the GC3 is to promote and support green chemistry and the design for environment approach to research and practices nationally and internationally among companies and other governmental and non-governmental entities.

The National Pollution Prevention Roundtable (NPPR), a 501(c)(3) non-profit organization, is the largest membership organization in the United States devoted solely to pollution prevention (P2). The mission of the Roundtable is to provide a national forum for promoting the development, implementation, and evaluation of efforts to avoid, eliminate, or reduce pollution at the source.

The Lowell Center for Sustainable Production at UMASS Lowell facilitates the Green Chemistry and Commerce Council. It uses rigorous science, collaborative research, and innovative strategies to promote communities, workplaces, and products that are healthy, humane, and respectful of natural systems. The Center is composed of faculty, staff, and graduate students at the University of Massachusetts Lowell who work collaboratively with citizen groups, workers, businesses, institutions, and government agencies to build healthy work environments, thriving communities, and viable businesses that support a more sustainable world.

Contacts:

Green Chemistry and Commerce Council (GC3)

Roger McFadden, Vice President, Senior Scientist

Staples, Inc.

303-862-0421

Roger.McFadden@Staples.com

National Pollution Prevention Roundtable (NPPR)

Ken Zarker, Chair, Pollution Prevention Policy and Integration Committee

Ph. 360-407-6724; Cell: 512-913-0731

kzar461@ecy.wa.gov

Lowell Center for Sustainable Production

Joel Tickner, Director and Associate Professor of Community Health and Sustainability

University of Massachusetts Lowell

978-934-2981

Joel.Tickner@uml.edu