



Product Chemicals Management for Retailers: Moving Beyond Compliance Toward Safer, Less-Toxic Product Lines

West Marine, Watsonville, CA

May 3, 2011

Goal:

This retailer to retailer event will engage proactive retailers in dialog about the challenges and solutions to safer chemicals management in the products they are selling, and explore the business case for why this is important.

Agenda:

8.30-8.45

Welcome

Chuck Hawley, West Marine

Joel Tickner, Lowell Center for Sustainable Production

8.45-9.45

A Call to Action: The Role of Retailers

Facilitator: Ken Geiser, Lowell Center for Sustainable Production

Retailers' supply chains are very robust and they have the potential to effect enormous change.

Panel discussion with:

- *Debbie Raphael, San Francisco Department of the Environment*
- *Josh Saunders, Good Guide*

9.45-11.00

What's Driving Safer Chemicals in Products: Turning Challenges into Opportunities for Safer Products

Facilitator: Joel Tickner, Lowell Center for Sustainable Production

What is driving retailers to engage in this topic? An event? Regulations? A campaign? Differentiation in the marketplace? Competitive advantage?

Open discussion with examples given by:

- *Kate Heiny, Target*
- *Steve Johnson, Boots UK*

11.00-11.30

Break

11.30-12.30

Understanding and Impacting the Supply Chain: What Strategies do Retailers use to Impact their Supply Chains for more Sustainable Materials and Products?

Facilitator: Joel Tickner, Lowell Center for Sustainable Production

Retailers vary in their knowledge of and capacity to effect change in their supply chains. Yet market campaigns, policies, and consumer pressure are often directed at the point of sale of products. When retailers act in response to such initiatives they have the potential to support innovation in safer materials. This requires that retailers begin to communicate with and gather information from their supply chains and send signals of the types of design changes required.

Open discussion with case examples of how retailers have acted to effect innovation in supply chains to support safer products.

- *Jill Dumain, Patagonia*
- *John Frazier, Nike*

12.30-2.00 Lunch; Sponsored by The Wercs

2.00-3.45 Product Chemicals Management Solutions for Retailers

Facilitator: Sally Edwards, Lowell Center for Sustainable Production

Product chemicals management solutions can take many forms, from 3rd party chemical and product screening tools, to certification systems and labels, to in-house restricted substances lists. For some retailers one tool/system is adequate; for other retailers a combination of tools are required.

Open discussion with examples given by:

- *Michael Brown, Brown and Wilmanns Environmental, LLC (Standards, Labels, and Certifications)*
- *Michelle Harvey, Environmental Defense Fund (Walmart's GreenWERCs Tool)*
- *Kevin Myette, REI (Outdoor Industry Association Eco-Index)*
- *Yve Torrie, Lowell Center for Sustainable Production (GC3 Retail Portal)*

3.45-4.00 Break

4.00-5.00 Discussion: What are the Challenges Facing Retailers?

How can retailers communicate more effectively? What would be useful to retailers as they transition to safer, less-toxic product lines? How can they engage more effectively?

This will be an open discussion led by:

- *Roger McFadden, Staples*
- *Joel Tickner, Lowell Center for Sustainable Production*

5.00 Adjourn

5.00 – 6.00 Reception