

# Green Chemistry and the Consumer: Opportunities to become involved

The Green Chemistry Network is now offering opportunities for new organisations to become involved in the successful Green Chemistry and the Consumer project.

## THE PROJECT

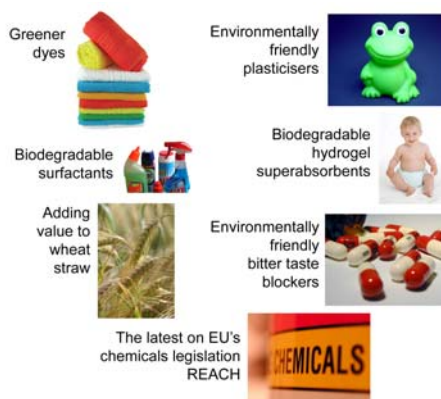
The *Green Chemistry and the Consumer* (GC&C) project provides solutions to problems in the supply chains of consumer products through the promotion and application of green chemistry. Administered by the Green Chemistry Network (GCN), this well-established project has produced a series of quarterly newsletters, workshops and annual symposia, which have rapidly gained worldwide interest from a large number of retailers, industrialists, trade associations, NGOs and other stakeholders.

## BACKGROUND

The application of green chemistry will be fundamental to the production of environmentally friendly products, that have both the confidence and trust of consumers. The GCN recognised the need for a service that both identified relevant research and translated the work into an easy-to-understand form for the retail trade and representatives throughout consumer product supply chains. The GC&C project was established by the GCN in 2003, initially with support from the Royal Society of Chemistry, Marks and Spencer and GlaxoSmithKline.

## KEY BENEFITS

This innovative project is the only one of its kind to communicate relevant case studies on recent advances in the



Highlights from the newsletter

development of novel, more environmentally friendly substitutes for use in consumer products, in a balanced and easy-to-understand manner. Through this project the GCN has also been working in close collaboration with UK government to influence the sustainable consumption and production of chemicals. The significance of *Green Chemistry and the Consumer* will undoubtedly continue to intensify with the imminent EU REACH legislation, expected to enter into force in early 2007, as well as other emerging chemicals legislation worldwide.

**We are now offering new organisations an invaluable opportunity to become involved in this exciting initiative and benefit from a range of different activities available through the project.**

'...GC&C project provides valuable information, will facilitate the better involvement of users in green chemistry product-related research, and will help to increase the overall sustainability of the supply chain.'

**Nigel Smith, CSR Policy Director,  
British Retail Consortium**

## FOR MORE INFORMATION CONTACT

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[www.chemsoc.org/networks/gcn/industry.htm#consumer](http://www.chemsoc.org/networks/gcn/industry.htm#consumer)

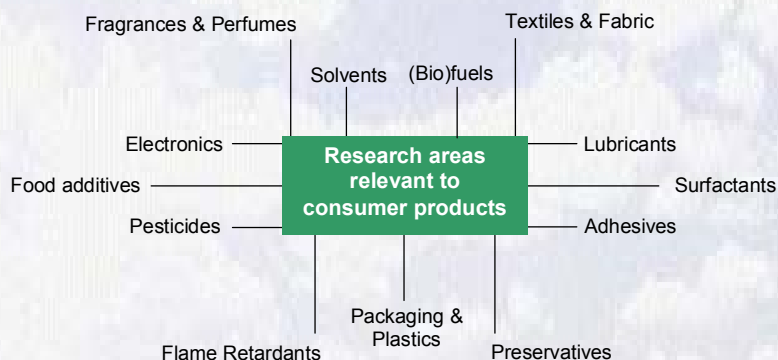
'The GC&C project provides a way to ensure that research and information on green chemistry flows effectively up and down the supply chain, with clear benefits for all concerned.'

**Dr Michael Warhurst, Friends of the Earth**

**Green Chemistry Solutions for Sustainable Product Supply Chains**

THE UNIVERSITY of York





## FUNDING OPTIONS

If you are interested in becoming associated with this high-profile and exciting initiative, there is a range of opportunities available including sponsorship of the core activities of the project, as well as individual components.

- Core sponsorship to include:
  - Membership of management and advisory board
  - Sponsorship of annual symposium inc. exhibition space
  - Support for the development of the quarterly newsletter
  - Display of corporate logo on all material associated with the project
- Sponsorship of the annual symposium (the theme for the next symposium to be held in June 2007 is 'Measuring Green: Green performance indicators across the chemical product lifecycle'):
  - £1K for logo
  - £2K for logo, exhibition space & display of promotional material
- Sponsorship of the quarterly newsletter:
  - £500 per issue for display of logo
  - £1.5K for four issues
- Sponsorship of a themed lead article in the newsletter:
  - £500 per issue

The GCN can also offer bespoke services to include:

- Organisation of a themed workshop:
  - £2-3K plus external costs (e.g. venue hire where appropriate)
- Desktop studies on specific areas of interest:
  - Typical costs range from £2-5K depending on length of study
- Educational development and training courses
- Promotional material for public understanding initiatives.

The GCN is open to discussion from interested parties, and would be happy to explore how this successful project can be of direct benefit to your business.

## CASE STUDY 1: OPPORTUNITIES & CHALLENGES FOR SURFACTANTS

The GCN organised a workshop to explore opportunities and challenges for surfactants in the creation of greener consumer products. This event brought together key stakeholders to explore the theme in a multidisciplinary environment and provide an opportunity for mutual learning. The outcomes were disseminated via a report on the GCN website and at the annual symposium. Following this activity the GCN expanded the content of its website to provide a technology brokerage facility on greener surfactants, providing up to date information on events, published articles, reports and case studies connected with this theme.

## CASE STUDY 2: BROMINATED FLAME RETARDANTS DESKTOP STUDY

An in-depth study was carried out to examine the views of flame retardant producers and other important links in the flame retardant supply chain in relation to brominated flame retardant substitution. The study assessed whether substitution is 1) warranted and 2) achievable. The availability, advantages and disadvantages of non-brominated alternatives together with potential flame retardant technologies were also assessed. The full report can be viewed at <http://www.chemsoc.org/pdf/gcn/Flameretardants.pdf>.

## CASE STUDY 3: WORKING WITH MARKS AND SPENCER

Over the past three years the GCN has worked collaboratively with Marks and Spencer to develop a series of activities to explore and understand the impact of green chemistry innovation on consumer products and the retail trade. Marks and Spencer played a key role in establishing the GC&C project in 2003, and other significant activities have included studies into suitable dyes for fabrics and preservatives in cosmetics.

'I'm convinced that green chemistry is not just a solution but the solution.'

**Mike Barry, Head of Corporate Social Responsibility, Marks and Spencer**