

# *Leading Businesses Select Safer Chemicals*

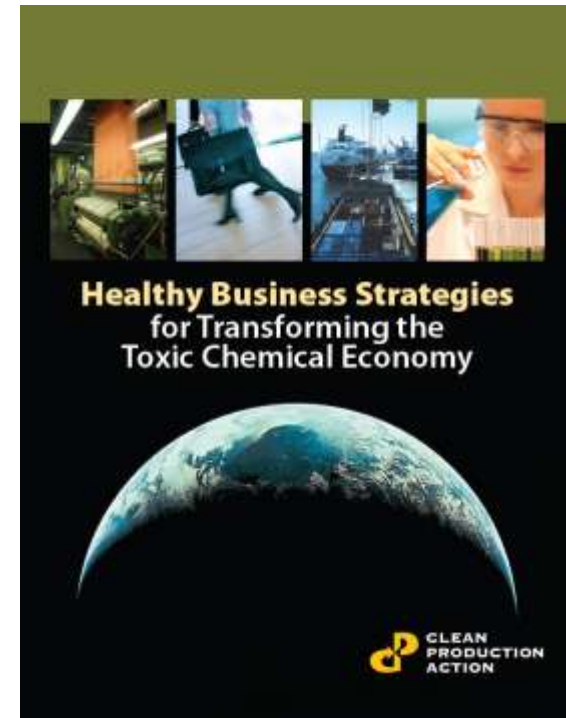
Commonwealth of Massachusetts  
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# New Policy Needed to Support Leaders

- A handful of business leaders are selecting Safer Alternatives
  - they are identifying and eliminating toxic chemicals
- Policy reform needed to:
  - signal market that toxic chemicals are not okay
  - move laggards along the path of innovators
  - support small- and medium-size businesses





# Six Case Studies

## Furniture & Furnishings

 **Herman Miller** *Interface* **FABRIC™**

## Cosmetics

**AVALON ORGANICS®**

## Retail

**H&M**

## Electronics



## Health Care



**KAISER PERMANENTE®**

# Chemical Strategies of Business Leaders

## Taking Chemical Action

1. Identify all chemicals in products
2. Assess hazards posed by the chemicals
3. Eliminate high hazard chemicals

## Producing more Sustainable Products

4. Strive for green chemicals & sustainable materials
5. Commit to product re-design
6. Take responsibility for products from cradle-to-cradle

## Changing Policy

7. Adopt internal chemical policies
8. Public support for policy reform



# “Dell Sets Goal of Becoming Greenest Technology Company”

- Announcement: June 5, 2007 – London – World Environment Day
- “Dell takes a precautionary approach in designing products with the environment in mind.”

## Dell’s Chemical Use Policy

To enforce the company's precautionary measures, Dell strives to eliminate substances of concern in its products by:

- Maintaining a Banned and Restricted Substance Program,
- Choosing designs and materials that avoid the use of substances of concern,
- Prohibiting supplier use of these substances contractually, and
- Substitution of viable alternate substances.



# Chemical Restriction List – All Suppliers Must Comply



- Flame retardants (PBDEs)
- Formaldehyde
- Phthalates (DEHP)
- Chromium
- Lead
- Cadmium, Mercury, Nickel
- PVC
- Organotins
- Bisphenol A
- Perfluorinated substances



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# National Environmental Purchasing Policy

## Avoid products containing:

- Mercury
- Phthalates (including DEHP)
- Bisphenol A
- Halogenated Flame Retardants (PBDEs)
- Polyvinyl chloride (PVC)
- Persistent, bioaccumulative toxics (PBTs)
- Carcinogens, mutagens, and reproductive toxicants

# Identify All Chemicals in Products



Collects chemical constituent data down to 100 ppm



# Assess Hazards of Chemicals

*Interface* **FABRIC**<sup>™</sup>

Evaluates the hazard profiles of all chemicals used in its fabrics through its “Dye and Chemistry Protocol”



*“The protocol screens out lead, mercury, perfluorinated alkyl surfactants, polychlorinated or polybrominated biphenyls, and other persistent, bioaccumulative and toxic substances commonly found in fabrics.”*

# Take Responsibility for Products from Cradle-to-Cradle

## Supply Chain Management



- Present restricted substance list (170+) to suppliers and:
  - required testing procedures & recommended labs
  - requirement to share list with dye mills, print mills, tanneries & chemical manufacturers
- H&M chemists assess likely chemicals to be in a product
- H&M performs random testing of products
- Suppliers pay for the tests (\$1.75 million/year)

# Public Support for Chemical Policy Reform – Dell’s Statement on European Legislation (REACH)



“Dell supports the European Commission’s basic objective of the proposed Registration, Evaluation, Authorization and Restrictions of Chemicals (REACH) regulation to further improve the European Union chemicals regulatory system, including the aim to advance public health and safety and the protection of the environment.”

# Company Motivation & Benefits

Firm	Motivation for Change	Business Benefits
Avalon	<ul style="list-style-type: none"> <li>• Protect health of consumers</li> <li>• Product differentiation</li> </ul>	<ul style="list-style-type: none"> <li>• Brand enhancement</li> <li>• Increased market share</li> <li>• Product differentiation</li> <li>• Sector leadership</li> </ul>
Dell	<ul style="list-style-type: none"> <li>• Reputation management</li> <li>• To be a leader</li> <li>• Corporate goals</li> </ul>	<ul style="list-style-type: none"> <li>• Sector leadership</li> <li>• Brand enhancement</li> </ul>
H&M	<ul style="list-style-type: none"> <li>• Smart thing to do</li> <li>• Ahead of regulation</li> <li>• Protect customer health</li> <li>• Corporate goals</li> </ul>	<ul style="list-style-type: none"> <li>• Improved quality</li> <li>• Cost savings</li> <li>• Sector leadership</li> </ul>
Herman Miller	<ul style="list-style-type: none"> <li>• Values</li> <li>• Innovation</li> <li>• Corporate goals</li> </ul>	<ul style="list-style-type: none"> <li>• Product differentiation</li> <li>• Brand enhancement</li> <li>• Sector leadership</li> </ul>
Interface	<ul style="list-style-type: none"> <li>• Values</li> <li>• Innovation</li> <li>• Market differentiation</li> <li>• Corporate goals</li> </ul>	<ul style="list-style-type: none"> <li>• Cost savings</li> <li>• Brand enhancement</li> <li>• Employee loyalty</li> <li>• Sector leadership</li> </ul>
Kaiser Permanente	<ul style="list-style-type: none"> <li>• Values</li> <li>• Health: patients, workers, &amp; communities</li> <li>• Corporate goals</li> </ul>	<ul style="list-style-type: none"> <li>• Brand enhancement</li> <li>• Sector leadership</li> <li>• Member satisfaction</li> <li>• Employee loyalty</li> </ul>