Why Chemical Footprint Project is Important to Staples

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What is driving demand for safer chemicals at Staples?

- **Awakening Consumer** – Communicates through social media.
- **Business customer commitments** to eliminate or reduce CoC.
- **Public procurement initiatives** with chemical avoidance language.
- **Executive orders** from state, local and federal governments.
- Foreign and domestic **chemicals legislation**.
- **Emerging science** on human health and environmental impacts.
- **NGO campaigns** focused on retailers and brands.
- **Chemical related accidents**, spills and damage.
- **Mainstream media reporting** of bad or unethical behavior by chemical companies, brands and retailers.
Age of Information and Transparency

• Businesses aren’t expected to be perfect, but they are expected to be honest.
• Consumers are seeking greater accountability.
• Social media has become a powerful tool for business, brand and consumer.
• Consumer will dig, discover and divulge any and all information across the web.
• Consumer will find out if your business is truthful or not, then blog it, tweet it, and share it on Facebook.
Wide Range of Business Approaches to Managing Chemicals

**Basic Compliance**

- **Good**
  - Regulatory compliance
  - Oversight by legal and EHS team.
  - Reduce fines and penalties
  - Focus on lagging indicators.
  - Strengths: Regulatory compliance
  - Weaknesses: Reactive

- **Better**
  - Regulatory compliance plus CSR
  - Oversight by legal, EHS and CSR teams.
  - Strengths: Regulatory compliance and social responsibility reporting
  - Weaknesses: Minimal brand value creation

- **Best**
  - Regulatory compliance, CSR and clear chemicals in products policy
  - Integrated into business strategy
  - Written chemicals policy
  - Strengths: Proactive Approach. Assures compliance, sustainability reporting and focuses on leading key performance indicators creates consumer brand value
  - Weaknesses: Can always do better.
Why Chemical Footprint Project is Important to Staples

• Identifies suppliers that are leaders
• Recognizes and rewards suppliers for doing what matters most to us and our customers
• Creates greater accountability across supply chains
• Encourages chemical information sharing
• Provides a metric to compare and measure continuous improvement of suppliers
• Tells us where we are now and measures progress towards safer chemicals