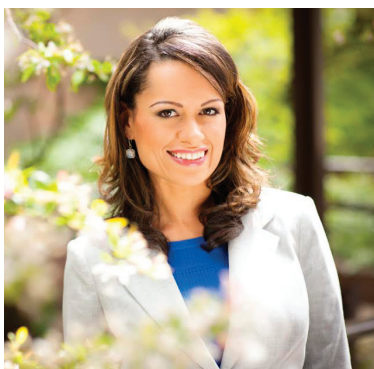


# Selected Speaker Interviews

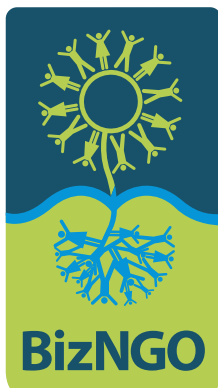
Prepared for

## **BizNGO-Chemical Footprint Conference**

December 8 & 9, 2015 • JFK Library, Boston, MA



**LEVI STRAUSS & CO.**



# Nicole Koharik



## INTRODUCTION:

*Nicole Koharik, serves as the global sustainability marketing director for GOJO Industries, a global leader in hand hygiene and healthy skin and the inventor of PURELL® Hand Sanitizer. Koharik's focus at GOJO includes corporate sustainability*

*strategy, policies, goals and stakeholder engagement and reporting. GOJO was among the first organizations to pilot the Chemical Footprint Project, and Koharik will be speaking about the experience at BizNGO 2015.*

## **CPA: Why is it important for you to attend the BizNGO Conference?**

**GOJO:** The focus on safe chemistry is and has always been a high priority for us here at GOJO. The company was founded when our co-founders Goldie and Jerry Lippman had the insight that people were using toxic compounds to clean their hands, and they wanted to find a safer and more effective way to clean hands. Fast forward to today and our strong commitment towards sustainability remains and is part of our GOJO Purpose: Saving Lives and Making Life Better Through Well-Being Solutions. We recognize the value of BizNGO in making safer chemistry the norm, versus something only the leaders do. We want to play a role in that.

## **Why is measuring a company's chemical footprint important in your area of hand hygiene and skin care products?**

We know effective hand hygiene and well-formulated hand hygiene products can reduce risk for illness and infection. As a socially responsible company, we formulate our products to effectively reduce germs, maintain and improve skin condition and be aesthetically pleasing. Additionally, our formulations are chemical based, so selecting safe and effective ingredients is an important part of the overall hand hygiene solution that we provide to our customers. The Chemical Footprint Project (CFP) has given us a helpful framework to guide the development of processes to evaluate our ingredients and categorize them. It's given us a good structure to implement our sustainable chemistry policy, which we first established in 2013.

## **What have you learned from BizNGO that has changed the way you operate?**

Participating in the CFP pilot last year has really driven value for our organization in terms of giving us a framework for implementing our sustainable chemistry policy and generating rich dialogue with both internal and external stakeholders. It also reinforced the significance of sustainable chemistry as a priority for our business, and accelerated dialogue across the company, from our leaders to our product management, regulatory, and marketing teams. We've had more strategic conversations about risk versus hazard, vulnerable populations, and science versus perception, for example.

## **What was it like participating in the pilot for the Chemical Footprint Project?**

At first it was challenging because when we started looking at the questions as a team there was a need for a shared understanding on many levels. The tool and the framework itself were really helpful—it was a robust self-assessment, and that was valuable. It helped us move towards a whole systems approach versus the product by product approach we were taking. Now we're proactively managing and measuring everything collectively.

## **Do you see other companies in your sector following your lead?**

It's interesting because in 2006 GOJO was the first to market an eco-label, green certified institutional hand cleaner and in 2010 we were the first to launch a green certified hand sanitizer, with PURELL® Green Certified Hand Sanitizer. We've seen others in our industry follow our lead in terms of product certification. This continues to be a priority for us, but with our engagement with the CFP, we're taking on a whole systems approach to proactive management and measuring of chemicals. That's something we haven't seen from anyone else in our sector yet.

## **Are you using your company's movement toward green chemistry as part of your marketing efforts?**

Yes, definitely. We learned about the significance of sustainable chemistry to our customers and other external stakeholders when we conducted our materiality assessment. We worked with stakeholders to learn what matters most, and we learned that sustainable chemistry, including governance, the reduction of chemicals of concern and transparency, are key issues. That aligned nicely with our strategic focus as a company. It's a priority for us to leverage this and be accountable to our stakeholders. We are looking forward to the next milestone on our sustainability journey, and look forward to sharing our 2020 goals.

## What do you see as the primary obstacles for companies in your sector transitioning to safer chemicals?

Practically speaking there are two obstacles. The first is data gaps. Even though we use best-in-class tools, such as Green Screen® for Safer Chemicals, to assess ingredients, it's not easy. Despite all of the information sources available, there is a lack of consistency. Second, this transition requires a team effort. Manufacturers can't do it alone. Having other like-minded collaborators is really important. This could be an obstacle if not everyone is there yet with the thinking, but so far we haven't encountered any of this second obstacle. Everyone has received our commitment in this area very positively.

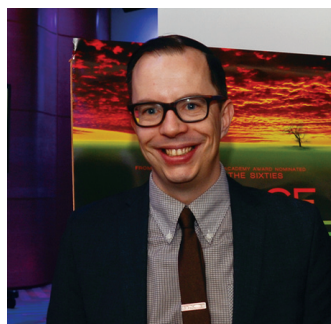
## Is there resistance from manufacturers in moving to safer chemicals?

There are still challenges in getting data. We've always taken a collaborative approach to sustainability. We have suppliers that we work with who are part of our effort already so we tend to focus on those areas where we already have those relationships. I don't see a shift yet, but as we get farther down the road there definitely will be.

## What do you hope will come out of this year's BizNGO Conference for GOJO?

One is building on the relationships with our stakeholders that will be there. I hope that having the opportunity to talk about our process and our progress will help open doors for stronger collaboration. Also last year I was on my own, but this year I'm bringing two colleagues from GOJO with me, so I'm excited to learn with them and bring back best practices to help achieve our goals. We see the intention of BizNGO as closely aligned with our Purpose and focus on delivering well-being solutions that benefit human health and the environment. As a leader in sustainability in our space, we see it as a great opportunity to be part of the industry transition to safer chemicals.

## Mike Schade



### INTRODUCTION:

*Mike Schade spearheads the Mind the Store campaign for Safer Chemicals Healthy Families, which aims to work with the nation's leading retailers on creating comprehensive chemicals policies. He will be speaking at this year's BizNGO-Chemical Footprint*

*Conference about his recent victories getting Macy's to commit to phasing out toxic flame retardants from furniture and Home*

*Depot to phase out phthalates in flooring, among others. Clean Production Action (CPA) caught up with him recently to find out what he's most looking forward to at the Conference.*

## CPA: What do you appreciate about the BizNGO Conferences?

**Mike Schade:** It's always been an incredible space to learn about emerging best practices among leading businesses that are working to identify, disclose, eliminate, and safely substitute chemicals of concern, such as the Hazardous 100+ Chemicals of High Concern. Oftentimes, we'll learn about new and emerging tools and resources that can help businesses drive the market toward green chemistry solutions. At the same time, what makes BizNGO unique is that it's a space where business leaders and NGOs can come together to identify common challenges and concerns, and perhaps more importantly begin developing solutions such as the Guide to Safer Chemicals.

## How have you seen BizNGO change over the years?

For one, there are a lot more of us at the table now. There are not only a growing number of NGOs that have been participating and playing an active role in the network, but we're also seeing more and more businesses across different sectors, including some of the world's largest Fortune 500 companies. We're all seeking solutions to these complex problems, and we recognize we can't solve them on our own. The conversation has also changed at BizNGO, now that we're seeing more and more sophisticated tools being developed that are helping to drive a transformation toward healthier products, like the [Chemical Footprint Project \(CFP\)](#). Also, we're no longer looking at just one chemical at a time, but how to craft more comprehensive and innovative policies that really get at the meat of the problem.

## How has your participation in BizNGO impacted your work with Mind the Store?

When we launched the Mind the Store campaign over two years ago, we encouraged the nation's biggest retailers to develop policies and programs to phase out the most hazardous 100 chemicals, and at the same time to develop more robust chemicals policies. We needed a gold standard that we could point to, to help direct companies, and BizNGO's [Principles for Safer Chemicals](#) immediately jumped to mind. Over the past two years we've been encouraging major retailers to adopt policies that are aligned with those Principles. And we regularly come back to the [Guide to Safer Chemicals](#) that provides a roadmap for retailers and brands to follow when developing a comprehensive approach for tackling toxic chemicals in their supply chains. These tools have been incredibly helpful for our dialogue and our engagement with major retailers. We've also pointed many companies to the [Alternatives Assessment](#)



Protocol as a model that they can follow to assess and avoid regrettable substitutes, which is an emerging issue that many of us are concerned about.

### **How important is the business perspective at BizNGO?**

It is crucial. Having companies help develop, pilot and implement these tools provides proof that these ideas are not pie in the sky strategies for addressing chemicals. These are real and practical solutions that can help transform our economy. By having businesses vet these tools it helps legitimize them and shows that they're workable and implementable and then they also can become a beacon for others to follow. The great thing about BizNGO is that it includes companies that are just beginning to tackle these challenges, as well as those that have been working on these issues for 10 or 20 years and are continuing to find cutting-edge solutions to take them to the next stage.

### **Is targeting retailers a faster path to change than working towards policy changes when it comes to phasing out toxic chemicals from products?**

Progress in Washington is slow. Often, market solutions can be quicker to achieve. We've been working on federal TSCA (Toxic Substances Control Act) reform for a number of years now. We're pleased that progress is being made. All signs point to the fact that we are going to see TSCA reform pass and land on the President's desk sometime this year. Unfortunately, while some important improvements will be made, they won't go far enough in terms of comprehensively tackling the tens of thousands of chemicals that are in everyday consumer products that families bring into their homes. Some of these are chemicals that scientists have identified as known to cause cancer and birth defects and other serious illnesses that are on the rise in our country. The sad truth is that today the government has only tested roughly 200 chemicals of more than 85,000 chemicals on the market, making everyone, especially infants and young children, vulnerable.

### **Are you seeing a problem with companies substituting toxic chemicals with other chemicals that are equally toxic?**

Yes—it's a problem that we're all concerned about. Businesses need to leverage their power by working with suppliers to make sure that substitutes are truly safer. We need to continue to work towards real federal TSCA reform and we'll be working hard in the years to come to make sure that TSCA reform is implemented in a meaningful and substantial way, but policy work is not enough.

### **What are you looking forward to at this year's BizNGO Conference?**

I'm interested in learning about various companies' experiences with utilizing the CFP, what their successes and challenges were, and the lessons for moving forward. I'm interested in thinking about how large retailers can utilize and embed the CFP into their sustainability policies. I'm always really excited to hear about the various case studies that describe different business approaches for managing chemicals. But arguably one of the greatest values of BizNGO is the networking and the people that you meet. It's a venue where you'll meet a wide group of stakeholders, from nonprofit organization leaders to retailers and brands and academic researchers. It's a unique community of people who come together who all share a common vision of promoting the adoption of safer chemicals and materials. I'm also excited to share our perspective at the conference about the work that we've done with Mind the Store to engage and encourage major retailers to eliminate and substitute toxic chemicals.

## **Bart Sights**



### **INTRODUCTION:**

*Bart Sights is the Sr. Director of the Global Development Network at Levi Strauss & Co. and keynote speaker at the upcoming BizNGO-Chemical Footprint Conference, December 8–9, 2015 in Boston. Levi Strauss & Co. was one of the first companies in the*

*industry to establish a Restricted Substances List that identifies chemicals they will not permit in products or in the production process due to their potential impact on consumers, workers and the environment. Bart leads and manages the Company's Eureka Lab, the regional development centers, and the Innovation Team.*

### **CPA: What is Levi's Eureka Innovation Lab?**

**Bart Sights:** We like to say that our Eureka Lab works at the intersection of art and science. We research technologies and then collaborate with our design partners to decide what is right for our brands and our products—then we execute rapid prototypes. We're a small factory setting. We have everything in this building that it takes to make all of our products. We want to touch, wear, and feel, to see what that product experience is like, and then we test it for durability and to make sure that it meets our standards. When all of that is done and it's adopted into the line, we work with factories and vendors around the world to scale that into production.

### How is chemistry incorporated into what you do?

We research at a component level fiber, fabric, fit and finish. At all of those levels—except fit—a certain amount of chemistry is involved. Chemistry is imbedded in what we do.

### When did green chemistry become a priority for the company?

LS&Co. has a long record of being a pioneer in sustainable practices, but we got really serious about sustainable chemistry in 2012 around the time our new CEO, Chip Bergh, came to the company.

### What's the biggest obstacle that you face in trying to get manufacturers to give you information about what chemicals they're using?

The biggest challenge with chemicals is to understand their raw material components in relationship to their hazard and risk profile but without compromising chemical supplier's intellectual property (IP). In order to make better or safer chemical choices in the development process and for our supply chain, this information is critical. To solve this, we've developed a framework using a third party assessor that will provide the information we need to make decisions but safeguard the IP of our suppliers.

### What tools do you use to identify hazardous chemicals and find safe alternatives?

We are primarily using two methodologies—GreenScreen® for Safer Chemicals and the EPA's Safer Choice program. Both are based on chemical hazard assessment, looking at a variety of human health and environmental end points. These programs provide us visibility into the safety of the substances used to formulate the chemicals used by our vendors to create garment finish effects. It also allows us to make better choices in the chemicals we use and have a dialogue with our chemical supplier where improvements can be made.

### How difficult is it for suppliers to comply with your standards?

At first there was a great deal of reluctance by our suppliers and not only due to the sensitivity of sharing proprietary information. There was also the traditional perspective of risk management that was a barrier. The industry is used to managing risk at the end of the pipeline, through Restricted Substance Lists and compliance enforcement. This is a totally different approach that identifies and removes hazards up front in a proactive and precautionary manner. But once our suppliers went through the process with us, they recognized the benefits in the framework we created which protects their IP but allows transparency for collaboration and innovation. To date, we've piloted our framework with 3 garment manufacturing vendors and approximately 8 chemical suppliers. The feedback we've received has been overwhelmingly positive.

### Are you sharing any of this information with other companies?

We did a series of peer reviews in March after we completed our first pilot and we received a lot of good, constructive feedback. Our garment manufacturer and three chemical suppliers also participated in the review process—it was a good collaboration. We have also started conversations with other brands to let them know what we're doing. We've gotten some good feedback from them as well, and some questions that have led us to make adjustments, but overall it has been very positive.

### Why do you feel that it's important to participate in the upcoming BizNGO Conference?

Levi's is doing something that it is pioneering. We're proud of it and want to share it. It's hazard assessment, and so far it's contributing to a positive list of chemistry, which really hasn't been done before. With BizNGO it gets beyond just textiles—it's building products, retail, electronics, consumer products, healthcare, and more. We want to share our systemic thinking, but also get feedback and learn from other industries.

### Does thinking about green chemistry change the fundamental way you design products?

Absolutely. As sort of a poster child for this initiative we decided that, even when we were in the pilot stage, that we would only develop products in Eureka with screened chemicals that have gone through the hazard assessment process, and now our lab is 100% based on screened chemistry. We have lots of tools to achieve certain looks, and that constraint drives even more innovation and creativity—we find alternatives and ways around it. So it affects our process and how we approach it, but in a positive way.

## Mark Rossi



### INTRODUCTION:

*Dr. Mark Rossi founded the BizNGO Working Group for Safer Chemicals & Sustainable Materials 10 years ago. Below he discusses what prompted this massive undertaking, what accomplishments have been achieved, and what he hopes will come out of the upcoming*

*10th anniversary conference in Boston December 8–9, 2015.*

### Clean Production Action: What prompted you to start BizNGO 10 years ago?

**Mark Rossi:** 10 years ago Clean Production Action (CPA) looked across the business leaders that were moving to safer chemicals and the NGO market campaigns. We saw many

synergies that were happening to transform specific sectors, including health care, beauty and personal care, building products, and electronics, for example. So we brought them together in Boston to see if indeed there was common ground.

### **What happened at that first meeting?**

We had approximately 30 people in the room in Boston and actually the mission that we developed, “To promote the creation and adoption of safer chemicals and sustainable materials, thereby creating market transitions to a healthy economy, healthy environment, and healthy people” very much stands today.

### **Was there any resistance from the participants at first?**

Certainly in the room there was a willingness to experiment with this idea. At the first meeting, we agreed to an aspirational mission of “promoting the creation and adoption of safer chemicals and sustainable materials, thereby creating market transitions to a healthy economy, healthy environment, and healthy people.” It took a while to demonstrate that this would work. Our first project, the [Principles for Safer Chemicals](#), took a year to develop and involved intensive discussions over the vision of BizNGO. The Principles now provide a common platform that we work from. The back and forth process involved in creating the Principles was essential to our future successful collaboration. The process created trust, which has been the critical ingredient of the success of BizNGO over the years. People have called BizNGO a safe haven for open and honest conversations among businesses and NGOs.

### **What type of conversations have emerged that are unique to this group?**

In general, companies only like to go public on environmental initiatives after they’re successful. So to talk upfront about the challenges they confront in trying to know the chemicals in their supply chains or identify safer alternatives is unusual. And when NGOs trust what businesses say concerning the challenges they confront it enables much conversations and agreements to solutions, including in public policy.

### **How has BizNGO evolved over the last decade?**

Our capacity to co-create reports and agree to policy positions grew dramatically over the past 10 years. We now can have open, challenging conversations on policy positions and trust that BizNGO will stay to agreed ground. Admittedly there are times when we’ve had to agree to disagree. Our input, for example, on the California Safer Consumer Product regulations

has been quite impactful because it represents thoughtful, well-intentioned feedback from businesses and environmental groups on how to successfully implement a difficult law. Our recent report on [Alternatives to Methylene Chloride in Paint and Varnish Strippers](#) reflects that capacity.

### **What do you see as the primary accomplishments of BizNGO so far (beyond the Principles for Safer Chemicals and input into the California regulations already noted)?**

Our most cited report is the BizNGO Alternative Assessment Protocol, which is a featured framework in reports by the National Research Council, OECD, and Interstate Chemicals Clearinghouse. Our [Guide to Safer Chemicals](#), which provides a pathway for implementation, set the foundation for the [Chemical Footprint Project](#). When you speak to the evolution over time, we have a community of organizations that works together and gets into depth on thorny issues. For example, it was quite easy to get 11 companies to participate in our pilot of 20 questions related to the Chemical Footprint Project. Ten years ago it would have taken an incredibly long time to get companies to participate and provide honest feedback, and now we’re able to do that much quicker and get robust engagement on a faster timeline. We also created the [Plastics Scorecard](#), which offers the first comprehensive method for assessing and reducing chemicals of high concern in plastics.

### **What are you most excited for about this year’s conference?**

I’m excited about the whole concept of chemical footprinting. We launched the Chemical Footprint Project at our BizNGO 2014 Conference. This year we will dive into how to implement it. The sustainability community lacks a metric like this. Chemical footprinting is a concept that many people can intuitively understand—to have something similar to carbon and water footprinting is really powerful. At this year’s BizNGO-Chemical Footprint conference I look forward to gaining more interest and participation in chemical footprinting.

### **What do you most enjoy about BizNGO?**

The people! I am honored and privileged to regularly work with some of the smartest and most effective people engaged in substituting hazardous chemicals with safer alternatives. Everyone at the table is trying to transform the chemical economy from one of high hazards to safer and healthier alternatives. We’re co-developing these resources together, and there’s a type of magic that transpires.

