



## ACS GCI FORMULATORS' ROUNDTABLE 2011 YEAR IN REVIEW

The ACS GCI Formulators' Roundtable (Roundtable) is a partnership between the ACS Green Chemistry Institute® (ACS GCI) and the formulated products industry. The Roundtable's mission is to be the driving force to use green chemistry in creating innovative products that are environmentally sustainable throughout the entire product life cycle and safer to make and use.

From its launch in January 2009 through 2011, the ACS GCI Formulators' Roundtable has been setting the framework to make significant contributions to green chemistry in the industry by focusing on the strategic priorities summarized below. The collaborative work of the Roundtable in 2011 is highlighted here.

- Membership

The Roundtable welcomed another new member in 2011. Virox joined ACS GCI, Amway, Bissell Homecare, Inc., Church & Dwight, Diversey, Inc., Ecolab, Florida Chemical Johnson & Johnson Consumer Companies, Novozymes, Rug Doctor, S.C. Johnson & Son, Inc, Seventh Generation, State Industrial Products, and Zep Inc. as members of the Roundtable.

The Roundtable plans to reach out to cosmetic companies to encourage their involvement in 2012. The Roundtable had an abstract entitled "Greening the Supply Chain to Develop More Sustainable Formulations" approved for presentation at the Society of Cosmetic Chemists' Annual Scientific Seminar, May 31 – June 1, 2012 in Charleston, SC.

- Promote transparency and consistency through a set of green chemistry principles for formulated products.

The Roundtable developed a chemical ingredient database to facilitate communication and transparency of non-proprietary feedback from third party evaluations of product formulations such as US EPA Design for Environment Program, Green Seal, and Eco Logo. At present, while the information is not proprietary, only the company that has requested the evaluation has received the feedback indicating if the chemicals used in the formulation are acceptable, need improvement, or are not acceptable. The database is intended to provide a valuable source of information to Roundtable members by providing transparency of non-proprietary evaluation feedback to enable more informed decisions on the design of greener formulations.

- Drive good science in the development of environmentally preferred products standard/certification.

The Roundtable recognizes the importance of sound scientific principles in development of environmentally preferred products, standards, and certifications. By providing standard setting bodies with feedback based on the consensus of our membership and leveraging the independent position of ACS GCI, the Roundtable provides a resource to standard setting bodies and provides our members an opportunity for a stronger voice representing the 16 member companies than a single company may be able to achieve independently. The Roundtable met with NSF International to provide feedback on future implementation of the [NSF/GCI/ANSI 355 Greener Chemicals and Processes Information Standard](#). The Roundtable also discussed the Sustainable Chemistry Program with the National Science Foundation's Director of the Division of Chemistry.

- Inform and influence suppliers and academia to develop greener alternatives.

The components of existing formulated products are considered safe and effective; however, it is the intention of the Roundtable to foster the development of innovative greener components to enhance the overall sustainable profile of formulated products. [\*Opportunities for Greener Alternatives from a Formulators' Perspective\*](#), authored by the Roundtable, was made public on the web and presented in numerous forums. The Roundtable utilized this document to initiate dialog with suppliers and academia. The work was recognized in *happi* published by the Household and Personal Products Industry <http://www.happi.com/articles/2011/01/alive-and-kicking>.

The Roundtable initiated a collaboration with the US EPA Design for the Environment Program to identify and reward greener alternatives meeting specific design criteria for functionality and greenness, based on the criteria defined in the aforementioned Roundtable paper. The Roundtable is helping to craft a challenge focusing on chelants to be used in an open innovation forum in 2012 enabling organizations to solve problems by connecting them to diverse sources of innovation including employees, customers, partners, and the world's largest problem solving marketplace.

- Be recognized leaders in Green Chemistry.

The Roundtable believes that leadership is demonstrated by action, and has taken the opportunity to present publicly in various forums on green chemistry as it applies to the formulated products industry, and specifically to engage others in the process to develop greener alternatives. During 2011, the Roundtable presented in exhibit, poster and/or oral format at the 15<sup>th</sup> Annual Green Chemistry & Engineering Conference in Washington, DC, and the Cleaning Products Conference in Arlington, VA.

The Roundtable led the organization of the ACS GCI Roundtable Poster Reception, a networking event hosted by the three ACS GCI industrial roundtables (pharmaceutical, formulators, and chemical manufacturers). The reception focused on the opportunities and availability of greener alternatives, such as those identified in the aforementioned paper authored by the Roundtable. Four companies, Amway, Genencor, Novozymes, and NSF International, sponsored the event where posters were presented by 26 organizations representing industry, trade associations, academia, and not for profit organizations. Following the event, the approximate 100 attendees were surveyed, and most notably, 72% of survey respondents learned about a greener technology, material, market need, or research idea that may be applicable to their organization. Additionally 100% of poster presenters and attendees would encourage others to present and/or attend a future reception. Based on this success, the reception will now be an annual event as part of the Green Chemistry & Engineering Conference held in June every year.

The Roundtable will continue to collaborate with other ACS GCI Roundtables to share at least one common goal in 2012 to elevate the impact of all of our efforts.

The Roundtable exemplifies the following statement on collaborations made by T. Tierney in the Harvard Business Review, July – August 2011, p.38.

*a group – even of ‘competitors’ – can accomplish what no one member could do alone.*

The ACS GCI Formulators' Roundtable thanks all of its members for their commitment to green chemistry and green engineering, and looks forward to another productive year in 2012.

**For references or membership information, email [gcifr@acs.org](mailto:gcifr@acs.org) or go to [www.acs.org/gciformulators](http://www.acs.org/gciformulators).**