



**Safer Choice Summit:**  
*Advancing Safer Chemicals and Products*  
 Hyatt Regency Crystal City  
 2799 Jefferson Davis Highway, Arlington, VA 22202

**Purpose of the Summit:** identify ways to enhance and achieve greater efficiencies in the Safer Choice product review process and to increase awareness and understanding of the new Safer Choice label

**Register for Webinar Access:** <https://attendee.gotowebinar.com/register/1471569140794897921>

*Day 1, Thursday, November 12, 2015*

<b>7:45 am – 8:30 am</b>	Registration	
<b>8:30 am – 8:45 am</b>	Welcome and Opening Remarks	Jim Jones, Assistant Administrator, EPA Office of Chemical Safety and Pollution Prevention
<b>8:45 am – 9:00 am</b>	Plan for the Summit	Clive Davies, Safer Choice Program
<b>Outreach and the Safer Choice Label</b>		
<b>9:00 am – 9:40 am</b>	<b>Part 1 – Building Purchaser and Consumer Recognition of Safer Choice</b>	
	A presentation on:	
	<ul style="list-style-type: none"> <li>• Safer Choice messaging and early response</li> <li>• Bridging the gap from DfE label to Safer Choice and building awareness</li> </ul>	Bridget Williams, Outreach Lead, Safer Choice Program
	<ul style="list-style-type: none"> <li>• Social media for Safer Choice outreach</li> </ul>	Jessica Orquina, EPA Web Communications
	<ul style="list-style-type: none"> <li>• Safer Choice and the Federal Trade Commission (FTC) Green Guides</li> </ul>	Jim Kohm, FTC
<b>9:40 am – 10:40 am</b>	<b>Part 2 – Outreach Tools and Approaches, A Partner Perspective</b>	
	A panel of partners will discuss their approach to outreach for the Safer Choice label, the potential that greater market recognition of the label holds for partners, and perspectives on how partners can together build awareness of the Safer Choice logo.	
	Panelists include:	
	<ul style="list-style-type: none"> <li>• Anna Cepeda-Mays, RB</li> <li>• Nadereh Afsharmanesh, Earth Friendly Products</li> <li>• Marcia Frieze, Case Medical</li> <li>• Bill McCormick, Clorox</li> <li>• Don Fine, Ecolab</li> </ul>	Moderator: Hal Ambuter, RB

10:40 am – 11:00 am	Break	
11:00 am – 12:15 pm	<b>Part 3 – Facilitated Discussion</b>	
	<p><b>Goal for Group 1:</b> Brainstorm and prioritize a list of partner and stakeholder outreach activities for retail settings</p>	
	<p><b>Goal for Group 2:</b> Brainstorm and prioritize a list of partner and stakeholder outreach activities for institutional purchasing (schools, office buildings, hotels, and athletic facilities)</p>	
	<p><b>Goal for Group 3:</b> Developing a business case for companies making safer chemistry part of their business model</p>	
12:15 pm – 1:30 pm	Lunch (on your own)	
1:30 pm – 3:00 pm	<b>Product and Chemical Review Process</b>	
	<b>Part 1 – The Safer Choice Community*</b>	
	Presentation on the new Safer Choice data system and its benefits for product and chemical manufacturers.	Aly Lorenz, Safer Choice Program
	<b>Part 2 – Enhancing the Safer Chemical Ingredients List (SCIL)</b>	
	<ul style="list-style-type: none"> <li>• An overview of the chemical classes now on the Safer Chemical Ingredients List (SCIL)</li> <li>• An invitation to chemical manufacturers to add chemicals to the list</li> </ul>	Melanie Adams & Emma Lavoie, Safer Choice Program
	<b>Part 3 – Opportunities for Enhanced Efficiency</b>	
	A presentation on the product review process, recent feedback from partners and stakeholders, and opportunities for enhancements.	Clive Davies, Safer Choice Program
3:00 pm – 3:15 pm	Break	
3:15 pm – 4:45 pm	<b>Part 4 – Facilitated Discussion on Enhanced Efficiencies – Two Breakout Groups</b>	
	Groups will discuss the questions below and propose solutions:	
	<b>Goal for Group 1:</b> Improving information flow on components in product ingredients	
	<ol style="list-style-type: none"> <li>a. How can all parties help? <ol style="list-style-type: none"> <li>i. Chemical manufacturers</li> <li>ii. Product manufacturers</li> <li>iii. Safer Choice third party profilers</li> <li>iv. Safer Choice</li> </ol> </li> <li>b. How can we more effectively use or improve the Safer Chemical Ingredients List?</li> <li>c. Are other information sources available?</li> </ol>	

---

**Goal for Group 2:** Enhancing the Chemical and Product Manufacturer Experience

- a. What are the most challenging elements of third party or Safer Choice review?
- b. Do new partners have the information they need to submit a complete application the first time?
- c. Are there opportunities to improve the hand-off from third parties to Safer Choice?
- d. Is information on alternatives to unacceptable ingredients readily available?
- e. How can partners easily get information on review status?
- f. Do partners know they can call Safer Choice anytime to discuss issues?

---

**4:45 pm – 5:15 pm**

**Wrap-up for Day 1**

Summarize key outcomes from breakout sessions and overall impressions of the day.

---

\* **Offer for All Participants – Safer Choice Community:** Please ask Aly Lorenz for a one-on-one or group session to ask questions and better understand the Safer Choice data system.

Day 2, Friday, November 13, 2015

8:45 am – 9:00 am	<b>Perspectives from the EPA Administrator</b>	Gina McCarthy, EPA Administrator
9:00 am – 10:45 am	<b>Safer Choice as a Tool for Sustainability and Safer Chemistry</b> A panel of retailers, institutional purchasers and NGOs will discuss how Safer Choice contributes to their sustainability programs, and how chemical and product manufacturers can best position themselves to contribute. <ul style="list-style-type: none"><li>• Ashley Hall, Walmart</li><li>• Emily Orme, Washington State Department of Ecology</li><li>• Brennan Conaway, General Services Administration</li><li>• Paul Yaroschak, U.S. Department of Defense</li><li>• Jennifer McPartland, Environmental Defense Fund</li><li>• David Levine, American Sustainable Business Council</li></ul>	Moderator: Roger McFadden, Staples
10:45 am – 11:00 am	<b>Break</b>	
11:00 am – 11:10 am	<b>Exploring Ideas for Empowering Facilities and Retailers</b>  <b>Part 1 – Presentation</b> Stakeholders have expressed an interest in exploring ways that retailers and facilities can improve awareness of the Safer Choice label.	David Widawsky, Director, Chemistry, Economics, and Sustainable Strategies, Office of Pollution Prevention and Toxics
11:10 am – 11:50 am	<b>Part 2 – Facilitated Discussion – Two Breakout Groups</b> <ul style="list-style-type: none"><li>• <b>Goal for Group 1:</b> Help us explore the value of empowering <i>facilities</i> that use Safer Choice products to make customers aware of that fact and develop ideas for implementation.</li><li>• <b>Goal for Group 2:</b> Help us explore the value of empowering <i>retailers</i> that use or promote Safer Choice products to make customers aware of that fact and develop ideas for implementation.</li></ul>	
11:50 am – 12:00 pm	<b>Wrap-Up Session</b> Summarize outcome of the conference and follow-up items.	Clive Davies, Safer Choice Program

**Note: If you have not had a chance to ask your questions during the Summit, please add them to the Suggestion Box on the registration table.**