



Safer Choice Partner & Stakeholder Summit

November 2-3, 2022





epa.gov/saferchoice



epa.gov/dfe

EPA's Safer Choice and Design for the Environment (DfE) Program Updates

Clive Davies

November 2, 2022

What's new with Safer Choice?



- Reestablishment of the Safer Choice Program Branch
- Safer Choice Summit Agenda
- Core Program and how it relates to the Agenda
- Partner of the Year
- New logo for the Design for the Environment program
- IIJA Grant Opportunities
- National Outreach Campaign in Spring 2023
- Plans for the Future at the Summit

We're back!



- The Safer Choice program was reestablished as the Safer Choice Program Branch



The branch has two team leads



The Safer Choice Team



Safer Choice Summit



- Our Goal:
 - Dialogue with our stakeholders
 - Understanding
 - What is working and where we should change
 - Your needs and priorities
- Agenda
 - Stakeholder prioritization

Summit Agenda



■ Today, Day 1

- Innovations in Cleaning Product Packaging
- Expanding and Maintaining the Safer Chemical Ingredients List
- National Outreach Campaign for Safer Choice & DfE
- Ensuring Purchasers Know Products are Safer Choice-Certified
- Updates to the Safer Choice Community Database

■ Tomorrow, Day 2

- Advancing Environmental Justice through Safer Choice & DfE Programs
- DfE Logo Update
- Safer Choice & DfE Recognition for Cleaning Services
- Improving Supply Chain Communication

Core Program Priorities: Product Review



- Around 350 product-manufacturing partners have certified nearly 2000 products to carry the Safer Choice label and DfE logo
- On-time maintenance of partnerships is important to maintain support from retailers, purchasers, and NGOs

Relevant to this core priority are:

- The discussion during the **Innovations in Cleaning Product Packaging** session at 10 AM today, which is intended to identify potential enhancements to the Safer Choice Standard and Criteria, such as modernizing packaging criteria.
- **Improving Supply Chain Communications** at 3:30 tomorrow, where we will discuss best practices for efficient interactions that can lead to faster product submissions and reviews.

Core Program Priorities: Chemical Review



- The Safer Chemical Ingredients List (SCIL) includes more than 1,000 chemicals
 - Many manufacturers are represented in these listings – CleanGredients lists 800+ trade-name products from about 75 ingredient suppliers
 - Integrity of SCIL supports the success of Safer Choice

Attend the session today on **Enhancing and Maintaining SCIL and CleanGredients** to input on ways to expand and ensure the list continues to reflect EPA leadership in safer chemistry.

Process for Standard and Criteria Updates



- We may update our Safer Choice Standard in follow-up to this meeting. If we do, we will seek and respond to input from stakeholders. At a minimum we will:
 - Publish a draft of our standard update for comment
 - notify stakeholders through a federal register notice and
 - a posting on the EPA Safer Choice website.
 - Publish a response to comment document
 - Publish a final updated standard with an explanation for the changes we have made.
- Timing and content will depend on discussions over the next two days

Core Program Priorities: Data System Maintenance and Improvement



- Maintenance keeps the Safer Choice Community stable, secure, and reliable for internal and external users
- We have recently updated the system with better product identifier numbers so you can ensure your purchasers know your products are Safer Choice or DfE-certified
 - Retailers emphasize the importance of this data
 - A new Executive Order requires federal purchasing of sustainable products.

Attend these two sessions to take advantage of this opportunity:

- **Ensuring your Purchasers Know your Products are Safer Choice and DfE-Certified** at 2:45 PM today to learn more about the importance of including accurate product identifier information.
- **Updates to the Safer Choice Community Session** at 3:45 PM today to learn more about recently added features to the database

8th Annual Partner of the Year (PoY) Awards



- Recognizes leadership contributions by Safer Choice partners and stakeholders in the design, manufacture, selection, and use of products with safer chemicals
- **New emphasis last year:** Applications that also
 - promote environmental justice
 - bolster resilience to the impacts of climate change
 - result in cleaner air or water
 - improve drinking water quality
- 12 first-time applicants
- 26 winners from 8 of 10 EPA Regions
 - 15 Product manufacturers
 - 7 Supporters
 - 1 Retailer
 - 2 Distributors
 - 1 Innovator



Congratulations to this year's Winners!



THE
ODP
CORPORATION

 The Clorox Company



ECOS



 **THE ASHKIN GROUP, LLC**
The Green Cleaning Experts

 **PurposeBuilt**
BRANDS



american cleaning institute®

 **Sensitive**
HOME®

EDF
ENVIRONMENTAL
DEFENSE FUND®

Bona®

 **pop UP justice**
Community building • Social innovation

SOLUTEX, INC.
Solutions for a Clean and Healthy Planet

W **OCCUPATIONAL SAFETY AND HEALTH**
CONTINUING EDUCATION
ENVIRONMENTAL & OCCUPATIONAL
HEALTH SCIENCES



 **reckitt**



MOTHER
AFRICA

Grove®
COLLABORATIVE



:LIGHTHOUSE:
FOR THE BLIND AND VISUALLY IMPAIRED

novozymes® 

 **HOUSEHOLD & COMMERCIAL**
PRODUCTS ASSOCIATION
Innovative Products For **Home. Work. Life.**

 **Case Medical**



 **Hazardous Waste**
Management Program



Dirty
Labs™

Partner of the Year Award Winners



IJA Grant Opportunities



- New Pollution Prevention Grant for increasing access to safer and more sustainable products (FY23 & FY25)
 - Assisting businesses in reducing environmental and human health impacts on underserved communities through boosting **supply** and/or **demand** of Safer Choice-certified products or products identified by EPA's Environmentally Preferable Purchasing program
- Eligible applicants: states, state-affiliated entities (e.g., universities), tribes, intertribal consortia and US territories
 - Applicants are encouraged to partner with other organizations (e.g., NGOs, community organizations, local governments, businesses, trade associations, etc.)
- No requirement for matching funds from grantees
- Request for Applications (RFA) expected to be published Feb 2023
- For more information, contact Aerin Kirk at Kirk.Aerin@epa.gov

National Outreach Campaign



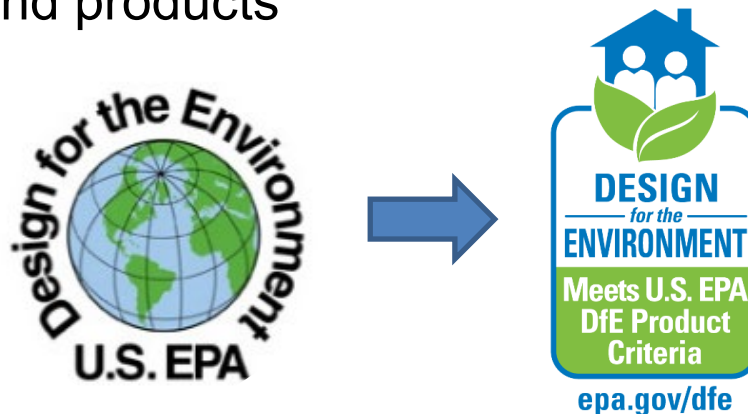
- In collaboration with partners, raise awareness, understanding, and demand for the Safer Choice and DfE certifications.
- Two initial coordinated outreach pushes
 - Spring cleaning (Spring 2023)
 - Back to school (Summer / Fall 2023)

Attend the **National Outreach Campaign for Safer Choice and DfE Programs** session this afternoon to learn more about what we have up our sleeves for Spring 2023.

New DfE Logo



- Responds to stakeholder request to make a label that is appealing to retailers, consumers and purchasers
- Part of our broader efforts to develop and implement a recruitment strategy to increase the number of partners and products



Attend the **DfE Logo Update** session tomorrow afternoon to learn about the behind-the-scenes of this process!

Plans for the Future; Investments



- Environmental Justice is a priority for EPA and Safer Choice can make a contribution.

The **Advancing Environmental Justice through Safer Choice & DfE Programs** session is tomorrow morning.

- Improving recognition and use of the Safer Choice label is another priority for EPA and Cleaning Service Certification might help.

The **Safer Choice & DfE Recognition for Cleaning Services** session is tomorrow afternoon.

Slido



- All attendees will be asked to respond to polling throughout the day.
 - **Remote attendees:** The Slido poll will automatically open on the right side of your Webex application. Respond to the poll and press **Send**.
 - **In-person attendees:** Use your phones or laptops to respond. Scan the QR codes on your table or enter the poll's passcode at slido.com. #3146045

Active session ✕

Test Poll 👤

What is your favorite color? 0 👤

☐ Blue

☐ Green

☐ Orange

Send

Let's give Slido a try!



- We want to know our audience! Which type of organization do you represent?
 - NGO
 - Retailer
 - Brand owner/Formulator/Product manufacturer
 - Chemical Manufacturers
 - Purchaser/Distributor
 - Trade association
 - Government
 - Other supporter



Slido poll



- What first comes to mind when you think of Safer Choice and DfE?



Questions?



Clive Davies
davies.clive@epa.gov
(202) 564-3821

Melanie Adams
adams.melanie@epa.gov
(202) 564-1843

Linda Rutsch
rutsch.linda@epa.gov
(202) 343-9924

Lauren Duffy
duffy.lauren@epa.gov
(202) 564-0376



Safer Chemical Ingredient List

Muna Nahar & Lauren Duffy

November 2, 2022

Outline



- Introduction
- SCIL Overview & Updates
- SCIL Maintenance
- Looking Forward

Safer Chemical Ingredients List (SCIL)



- Launched in 2012 with 450 chemicals listed
- Living list of more than **1,000** safer chemicals that meet EPA's Safer Chemical Criteria
- Chemicals listed by CASRN

Safer Chemical Ingredients List

- The listed chemicals are safer alternatives, grouped by their [functional-use class](#).[†]
- Chemicals are marked as a [green circle](#), [green half-circle](#), [yellow triangle](#), or [grey square](#).[‡]
- This list includes many of the chemicals evaluated through the Safer Choice Program. It does not include confidential chemicals. There may be chemicals not included in this list that are also safer.
- Some of the chemicals listed in these functional use classes may not be on the [TSCA inventory](#) and therefore may not be authorized/allowed for TSCA uses. Persons considering TSCA uses for these substances should engage in appropriate diligence to ascertain whether such use is authorized.

♦ Please Select: [All Functional Use Classes](#)

♦ or Select a Functional Use Class:

- [Antimicrobial Actives](#)
- [Chelating Agents](#)
- [Colorants](#)
- [Defoamers](#)
- [Emollients](#)
- [Enzymes and Enzyme Stabilizers](#)
- [Fragrances](#)
- [Oxidants and Oxidant Stabilizers](#)
- [Polymers](#)
- [Preservatives and Antioxidants](#)
- [Processing Aids and Additives](#)
- [Skin Conditioning Agents](#)
- [Solvents](#)
- [Specialized Industrial Chemicals](#)
- [Surfactants](#)
- [Uncategorized](#)

♦ Search: Name or CAS RN

www.epa.gov/saferchoice/safer-ingredients

Functional Use Classes

← Search by Name or CAS #

SCIL (continued)



What is included	What is NOT included
<ul style="list-style-type: none">• Chemical Abstract Service (CAS) number• Names<ul style="list-style-type: none">- Common chemical name- TSCA inventory name• Functional class (e.g., surfactant, solvent)• Color-coding system	<ul style="list-style-type: none">• Source of chemical• Chemical manufacturer• Trade name• Formula-specific information (e.g., chemical use, percent composition)• Trade secret chemicals• Chemicals on the confidential TSCA inventory

Adding Chemicals to SCIL



- Three typical pathways:
 1. Product review submissions
 2. Direct submissions for SCIL listing
 3. Safer Choice-initiated reviews

Uses for SCIL

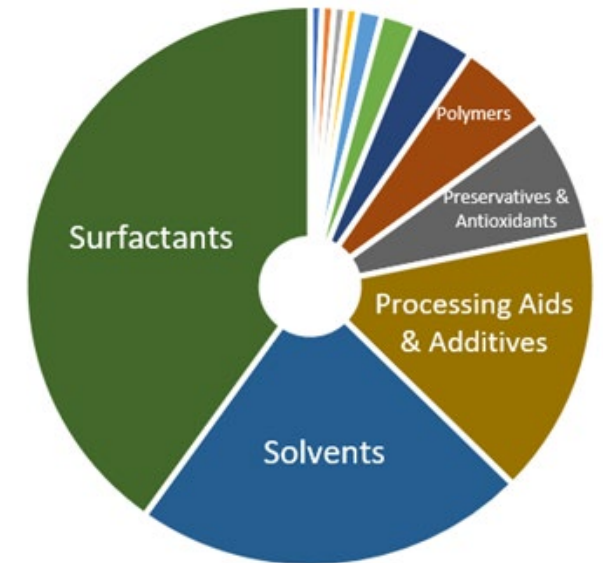


- Product Formulators
 - To research and verify that proposed formulations will be eligible for the Safer Choice label
 - As a sustainability measure for non-Safer Choice products
- Chemical Manufacturers
 - As design criteria for new, safer chemical alternatives
 - To highlight innovation and meet demand for safer chemicals
 - To optimize research where data gaps exist
- Retailers
 - To help shape their sustainability programs.
- Environmental and Health Advocates
 - To support their work to encourage the use of the safest possible chemistry

SCIL Updates Since Last Summit



- Updates to SCIL since 2018:
 - 145 new chemicals
 - 10 removed/grey squared
 - Based on a growing understanding of potential health and environmental effects
- Invested in better characterizing each chemical's functionality



SCIL Breakdown



- **1055** chemicals on SCIL as of Oct 2022

By functional ingredient classes:

- Antimicrobial Actives (7)
- Chelating Agents (23)
- Colorants (45)
- Defoamers (13)
- Emollients (28)
- Enzymes & Enzyme Stabilizers (33)
- Fragrances (146)
- Oxidant & Oxidant Stabilizers (24)
- Polymers (67)
- Preservatives & Antioxidants (44)
- Processing Aids & Additives (172)
- Skin Conditioning Agents- (46)
- Solvents (100)
- Specialized Industrial Chemicals (14)
- Surfactants (341)
- Uncategorized (25)

Plans for the Future - SCIL



- As resources allow, update SCIL to ensure the list continues to reflect EPA leadership in safer chemistry
 - Add new chemicals to SCIL to encourage innovation and growth in safer products and help protect people and the environment
 - Data behind SCIL chemical listings should be updated where needed for consideration of the latest toxicological information and Agency policies
 - If needed, update functional use criteria and chemical's SCIL geocodes to further distinguish safer chemical ingredients in their respective functional use classes

SCIL Maintenance



- Overview of work to update chemical profiles to include new data
- Process:
 - Prioritization by functional class and/or date of last review
 - Updates may inform functional use criteria and geocode status

Looking forward



EPA seeks your input on:

- Ways we can increase the number of chemicals listed on SCIL
- Features you would like to see added to SCIL

Possible New SCIL Feature



- Add filters to SCIL like those available on the product page

Search Safer Choice-Certified Products

Product or Company Name (Optional)

Home or Business Use (Optional) ▼

Product Type (Optional) ▼

Show only:

- ☐ Fragrance-free products¹
- ☐ Products with outdoor uses²

Questions?



Lauren Duffy

duffy.lauren@epa.gov

Muna Nahar

nahar.muna@epa.gov



Safer Choice and Design for the Environment (DfE) Outreach

Taylor Dunivin

November 2022



Connect with us on social media



@EPASaferChoice



@EPAChemSafety



@EPAGov






@USEPA

#EPASaferChoice

Connect with us on social media



-  Follow us on Facebook **@EPASaferChoice**
-  Like or share one of our Facebook posts
-  Use **#EPASaferChoice** on any platform



Outline



- Overview of Safer Choice and Design for the Environment (DfE) programs
- National outreach strategy
- Outreach progress
- Media toolkit
- 2023 outreach campaigns
 - Spring Cleaning
 - Back to School
- Potential actions for partners

Overview of Safer Choice & DfE



- Objectives:
 - Make it easier to find products with ingredients that meet Safer Choice standards for human & environmental health
 - Provide an incentive for companies to make such products

Overview of Safer Choice & DfE



- Help people find products with ingredients that meet Safer Choice standards for human & environmental health
- Provide an incentive for companies to make such products



epa.gov/saferchoice

Safer choice

- Cleaners
- Detergents
- Other household products

Overview of Safer Choice & DfE



- Help people find products with ingredients that meet Safer Choice standards for human & environmental health
- Provide an incentive for companies to make such products



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Safer choice

- Cleaners
- Detergents
- Other household products



epa.gov/dfe

DfE

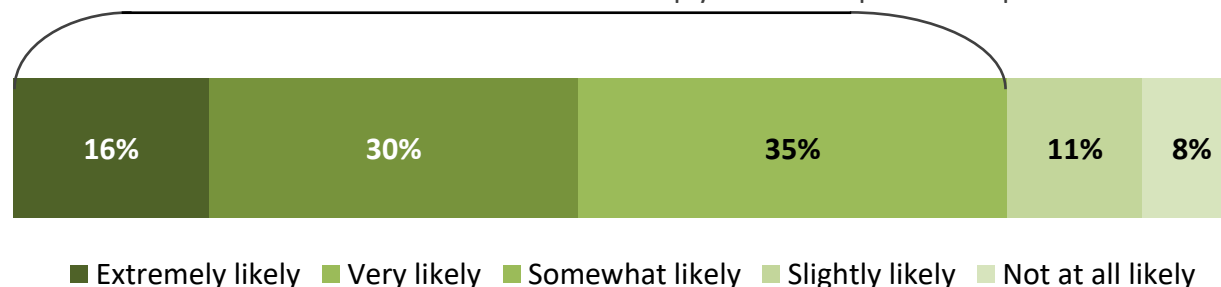
- Disinfectants
- Sanitizers

Consumer interest in Safer Choice



- **Consumers are interested in Safer Choice**
 - **89% of parents** and **87% of millennials** would use the Safer Choice label to inform purchasing decisions
- There is room for improvement on awareness of Safer Choice and DfE
 - 43% of consumers were aware of Safer Choice
- EPA is working to ↑ consumer awareness: National Outreach Campaign

Based on what you now know about the labeling program, how likely are you to use EPA's Safer Choice visual mark to help you select a product to purchase?



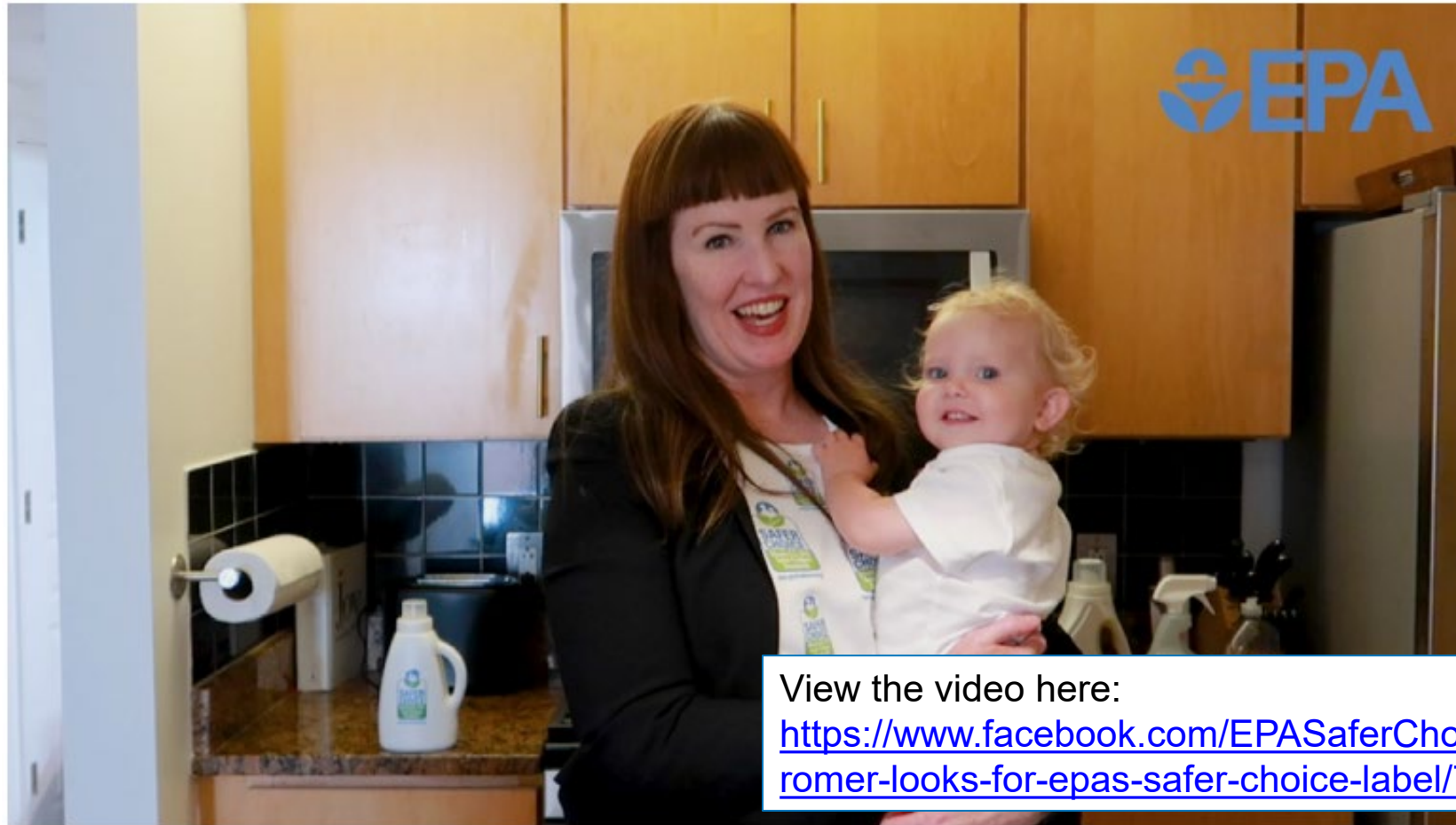
National Outreach Campaign



Objective: In collaboration with partners, raise awareness, understanding, and demand for the Safer Choice and DfE certifications

- Reinvigorate Safer Choice social media
- Develop a toolkit for partners with messaging and more
- Execute two 2023 coordinated outreach pushes
 - Spring cleaning (Spring)
 - Back to school (Summer / Fall)

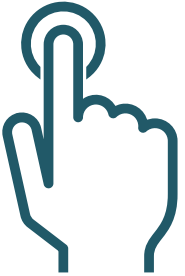
Support from EPA leadership



View the video here:

<https://www.facebook.com/EPASaferChoice/videos/why-jennie-romer-looks-for-epas-safer-choice-label/739587971114066>

Facebook Page Re-Launched Aug. 22nd



ENGAGEMENT

2k

Shares, likes, clicks,
comments



POST REACH

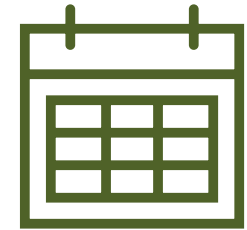
56.6k

People who saw any
post



FOLLOWERS

14.8k



POSTS

51

Number of posts

Safer Choice Media Toolkit



- Two media toolkits for partners
 - Consumer-focused: expected to be released early 2023
 - I&I-focused: expected to be released Summer 2023
- Toolkits will include
 - Key messaging
 - Explainer videos
 - Graphics and images
 - Social media posts
 - Sample press releases
 - Blog posts
 - Links to Safer Choice social media
 - Shelf talkers
 - Slides to pitch to retailers
 - QR codes

Slido poll



- Which of these statements are correct?

Safer Choice _____

- Is a voluntary EPA program that lets businesses differentiate their safer products with the Safer Choice label
- Certifies cleaning and other products made with ingredients that are safer for people, pets, and the planet
- Makes it easy to find safer products that don't sacrifice performance
- All of the above



Slido poll



- Which one of these phrases are correct?
 - Safer Choice-certified products
 - Safer Choice products
 - Safer Choice label
 - Products with the Safer Choice label



Core Messaging



- Finding products that are safer for [children, workers] & the environment should be easy—that's why EPA created the Safer Choice label
- Looking for the Safer choice label is an easy, reliable way to find safer products that don't sacrifice performance
- Ingredients in Safer Choice-certified products
 - Are safer for people, pets and the planet
 - Work well and get the job done
 - Have been carefully reviewed by EPA scientists

New videos: Behind the Label



View the video here:

<https://www.facebook.com/EPASaferChoice/videos/behind-the-us-epa-safer-choice-label/864056351270699/>

Slido poll



- How would you order the behind the label messages in your communications? (ranked poll)
 - Safer ingredients for you, your family, and the environment
 - Works well and gets the job done
 - Every ingredient has been reviewed by EPA scientists



New tools: QR codes



Safer Choice homepage



Safer Choice product finder



New tools: Shelf Talkers



- Safer Choice-specific
- Customizable



2023 Outreach Campaigns



- **Spring Cleaning (March - April)**
 - consumer focused



**Pet
owners**



**College students &
young professionals**



**Parents &
new parents**



**Overburdened
communities**



**Tribes & indigenous
peoples**

2023 Outreach Campaigns

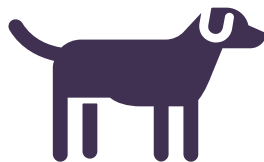


- **Back to School and DfE (August - September)**

- consumer and I&I focused



Schools



Pet owners



College students & young professionals



Parents & new parents



Healthcare Facilities



Sports Facilities



Overburdened communities



Tribes & indigenous peoples



Hotels

How to get involved



- **Engage** with us on social media

#EPASaferChoice



@EPASaferChoice



@EPAChemSafety



@EPAGov



@USEPA

How to get involved



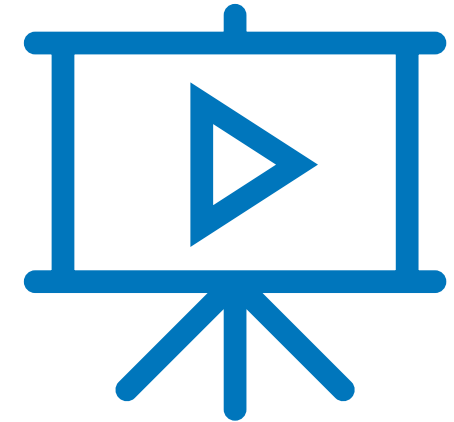
- Engage with us on social media
- Use our **toolkit** for your website, shelf talkers, presentations, and more



How to get involved



- Engage with us on social media
- Use our **toolkit** for your website, shelf talkers, presentations, and more
- **Include** Safer Choice in media & pitches



How to get involved



- Engage with us on social media
- Use our **toolkit** for your website, shelf talkers, presentations, and more
- Include Safer Choice in media & pitches
- **Host** us on your blog, podcast, or newsletter



How to get involved



- Engage with us on social media
- Use our **toolkit** for your website, shelf talkers, presentations, and more
- Include Safer Choice in media & pitches
- Host us on your blog, podcast, or newsletter
- **Build** upon our efforts



How to get involved



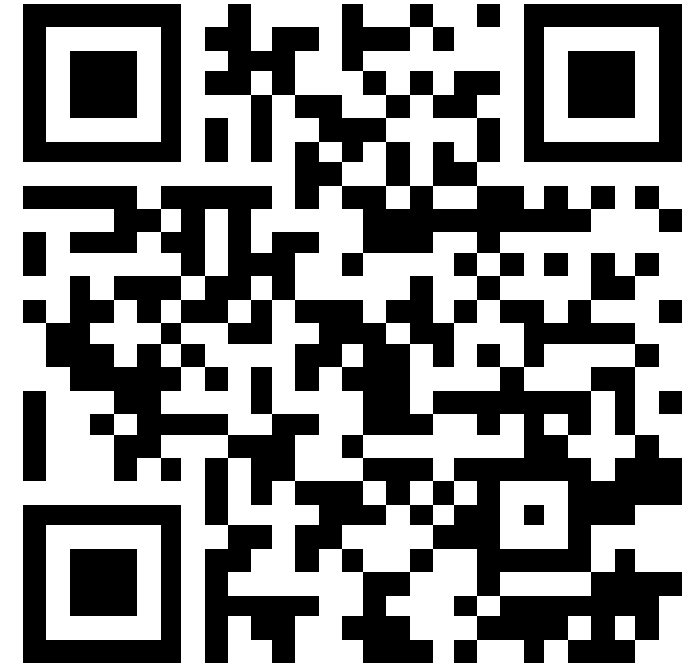
- Engage with us on social media
- Use our **toolkit** for your website, shelf talkers, presentations, and more
- Include Safer Choice in media & pitches
- Host us on your blog, podcast, or newsletter
- Build upon our efforts
- Plan a Spring Cleaning / Back to School **event**



Slido poll



- When would you like to have the messaging toolkit?
 - ASAP!
 - January 2023
 - February 2023
 - March 2023



Slido poll






- Which activities are you/your organization most likely to participate in?
 - **Engage** with us on social media
 - Use our **toolkit** for your website, shelf talkers, presentations, and more
 - **Include** Safer Choice in media & pitches
 - **Host** us on your blog, podcast, or newsletter
 - **Branch out** with sweepstakes, etc.
 - Plan a Spring Cleaning / Back to School **event**



Thank you for connecting



-  Follow us on Facebook **@EPASaferChoice**
-  Like or share one of our Facebook posts
-  Use **#EPASaferChoice** on any platform



Questions?



Taylor Dunivin

dunivin.taylor@epa.gov

Lauren Duffy

duffy.lauren@epa.gov

Thank you!





Safer Choice Partner and Supplier Community (Data System)

Mariana Felix-Kim

November 2, 2022



Contents



- What is the Safer Choice Community?
- Safer Choice Community: Useful Capabilities You Should Know About
- Resources
- New features in the Safer Choice Community
 - Updated User Guide
 - Product Certificates
 - Required Product Identifier Number Fields
- Input on Future Improvements

What Is the Safer Choice Community?



- Data system that guides certification in the Safer Choice program
- Used by Safer Choice partners, ingredient suppliers, Safer Choice-Qualified Third Parties, and Safer Choice
- Streamlines certification
- Promotes consistency in certification decisions
- Helps Safer Choice administer the program
 - Certification
 - Recertification
 - Audits

Safer Choice Community: Useful Capabilities You Should Know About



- Submission status updates
- View and copy information from previous submissions
- View currently recognized formulations and copy them into new submissions
- Reminder emails – audits, renewals, and outstanding supplier information
- Private label and alternate name submissions – submit directly to Safer Choice
- Product review timing metrics
- Tips, checklists, and a phone number to call for help

Resources



Safer Choice Community

Home Submit/Renew Product Submit Private Label/Alternate Name My Products and Upcoming Due Dates **Resources**

Resources

Documents

- [Getting Started: User Guide to the Safer Choice Community](#)
- [Safer Choice Non-Disclosure Statement](#)
- [Product Submission Checklist](#)
- [Safer Choice Program Partner Handbook](#) (Please note that only products covered by a valid Partnership Agreement with EPA Safer Choice are authorized to carry the Safer Choice label.)

Helpful Links

- Save this link in your bookmarks for easy access to the Safer Choice community: <https://saferchoice.force.com/login>
- Safer Choice Home: <https://www.epa.gov/saferchoice>
- Safer Choice Standard and Criteria info: <https://www.epa.gov/saferchoice/standard>
- Direct link to Standard: <https://www.epa.gov/saferchoice/safer-choice-standard>
- Packaging Guidance: <https://www.epa.gov/saferchoice/safer-choice-guidance-packaging-requirements>
- Ingredient Disclosure Guidance: <https://www.epa.gov/saferchoice/safer-choice-guidance-ingredient-disclosure-requirements>
- Safer Choice Products Page: <https://www.epa.gov/saferchoice/products>
- Safer Chemical Ingredients List: <https://www.epa.gov/saferchoice/safer-ingredients>
- CleanGredients: <https://www.cleangredients.org/>

Questions

User Guide Updates



- Resources tab → Documents
 - Product specific certificates
 - How to request updates to product identifier information for already certified products
 - How to input product identifiers in new submissions



Getting Started: User Guide for the Safer Choice Community

Before you begin

If your organization has required that you have a **non-disclosure agreement** in place before releasing formulation information to third party profilers, please make sure to finalize an agreement before you begin the submission process. The Safer Choice program's non-disclosure statement can be found in the Resources tab.

Please note that Safer Choice has the ability to view any data entered once you begin filling out a submission form in the Community. This access is for the sole purpose of helping the user, should they need assistance, and will not be viewed by Safer Choice until the submission has been completed.

Safer Choice recommends using a modern web browser like Google Chrome or Firefox to access and use the Safer Choice Community. Internet Explorer users may experience compatibility issues.

Why Did Safer Choice Add Product Certificates to the Community?



- Partner Request
- Some institutional purchasers ask for product-by-product proof of certification
- Designed in consultation with partners

Create Product Certificates



Safer Choice Community

[Home](#) [Submit/Renew Product](#) [Submit Private Label/Alternate Name](#) [My Products and Upcoming Due Dates](#) [Resources](#)

Welcome to the Safer Choice Partner Community. Below, you will find information on the status of your recent submissions. Click on the tabs above to:

- Create a product, private label, or alternate name submission
- View your products and upcoming due dates
- Access helpful resources including a user guide

▼ My Submissions

Submission	Status	Product Name(s)	Date Created	Date Submitted	Delete?
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▼ Status of Formal Review Submission

Product Name	Control Code	Date Submitted to Third Party Profiler	Third Party Profiler Review Status	Date Submitted to Safer Choice	Safer Choice Review Status
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▼ Private Label Submissions

Submission Name	Private Label Company Name	Product Names	Status	Date Submitted	Date Approved	Delete?
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▼ Alternate Name Submissions

Submission Name	Product Names	Status	Date Submitted	Date Approved	Delete?
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Create Product Certificates



Safer Choice Community

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▼ Alternate Name Submissions

Submission Name	Product Names	Status	Date Submitted	Date Approved	Delete?
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View Your Product Certificate



Safer Choice Community

lenasche ▾

Home Submit/Renew Product Submit Private Label/Alternate Name **My Products and Upcoming Due Dates** Resources

My Products and Upcoming Due Dates

Export Export All Formulations Show Product ID Numbers

▼ Product Renewals and Private Labels

Product Name	Control Code	Next Renewal Date	Private Label Product(s)	Product Labels
Alpha All-Purpose Cleaner View Your Product Certificate		10/22/2024 Submit for Renewal		View Submitted Label(s) View Approved Label(s) Add New Label
Beta Glass Cleaner View Your Product Certificate		10/22/2024 Submit for Renewal		View Submitted Label(s) Add New Label

View Your Product Certificate



Safer Choice Community

lenasche ▾

Home Submit/Renew Product Submit Private Label/Alternate Name **My Products and Upcoming Due Dates** Resources

My Products and Upcoming Due Dates

Export Export All Formulations Show Product ID Numbers

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Product Certificates



U.S. EPA Safer Choice Certification

Presented to

XYZ Product Company

U.S. EPA's Safer Choice program certifies that the product listed below meets the [Safer Choice Standard](#) and is qualified to carry the Safer Choice label:

Alpha All-Purpose Cleaner

October 22, 2021 - October 22, 2024

Certification Period*



*This certificate remains valid as long as this product appears in the Safer Choice-certified [product search tool](#). Certification may be valid past the certification period if the product was renewed.

Visit <https://www.epa.gov/saferchoice/products> to confirm certification status for this product.

Product Data:

Universal Product Code (UPC): 123456789123

Global Trade Item Number (GTIN): 12345678912345

Manufacturer Part Number (MPN):

This certificate was autogenerated from EPA's Safer Choice Community on September 13, 2022

Why does Safer Choice Need Product ID Numbers?



- Biweekly exports to EPA's Envirofacts website (data publicly available via API or file downloads)
- Biweekly updates to retailers and other stakeholders, as requested
- UPCs displayed on Safer Choice and DfE product list webpages

The screenshot shows the EPA website's 'Safer Choice - Other Service-Enabled Data Model' page. At the top is the EPA logo and navigation menu. Below the header, there's a search bar and a 'CONTACT US' link. The main heading is 'Safer Choice - Other Service-Enabled Data Model'. A navigation bar includes links like 'Home', 'Multisystem Search', 'Topic Searches', 'System Data Searches', 'About the Data', 'Data Downloads', 'Widgets', 'Services', 'Mobile', and 'Other Datasets'. A section titled 'Safer Choice and Design for the Environment' features the Safer Choice logo and a text block explaining that products qualifying for the Safer Choice label contain safer ingredients. To the right, there's a 'System Data Searches' sidebar with a list of search options: Multisystem, BR, Brownfields/Cleanups, Cleanups, ECHO/IDEA, FRS, EZ Search, Organization Search, Greenhouse Gas, Customized Search, ICIS, ICIS-AIR, and ICR. Below the text block, there are two buttons labeled 'T_SAFCRCHOICE' and 'T_SAFCRCHOICE_ESP'.

Show Product ID Number Column



Home Submit/Renew Product Submit Private Label/Alternate Name **My Products and Upcoming Due Dates** Resources

My Products and Upcoming Due Dates

Export Export All Formulations **Show Product ID Numbers**

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Show Product ID Number Column



Home Submit/Renew Product Submit Private Label/Alternate Name **My Products and Upcoming Due Dates** Resources

My Products and Upcoming Due Dates

Export Export All Formulations **Show Product ID Numbers**

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My Products and Upcoming Due Dates

Export Export All Formulations **Hide Product ID Numbers**



Product Renewals and Private Labels

Product Name	Control Code	Next Renewal Date	Private Label Product(s)	Product ID Numbers	Product Labels
Alpha All-Purpose Cleaner View Your Product Certificate		10/22/2024 Submit for Renewal		UPCs: 123456789123 GTIN-14: 12345678912345 Update Information	View Submitted Label(s) View Approved Label(s) Add New Label
Beta Glass Cleaner View Your Product Certificate		10/22/2024 Submit for Renewal		Update Information	View Submitted Label(s) Add New Label

Updating Product ID Information



- For current Safer Choice and DfE-certified products

My Products and Upcoming Due Dates					
Export Export All Formulations Hide Product ID Numbers					
▼ Product Renewals and Private Labels					
Product Name	Control Code	Next Renewal Date	Private Label Product(s)	Product ID Numbers	Product Labels
Alpha All-Purpose Cleaner View Your Product Certificate		10/22/2024 Submit for Renewal		UPCs: 123456789123 GTIN-14: 12345678912345 Update Information	View Submitted Label(s) View Approved Label(s) Add New Label
Beta Glass Cleaner View Your Product Certificate		10/22/2024 Submit for Renewal		Update Information	View Submitted Label(s) Add New Label

Updating Product ID Numbers



Product ID Number Changes for Beta Glass Cleaner

Product to Submit For	Beta Glass Cleaner - XYZ Product Company ▼
UPC(s)	
Manufacturer Part Number	
GTIN-14	
ASIN	
Please provide details on which Product Identification Numbers need to be updated or added.	<input type="text"/>
<div>Request Changes</div>	

Updating Product ID Numbers



- Partners submit a request through the Community
- Safer Choice receives an automated email from Salesforce and will implement and update the information

UPC/MPN Information Update Request: XYZ Product Company

noreply@salesforce.com

To ☐ saferchoice_support@abtassoc.com

Cc ☐ Felix-Kim, Mariana; ☒ Duffy, Lauren; ☐ Hopkinson, Melissa

Retention Policy 10 years (Capstone approach) (10 years)

From: XYZ Community User

Product: Beta Glass Cleaner

UPCs:

MPNs:

GTIN-14:

ASIN:

Comments: GTIN: 12345678912345

UPC: 123456789123

New Submissions: Product ID Numbers



[Home](#) [Submit/Renew Product](#) [Submit Private Label/Alternate Name](#) [My Products and Upcoming Due Dates](#) [Resources](#)

OMB Control No. 2070-0178
Approval expires 5/31/2022

The public reporting and recordkeeping burden for this collection of information is estimated to average 16 hours per response for formulators of cleaning and non-cleaning products and 8 hours per response for partners wishing to add third-party partners and products, including the time for reviewing instructions, gathering information, and completing and reviewing the application. This is a voluntary collection. EPA cannot collect information without a valid OMB control number. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed application to this address.

Are you submitting for a:

1. [Quote](#)
2. [Formal Review](#)

New Submissions: Product ID Numbers



- If you do not have the product identifier information for the required fields, please enter 'None'

▼ Submission Type

Submission Type Initial Review - Full Product ▼

▼ Instructions

Please enter product information below. Fields in red text are required for submission. You may save your submission at any time and come back to it later.

▼ Product Information

Brand Name	<input type="text"/>
Product Name	<input type="text"/>
Additional Product Names	<input type="text"/>
UPCs (12 digits, numeric)	<input type="text"/>
GSA Nat. Stock #/Man. Part #	<input type="text"/>
GTIN-14 (14 digits, numeric)	<input type="text"/>
ASIN (10 characters, alphanumeric)	<input type="text"/>

We want to hear from you!



- Ideas for new features?
 - Partner and/or Supplier Community
- Questions on existing features?

Thank you!



- For questions or further input, please contact:

Mariana Felix-Kim
felix-kim.mariana@epa.gov

Lauren Duffy
duffy.lauren@epa.gov



Design for the Environment Logo Update



November 3, 2022

Design for the Environment (DfE) Logo Update

Lauren Duffy
November 3, 2022



Outline



- Program introduction
- Design for the Environment (DfE) redesign process

DfE Introduction



Design for the Environment (DfE) logo

- Scope of program includes antimicrobial products regulated under the Federal Insecticide, Fungicide, & Rodenticide Act (FIFRA) by EPA's Office of Pesticide Programs (OPP)

DfE Application Process Overview



Overview



- Stakeholders approached EPA in April 2021 about redesigning the Design for the Environment (DfE) logo
 - NRDC and EDF
 - Clorox, P&G, Reckitt
- Collaboration among EPA offices:
 - Office of Pollution Prevention and Toxics
 - Office of Pesticide Programs
 - Office of General Counsel

Design Process



- Goal was to develop an updated Design for the Environment logo similar to but distinct from the Safer Choice label
 - Compliance with FIFRA requirements
 - Provide an incentive for the use of ingredients that meet Safer Choice Standard
 - Attractive to our partners
 - Incorporates lessons from design of the Safer Choice label in 2015

Design Process



Design Process



Option 1



Design Process



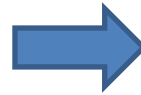
Option 1



Design Process



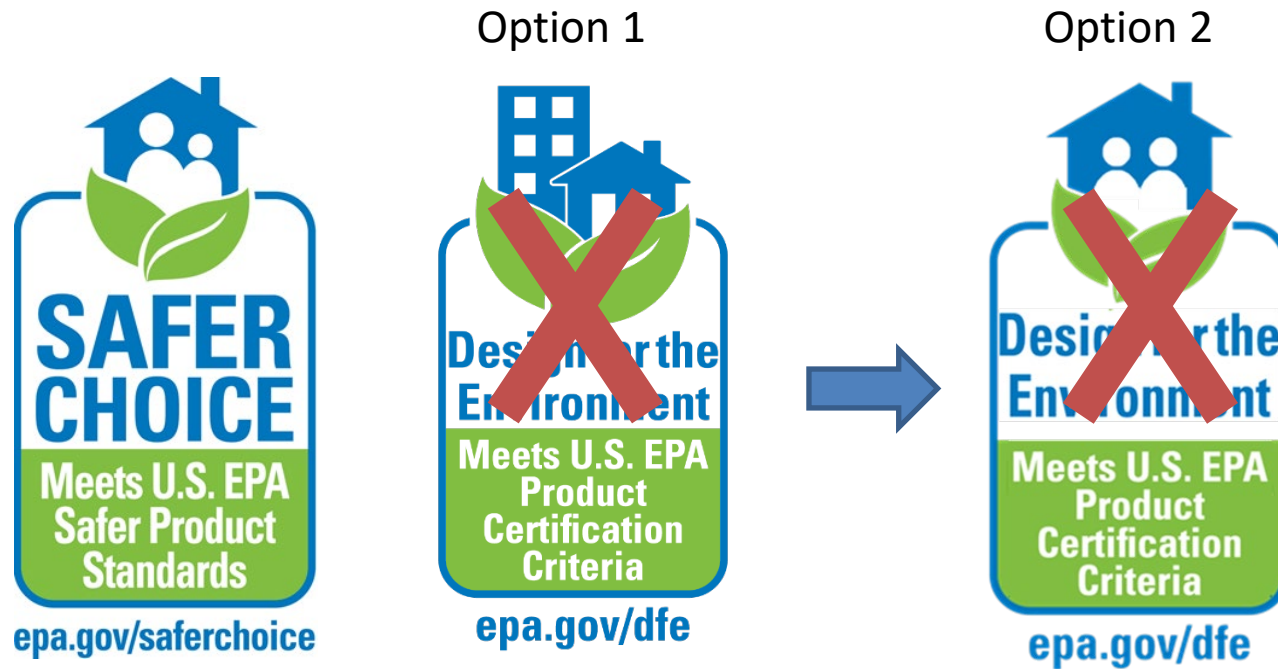
Option 1



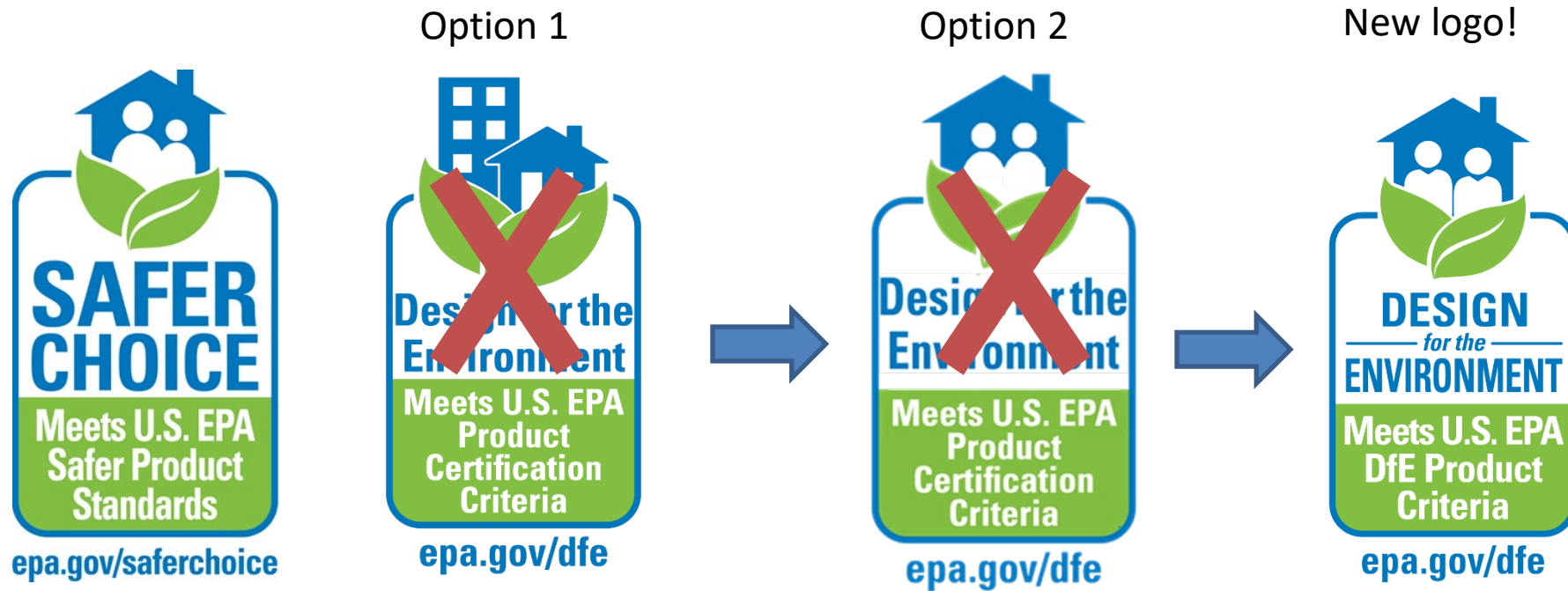
Option 2



Design Process



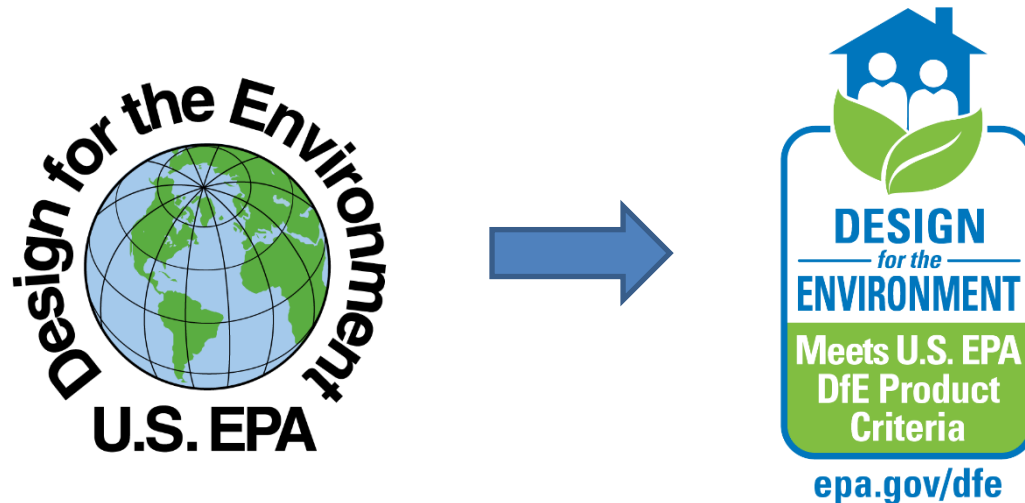
Design Process



New Logo



- Responds to stakeholder request to make a label that is appealing to retailers, consumers and purchasers
- Enables market forces to influence a move to low-concern actives and inerts



Family of Logos



epa.gov/saferchoice



epa.gov/dfe

Questions?



Tony Thompson

thompson.tony@epa.gov

Lauren Duffy

duffy.lauren@epa.gov



Design for the Environment Logo Update



November 3, 2022

How to Obtain the New DfE Logo on Antimicrobial Pesticide Products

November 3, 2022



DfE Program Components

OPPT Review

OPP Review

DfE Certification

Factors to Consider Before Applying for the DfE Logo

OPP requires that DfE products:

- Be registered under FIFRA
- Qualify for inclusion in acute toxicity category III or IV
- Products must also have no unresolved:
 - Adverse effects reporting
 - Efficacy failures
 - Compliance or enforcement actions

For more information, see DfE [website](#)

Approved Antimicrobial Actives

Eight active ingredients currently approved:

- Citric acid
- Hydrogen peroxide
- L-Lactic acid
- Ethanol
- Isopropanol
- Peroxyacetic acid
- Sodium bisulfate
- Chitosan

OPPT Process: Establishing a DfE Partnership

- 1) Qualified Third-Party Reviewer
 - Receives application for DfE partnership.
 - Reviews all product's ingredients against DfE criteria and develops report which conveys whether the formulation meets the DfE criteria or not.
 - Sends and discusses the report with the applicant.
 - Sends the report to OPPT Safer Choice at the applicant's request.
- 2) OPPT Safer Choice
 - Receives the report from the applicant.
 - Conducts a quality assurance review on report to confirm the ingredients meet the DfE criteria.
 - If necessary, schedules a meeting to discuss the report with the applicant and third-party reviewer.
- 3) DfE Partnership Agreement is established.

OPP Process: Assessing and Granting the DfE Logo

- 1) A PRIA application for new product registration or label amendment that includes the DfE logo is received.
- 2) AD Risk Manager reviews the Application.
 - Does the product meet OPP's DfE Requirements?
 - Did the package include the third-party reviewer's chemical assessment, a copy of the DfE Partnership, and the DfE Certification Statement?
 - Does the product meet the requirements of FIFRA and the PRIA application?
- 3) An Agency approval letter and stamped label with the new DfE logo will be issued.
 - A copy will be posted to the Pesticide Product Labeling System.

How to update the DfE Logo on DfE Certified Products



OPPT Process: Market Label Update

- 1) Send an email to via DfE_Support@abtassoc.com to obtain the updated DfE logo image to add to the market label(s).
- 2) Submit the updated market label(s) through the Salesforce system.
- 3) OPPT Safer Choice will review/approve or provide feedback on the submitted label within 5-10 business days.

If you have any questions, contact Tony Thompson at thompson.tony@epa.gov.

OPP Process: Expedited Fast Track Amendment

- 1) Once you receive approval of your market label from Safer Choice, submit a fast-track amendment to EPA OPP through the CDX Portal.
 - Send a courtesy email to Heather Garvie at Garvie.heather@epa.gov and copy the appropriate Antimicrobials Division Product Manager.
- 2) An expedited review of the submission will be completed in 30 days provided the only change to the label is the updated DfE logo.
 - If there are other changes made to the label, the submission no longer qualifies for expedited review.
- 3) An Agency approval letter and stamped label with the new DfE logo will be issued on all acceptable labels.
 - A copy will be posted to the Pesticide Product Labeling System.

Questions

Heather Garvie, OPP
garvie.heather@epa.gov

Clive Davies, OPPT
davies.clive@epa.gov

Terria Northern, OPP
northern.terria@epa.gov

Tony Thompson, OPPT
thompson.tony@epa.gov

Jacqueline Hardy, OPP
hardy.jacqueline@epa.gov



Safer Choice and Design for the Environment: Certification for Cleaning Services

November 3, 2022



Safer Choice and Design for the Environment: Certification for Cleaning Services

David Widawsky

November 3, 2022



Introduction



- EPA is considering implementing a certification program for businesses that use Safer Choice- and Design for the Environment (DfE)-certified products for cleaning and related activities
- Businesses may wish to advertise their use of Safer Choice- and DfE-certified products to protect their workers and project an image of sustainability in the marketplace
- Potential benefits to cleaning services:
 - Signaling value proposition to customers
 - Creating safer conditions for
 - Building (and home) occupants, including hospital patients, office workers, students, pets, and children.
 - Workers who use chemicals all day, everyday
- Potential benefits to partners:
 - Increasing awareness and demand for Safer Choice- and DfE-certified products



Public health imperative



- Building and house cleaners are exposed to cleaning chemicals on the job, which can cause adverse health impacts
 - Building/house cleaning workers are more likely to miss work due to exposure to harmful substances or environments than the general working population (U.S. Bureau of Labor Statistics)
 - Building cleaners (31.5 percent) and house cleaners (48.2 percent) are Hispanic/Latino (U.S. Bureau of Labor Statistics)
- Populations who live, work, learn, play, and interact in buildings and facilities are affected by the chemicals and practices used to clean those buildings

Benefits to cleaning service companies



- Reduce costs by having a healthy, productive and committed workforce
- Increase revenue:
 - Demand for green cleaning— A Safer Choice certification may be a selling point to customers seeking out a green cleaning or maintenance service
 - Broad range of customers (schools, school districts, hospitals higher education, and individual homeowners or renters)

Benefits to partners



- The certification could directly increase demand for Safer Choice-certified products, benefitting product manufacturers
- The certification could boost awareness of the Safer Choice label broadly, indirectly increasing demand for Safer Choice-certified products
 - We know that a significant majority of people who know what the Safer Choice label means would like to use it in their purchasing decisions
- Manufacturers of Safer Choice-certified cleaning products could accelerate the increase in demand by:
 - Increasing the number of cleaning organizations and those that hire them who know about Safer Choice
 - Providing informational kits for cleaning services, potentially accelerating adoption of the program



Safer Choice and DfE: Certification for Cleaning Services

Melissa Hopkinson & Nicole Scharko

November 3, 2022

How could this program work?



- Eligibility
- Certification criteria and process
- Compliance monitoring
- Logo use

Eligibility



- Cleaning service providers
 - Residential
 - Commercial/Facilities
- Facility owners, managers, government entities that provide in-house cleaning for their facilities

Certification criteria



Organization must meet each of the following:

1. Organization uses cleaning, maintenance, or related products as part of its regular operations
2. Organization uses Safer Choice- and/or DfE-certified products in all Safer Choice product categories

Slido poll



- What percentage of Safer Choice- or DfE-certified products do you think a cleaning services organization should use to be eligible for certification?



Certification criteria: Additional components



- Other potential criteria for the program:
 - Different criteria for residential vs. facilities cleaners
 - Training component for staff
 - Recycling/reusability requirement

Compliance monitoring



- Application would include the following:
 - Attestation that company uses XX% Safer Choice- and/or DfE-certified products
 - Submission of purchase invoices
- Regular virtual audits completed by a Safer-Choice Qualified Third Party
 - Similar requirements to application (attestation and purchase invoices)

Slido poll



- How frequently should audits occur for a cleaning services certification?
 - Every 1 year
 - Every 2 years
 - Every 3 years



Discussion of potential logo use



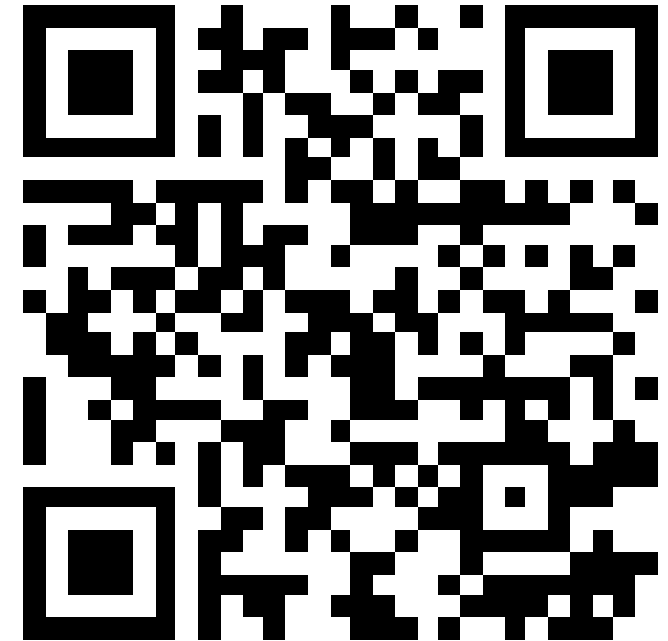
- Use of program recognition – including the program logo
 - Used according to program terms of use
 - Without logo modification



Slido poll



- If a cleaning services organization earns the certification, where can they display the logo? (Check all that apply)
 - Uniforms
 - Flyers and advertisements
 - Service provider equipment (supplies, vehicles, etc.)
 - Building cleaned by service providers



Questions?



Melissa Hopkinson

Hopkinson.Melissa@epa.gov

202-566-0810

Nicole Scharko

Scharko.Nicole@epa.gov

202-566-1165