



Safer Choice Partner & Stakeholder Summit

October 3-4, 2023





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

Clive Davies

October 3, 2023

What's new with Safer Choice?



- Safer Choice Summit Agenda
- Partner of the Year
- Plans for the Future
- IIJA Grant Opportunities

Safer Choice Program Branch



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

- Cleaning Services Certification
- Packaging
- Business Case for Safer Chemicals and Safer Products— Winning the Marketplace
- Consumer Outreach

■ Tomorrow, Day 2

- Advancing Environmental Justice through Safer Choice
- Institutional and Industrial Outreach
- Safer Choice Community Database
- Innovations in Safer Chemistry
- Design for the Environment Program Update

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

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

Program Priorities: Outreach



- In collaboration with partners, raise awareness and understanding, leading to increased demand for the Safer Choice and DfE certifications
- Launched Media Kit to help partners and stakeholders communicate about Safer Choice to consumers
- Two coordinated social media campaigns: Spring cleaning and Back to School

Program Priorities: Outreach



Attend our sessions on Safer Choice outreach and how you can be a part of it:

- **Consumer Outreach:** 3:15 – 4:30 PM today to hear our updates and stakeholder success stories
- **Institutional & Industrial (I&I) Outreach:** 11:00 AM – noon tomorrow (Day 2) to hear about Safer Choice outreach within the I&I space

Environmental Justice



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

Attend these sessions to learn more:

- **Advancing Environmental Justice through Safer Choice:** 9:45 – 10:45 AM tomorrow (Day 2) to explore opportunities to increase education and access to Safer Choice-certified products in underserved communities
- **Cleaning Service Certification:** 10:15 – 11:15 AM today to hear the latest thinking on a potential Cleaning Service Certification

Program Priorities: Data System Maintenance and Improvement



- Maintenance keeps the Safer Choice Community stable, secure, and reliable for internal and external users
- We're developing new features that will increase efficiencies of product review as well as transparency, including:
 - Uploaded the Fragrance Palette to the Community
 - Automated emails when Safer Choice has approved an audit
 - Updating the user guide
 - Streamlining updates to packaging and label documentation

Program Priorities: Data System Maintenance and Improvement



Attend this session and office hours to take advantage of this opportunity:

- **Safer Choice Community Database:** 12:00 – 12:30 PM tomorrow (Day 2) to learn more about the latest updates to the data system.
- **Safer Choice Community Database Office Hours:** 12:30 – 1:15 PM tomorrow (Day 2) to work with Safer Choice to answer your Community questions.

Implementing the New DfE Logo



- Worked to increase the number of partners and products
 - Reached out to current and potential DfE partners to increase the number of DfE-certified products
 - Added DfE outreach material to the Media Kit to help raise awareness of the benefits of products with the DfE logo to consumers and purchasers.
- Updated Safer Choice website to clarify the DfE application process
- Exploring new actives



Attend the **Design for the Environment (DfE) Program Update** session tomorrow (Day 2) from 3:00 – 4:00 PM to hear from OPP and gain insight from DfE product manufacturers!

Other Summit Sessions



The following sessions highlight partner success stories related to:

- **Packaging:** 12:45 – 2 PM today will discuss packaging innovations, initiatives, and other efforts to inform packaging policies
- **Business Case for Safer Chemicals and Safer Products: Winning the Marketplace:** 2:00 – 3:00 PM today will discuss marketplace drivers for safer chemistry
- **Innovations in Safer Chemistry:** 2:00 – 3:00 PM tomorrow (Day 2) will discuss novel approaches to formulating safer chemistry

Standard Update



- We are in the process of drafting an update to the Safer Choice Standard
- Enhancements help Safer Choice:
 - Stay current with the state of scientific and technological innovation;
 - Respond to stakeholder requests for clarity;
 - Increase transparency and reduce redundancy; &
 - Expand the scope of the program as demand, capacity, and opportunity permit.
- Last updated in 2015; this will be the 5th revision since the original 2009 Standard
- Updates since 2009 have been through a formal notice and comment process

Process for Standard Update



- This fall, we intend to seek and respond to stakeholder input through
 - A federal register notice, and
 - A posting on the Safer Choice website
- We will:
 - Publish a draft of our standard update for comment
 - Publish a response to comment document
 - Publish a final updated standard with an explanation for the changes we have made.

Expanding the Programs



- Requested public comment in the Federal Register Notice on which additional product categories EPA should certify and why
 - Listening session held on August 29
 - More than 400 attendees with over 100 questions/comments related to many product sectors
 - Written comment period closed September 11
 - 1527 comments received

Considerations for additional sectors



- 1. What is the potential to benefit human health & the environment through compliance with the Safer Choice & DfE Standard?**
2. What are the functional uses of chemicals typically used in this sector?
3. Are some of the chemicals used in this sector included in the Safer Chemical Ingredients List?

Who We Heard From



- Citizens
- Industry
- Trade organizations
- NGOs
- State and local governments and organizations
- Non-governmental institutions and foundations
- Four mass mailer campaigns

IJA Grant Opportunities



- New Pollution Prevention Grant for increasing access to safer and more sustainable products
 - 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
 - EPA encourages partnership

IJA Grant Opportunities



- First round of grant selections will be announced in the coming weeks
- Second cycle of grants will be available in FY25
- For more information, contact:
 - Aerin Kirk at Kirk.Aerin@epa.gov
 - Melissa Hopkinson at Hopkinson.Melissa@epa.gov
 - Nicole Scharko at Scharko.Nicole@epa.gov

9th 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 as of 2021:** Applications that also
 - promote environmental justice
 - bolster resilience to the impacts of climate change



9th Annual Partner of the Year (PoY) Awards



- 30 winners from all 10 EPA Regions
 - 19 Product manufacturers
 - 8 Supporters
 - 1 Retailer
 - 2 Innovators



Partner of the Year Award Winners



United States
Environmental Protection
Agency

Safer Choice and Design for the Environment
Programs

Thank you



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



epa.gov/saferchoice



epa.gov/dfe

Cleaning Services Certification

October 3, 2023

Safer Choice and DfE Cleaning Service Certification: Motivation and Background



- EPA is considering a certification program for businesses that use Safer Choice-certified products for cleaning and DfE-certified products for disinfecting
- Cleaning service providers are regularly exposed to potentially harmful chemicals
 - Maids and housekeeping cleaners experience disproportionate illness or injury due to exposure to harmful substances or environments (182/10,000 workers) compared to the general worker population (43/10,000 workers)
- EPA has expertise in safer chemistry
- 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

Public health imperative



- Building and house cleaners are chronically 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)
 - Employees are diverse
 - 56.6% Non-White
 - 38.2% Immigrants
 - More than 60% with H.S. diploma or less
 - English is not primary language
- 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 providers and partners



- Benefits to cleaning service providers
 - Reduce costs by having a healthy, productive and committed workforce
 - Increase revenue:
 - Demand for green cleaning
 - Broad range of customers (schools, school districts, hospitals higher education, and individual homeowners or renters)
- Benefits to partners
 - Increase awareness and demand for Safer Choice- and DfE-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- and DfE-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.

Feedback from 2022 Summit Discussion of Cleaning Service Certification



- Ensure integrity of the mark
 - Sufficiently rigorous
 - Auditing to ensure compliance
- Consider level of complexity
 - Tension between holistic approach and an approach that focuses on Safer Choice's area of expertise (product-centric)
 - Keeping it simple resonated with the audience
- Meet with us and gather feedback from Safer Choice stakeholders/partners
 - In follow-up we met with a range of stakeholders including product manufacturers, NGOs, trade organizations, and cleaning service providers to hear their thinking

Questions?



Melissa Hopkinson
Hopkinson.Melissa@epa.gov
202-566-0810

Nicole Scharko
Scharko.Nicole@epa.gov
202-566-1165



Packaging

October 3, 2023

Safer Choice Packaging Requirements and Trends



- Current Safer Choice packaging requirements
 - Primary packaging must
 - meet 25% of one of six Sustainable Packaging Coalition criteria (2011), and
 - not include a list of prohibited packaging ingredients
 - Partners often meet recyclability and recycled content criteria
- Increasing trends for reusable packaging
 - Designed to be refillable, durable, and operate in a system that enables reuse
 - Challenges and uncertainties
 - Consumer education
 - Recyclability and recycled content
 - Supply chain

Safer Choice partners use sustainable packaging in certified products



Non-plastic bottles

- Metal
- Cardboard
- Glass
- Silicone

Reusable bottles

- Refill at home
- Returnable container

Water-free formulas

- Powder
- Tablets

Liquid Concentrates

- Less water
- Often paired with reusable bottles



Consumer Outreach

October 3, 2023



Safer Choice and Design for the Environment (DfE) Outreach

Taylor Dunivin

October 2023



Consumer outreach session



- EPA outreach updates
- Outreach inspiration by Safer Choice Partners
- Audience Q&A

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 2023 coordinated outreach pushes

EPA Social Media & Outreach



Safer Choice Facebook page



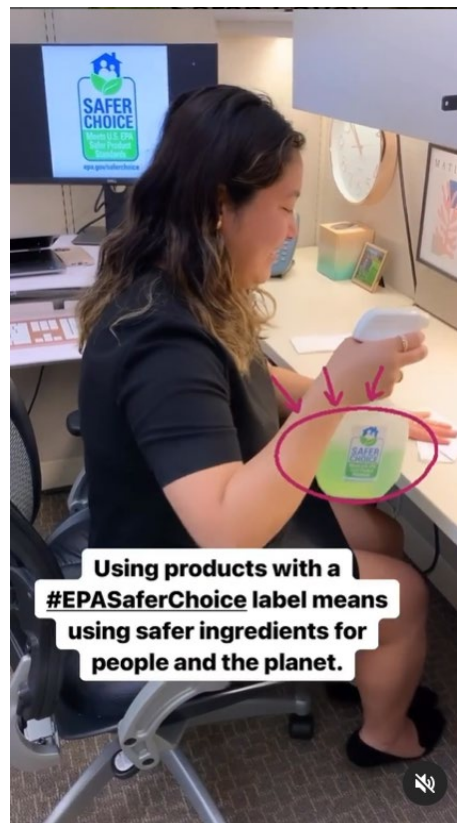
- >15.2k followers
- ~5 posts/week



Modernized outreach strategies



WHEN YOU CAN BE
ANYTHING,
why not
BE SAFER



"It's amazing working with so many different companies – from small, family-owned businesses to large, well-known brands – and knowing that I'm helping them make safer choices"

Melanie Adams,
Lead Chemist,
EPA Safer Choice

Podcasts featuring Safer Choice



ISSA's Straight Talk: >2.8k views



Jennie Romer
EPA Deputy Assistant
Administrator for
Pollution Prevention



David Widawsky
EPA Office of
Chemical Safety and
Pollution Prevention
Division Director



Savvy Cleaner: >12k views



Connect with us



@EPASaferChoice



@EPAChemSafety



@EPAGov



@USEPA

#EPASaferChoice

Safer Choice Media Kit



Safer Choice Media Kit



- Consumer-focused
- Includes
 - Key messaging
 - Videos
 - Graphics
 - Social media content
 - Sample blog posts
 - QR codes
 - Spanish resources

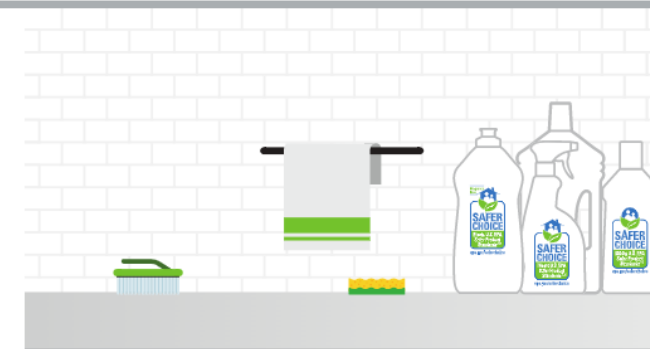
Safer Choice Media Kit



#EPASaferChoice

A collection of messaging, graphics and more to help communicate about Safer Choice.

See the Media Resources



[Messaging about Safer Choice](#) | [Videos & Graphics](#) | [Social Media Posts](#) | [Label Use Guidelines](#) | [More Resources](#)



You don't have to choose between safety and performance with the Safer Choice label. Products earn the label by meeting EPA's strict requirements for human health, the environment and performance.

Looking for media resources for Design for the Environment (DfE)? [Go to DfE resources](#)

www.epa.gov/saferchoice/safer-choice-media-kit

Key messaging



General Messages

Messages on Health & Safety

Consumers (general)

Families

Pets

Communities & Workplaces

Messages on Environment & Sustainability

Messages on Performance

Messages on Rigor

Fragrance-Free Safer Choice Label

General Messages

Use the below messages to communicate the benefits of Safer Choice-certified products to consumers.

Safer Choice-certified products / products with the Safer Choice label / look for the Safer Choice label to find products that

- Meet high standards for ingredient safety, performance and sustainable packaging.
- Meet EPA's stringent criteria for human health, the environment and performance.
- Are made with safer ingredients and get the job done.

The Safer Choice label is your guide to products with safer ingredients that work well.

Products with the Safer Choice label help consumers, workers and commercial buyers find products with safer ingredients, without sacrificing quality or performance.

The Safer Choice label helps you find products that work well and contain safer ingredients for your family and the environment.

Ready to use videos



View the video here:

<https://www.facebook.com/EPASaferChoice/videos/how-products-earn-the-safer-choice-label/1224118701809137>

Evergreen graphics



A SAFER CHOICE THAT WORKS

Look for EPA's Safer Choice label on household cleaning products



Safer ingredients for people and the planet

A SAFER CHOICE FOR YOUR FAMILY

Look for EPA's Safer Choice label on household cleaning products



Safer ingredients for people and the planet

CLEAN WITH THE PLANET IN MIND

Look for EPA's Safer Choice label on household cleaning products



Safer ingredients for people and the planet

Campaign-specific graphics



Safer cleaning in schools helps protect everyone

- ☒ **Students**
- ☒ **Teachers**
- ☒ **Custodians**
- ☒ **School staff**
- ☒ **School nurses**
- ☒ **Parents & visitors**



A Safer Choice for Spring Cleaning

Look for this label on cleaning products

- Uses safer ingredients
- Meets sustainable packaging requirements
- Performance tested
- U.S. EPA certified



Spring Cleaning Campaign



Spring cleaning campaign



■ March – June 2023

- Consumer-focused theme: Spring cleaning with safer ingredients
- Encouraging social media **May 1-5**
 - [#EPASaferChoice](#)
- Graphics, sample social media and social media challenge is in media kit

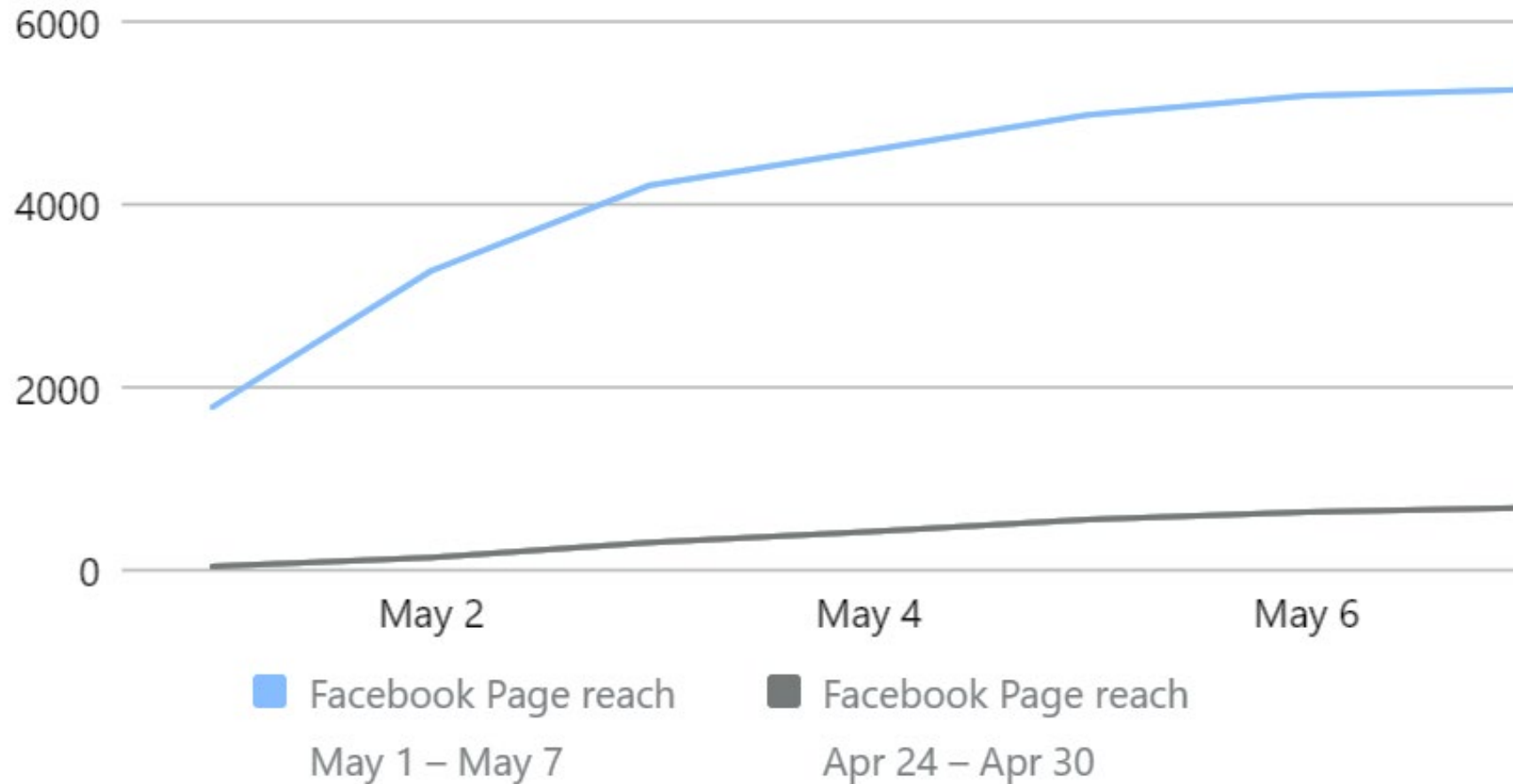


The image contains two logos side-by-side. The left logo is for 'SAFER CHOICE' and features a blue house icon with three white figures inside, above two green leaves. The text 'SAFER CHOICE' is in large blue letters, followed by 'Meets U.S. EPA Safer Product Standards' in white on a green background. The URL 'epa.gov/saferchoice' is at the bottom. The right logo is for 'DESIGN for the ENVIRONMENT' and features the same house and leaves icon. The text 'DESIGN for the ENVIRONMENT' is in blue, followed by 'Meets U.S. EPA DfE Product Criteria' in white on a green background. The URL 'epa.gov/dfe' is at the bottom.

Safer Choice Facebook: >17,300 views

Instagram

Increase in Facebook reach May 1-5



What's next?



LinkedIn

Instagram

DfE

I/I

MORE

Collaboration

Questions?



Taylor Dunivin

dunivin.taylor@epa.gov

Lauren Duffy

duffy.lauren@epa.gov



Safer Choice Partner and Supplier Community (Data System)

Mariana Felix-Kim

October 4, 2023



Contents



- What is the Safer Choice Community?
- Safer Choice Community: Useful Capabilities You Should Know About
- Updates in the Safer Choice Community
- 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

Useful Capabilities You Should Know About



- Submission status updates
- 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

What's New?



- Focus on features to increase transparency and review efficiency
 - Completed:
 - Fragrance Palette
 - In progress:
 - Updated User Guide
 - Packaging documentation upload
 - Completed audit emails
 - Mandatory check box for new submissions

Completed Feature



Fragrance Palette



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.)
- [DfE Logo Guidelines](#)
- [Safer Choice Fragrance Palette 2023](#)

Features In Progress



Packaging Documentation



- Streamline label submission process by uploading directly into the Community
- Expedite EPA review times for these submissions

Current Label Submission



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

New Label Submissions



▼ Submitting Label for Alpha All-Purpose Cleaner

Product to Submit For

Alpha All-Purpose Cleaner - XYZ Product Company ▼

File

Choose File

No file chosen

Notes

Submit

New Packaging Submissions



▼ Submitting Packaging Documentation for Other Company Product (optional)

File

Choose File

No file chosen

Notes

Submit

Completed Audit Email



- Response to partner feedback
- Automated notification email when an audit has been reviewed and approved
- Able to CC multiple people from the same company
- Expect to launch by the end of October

Mandatory Check Boxes



- New submissions
- Increase review efficiency

▼ Submission Type

Submission Type Initial Review - Full Product ▼

Please confirm that this product is a new product and not a renewal or reformulation for a currently certified product ☐

Updating User Guide



- Resources tab → Documents
 - Submitting a preview
 - Product specific certificates
 - Update to product identifier information for already certified products
 - Input product identification in new submissions
 - Packaging documentation upload



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.

We Want to Hear From You!



- Ideas for new features?
 - Partner and/or Supplier Community
- Questions on existing features?
 - Please join us for Office Hours directly after this presentation

Thank You!



- For questions or further input, please contact:

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

Lauren Duffy
duffy.lauren@epa.gov

Nicole Scharko
Scharko.nicole@epa.gov

DfE logo for Antimicrobial Pesticide Products

October 4, 2023



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.

Progress in FY23

- 50 products have passed both OPPT and OPP review and received DfE certification
- 9 Master labels corresponding to 28 DfE products have updated their logos from the old DfE logo to the new logo

Questions

Heather Garvie, OPP
garvie.heather@epa.gov

Terria Northern, OPP
northern.terria@epa.gov

Jacqueline Hardy, OPP
hardy.jacqueline@epa.gov

Clive Davies, OPPT
davies.clive@epa.gov

Tony Thompson, OPPT
thompson.tony@epa.gov

Melissa Hopkinson, OPPT
Hopkinson.melissa@epa.gov



epa.gov/saferchoice



epa.gov/dfe

Thank you!

October 4, 2023