



*Cal/EPA's Green Chemistry  
Initiative*

*May 21, 2007*



# *What is Green Chemistry?*

... consideration of public health and environmental effects of chemicals—during the design of products and processes

Creates a fundamentally new approach to environmental protection





# *Old "Cradle to Grave" Approach*

- ✧ 20<sup>th</sup> Century – single media
- ✧ For the past 40 years, regulatory focus on end of the pipe or after product use
  - ✧ Emissions
  - ✧ Waste
  - ✧ Discharges



# *New Cradle to Cradle Approach*

- ✧ 21<sup>st</sup> Century – multimedia, lifecycle
- ✧ Through product design and industrial innovation, produce products that reduce the use of harmful chemicals and generate less emissions and waste





# *Why is this initiative needed?*

- ✧ Regulatory efforts focus on emissions and waste
- ✧ A focus on design and process leads to better protection
- ✧ Mounting evidence shows relationship between chemicals in products and negative impacts
- ✧ Knowledge of chemicals in products and their impacts is limited
- ✧ Governments and industry are focusing in this direction



# *What will we do?*

- ✧ Define the challenges we face
- ✧ Solicit input from all
- ✧ Identify options for addressing each challenge
- ✧ Develop options and recommendations for action





# *How will it be done?*

- ✧ A transparent process
  - ✧ Stakeholder involvement
    - ✧ Workshops
    - ✧ Symposia/Conferences and Roundtables
    - ✧ Meetings
    - ✧ Web Site
    - ✧ Moderated Blog
    - ✧ Consultation with universities
    - ✧ Consultation with Canada and EU
    - ✧ Consultation with US EPA



# *How? (continued)*

- ✧ Creation of a cross-agency coordination working group:
  - ✧ All Cal/EPA Boards, Departments, & Offices
  - ✧ Department of Public Health
  - ✧ Department of Conservation
  - ✧ Department of Industrial Relations
  - ✧ Office of Homeland Security
  - ✧ State & Consumer Services Agency
  - ✧ Health & Human Services Agency





# *When?*

- ✧ Kickoff meetings in May and June

  - ✧ Green Chemistry II Symposium – June 19, 2007

  - ✧ Stakeholder Meeting – June 27, 2007

- ✧ Web Site and listserve end of May

- ✧ List of Options by January 1, 2008

- ✧ Policy recommendations to Secretary by July 1, 2008



# *Green Chemistry Initiative*

- ✧ Preliminary outline of challenges
  - ✧ Move from “Cradle to Grave” to “Cradle to Cradle” framework
  - ✧ Stimulate California’s new green industrial revolution
  - ✧ Innovation and substitution
  - ✧ Toxics in products
    - ✧ By design
    - ✧ By accident





# *Invitation to Participate*

- ✧ By May 31: Submit initial outline or draft of your concerns or ideas
- ✧ Get ready for upcoming meetings:
  - ✧ Bring your best thinking about challenges, options, and ideas!
- ✧ Sign up for the listserv
- ✧ Be involved in the process!
- ✧ Send your ideas to:  
[Green.Chemistry@dtsc.ca.gov](mailto:Green.Chemistry@dtsc.ca.gov)

