

SAFER CHOICE SUMMIT

Day 2: November 13, 2015

Exploring Ideas for Empowering Facilities & Retailers



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Empowering *Facilities, Retailers,*
& *Distributors* That Use or Carry
Safer Choice Products :
A Brainstorming Session.

November 13, 2015



A QUESTION

- Retailers, distributors, and facilities make a great contribution to the Safer Choice program
 - They drive demand for Safer Choice products
 - And in the process, they provide incentives for development of safer chemicals
- Can we make a new tool available for retailers, distributors, and facilities to help create greater awareness, understanding, and demand for safer products?



BUILDING AWARENESS OF THE LABEL

- Some labelers allow use of their logos originally intended for products:
 - On buildings
 - Energy Star, LEED
 - In stores & facilities
 - Lunchrooms, hotel rooms, restrooms, meeting spaces
 - On forms of transportation

EXAMPLES OF LABELS IN BUILDINGS





BREAKOUT GROUPS:

- We are just beginning to explore this idea and would value your thinking.
- Please join one of the breakout groups:
 - One breakout group will focus on *facilities* that could use Safer Choice-labeled products **(Potomac 5/6)**
 - For use sectors such as office buildings, schools, hospitality, sports venues
 - One breakout group will focus on *retailers or distributors* that could sell & use & promote Safer Choice-labeled products **(Potomac 3/4)**
 - Such as hardware stores, groceries, general retail.



FOR BREAKOUT GROUP DISCUSSION:

- Please discuss the following questions:
 - Which use sectors (e.g., hospitality, health care, schools, commercial green buildings) are likely candidates?
 - What types of activities would qualify for participation in the program?
 - How would facilities and retailers be recognized for their participation?
 - Are there existing programs that we can build on?
 - What materials would be helpful to support this type of recognition?



QUESTIONS? FEEDBACK?

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