

Partnership Conference
Steering a Portfolio towards Sustainability
January 28-29, 2015 Berlin, Germany



Stakeholder Workshop: NGO / Policy Perspectives
Moderator: David Cook

 The Natural Step

AGENDA

11.00-11.10	Introduction and Checkin
11.10-11.30	TNS Presentation: insights, context and process.
11.30-12.00	Group work: What do you want to see?
12.00-12.30	Group work: How will you make it happen?
12.30-12.45	Plenary: Presentation of results
12.45-13.00	Reflection & synthesis



INTRODUCTIONS & CHECK-IN

- Your name, organisation and role.
- Name one key stakeholder:
 - Forgotten voices?
 - Powerful players?
 - Vocal minority?



CONTEXT-SETTING

© The Natural Step

ABOUT US

- International NGO
- Founded in 1989
- Teams in 9 countries
- Connected to sustainability research alliance
- 1000's of practitioners using shared methods
- Projects on all continents
- Cross-sector collaboration



PURPOSE-DRIVEN

VISION

...a world in which human society thrives within nature's limits.

MISSION

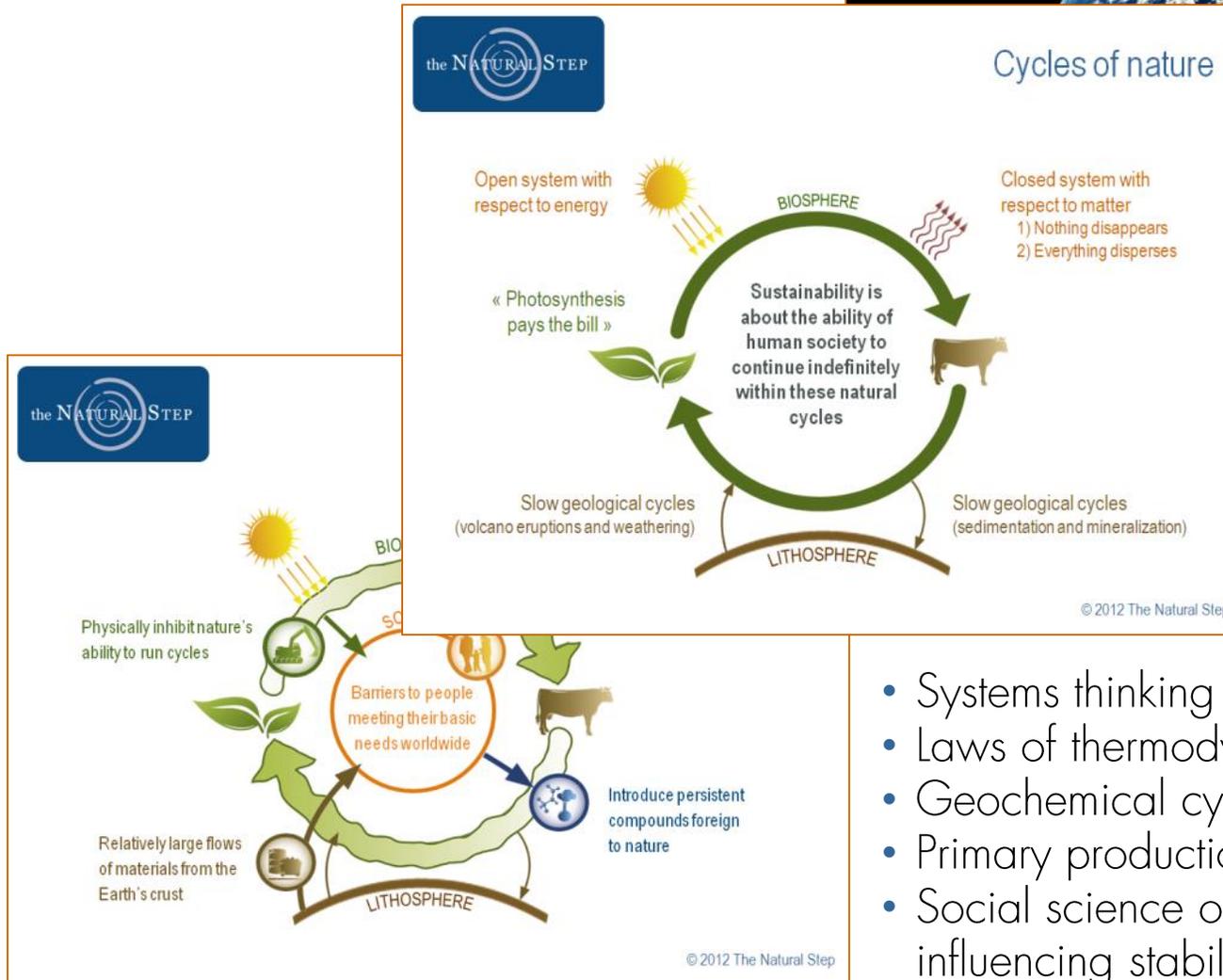
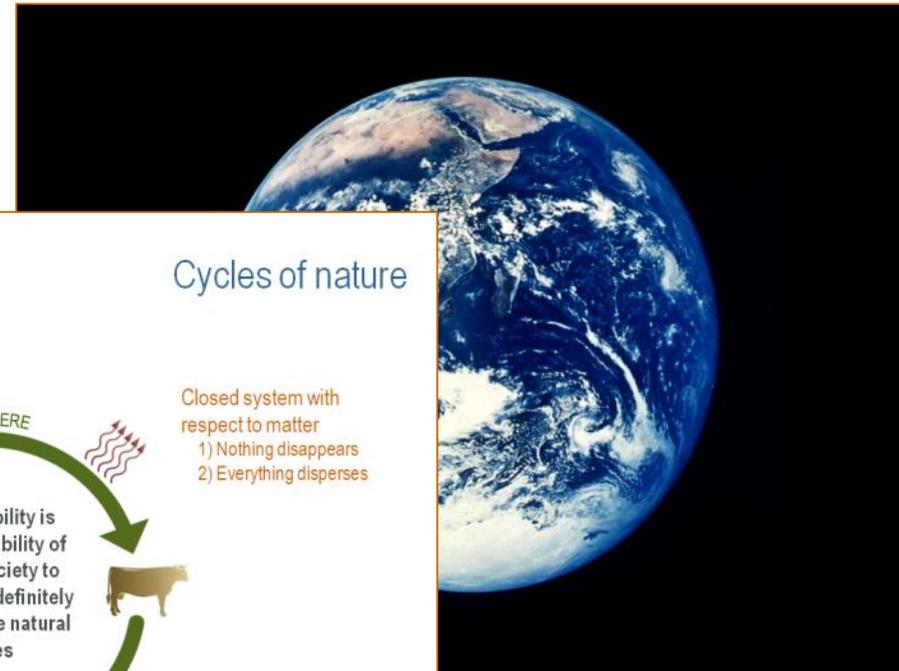
...to enable actors within society to accelerate the sustainability transition.

FOCUS

1. Sustainability mind-sets
2. Future Fit Organisations
3. Systems change initiatives



WHAT CAN WE AGREE ON?



- Systems thinking
- Laws of thermodynamics
- Geochemical cycles
- Primary production / photosynthesis
- Social science on human needs and factors influencing stability of social systems



SYSTEM CONDITIONS

In a sustainable society, nature is not subject to systematically increasing...



...concentrations of substances extracted from the Earth's crust,



...concentrations of substances produced by society,



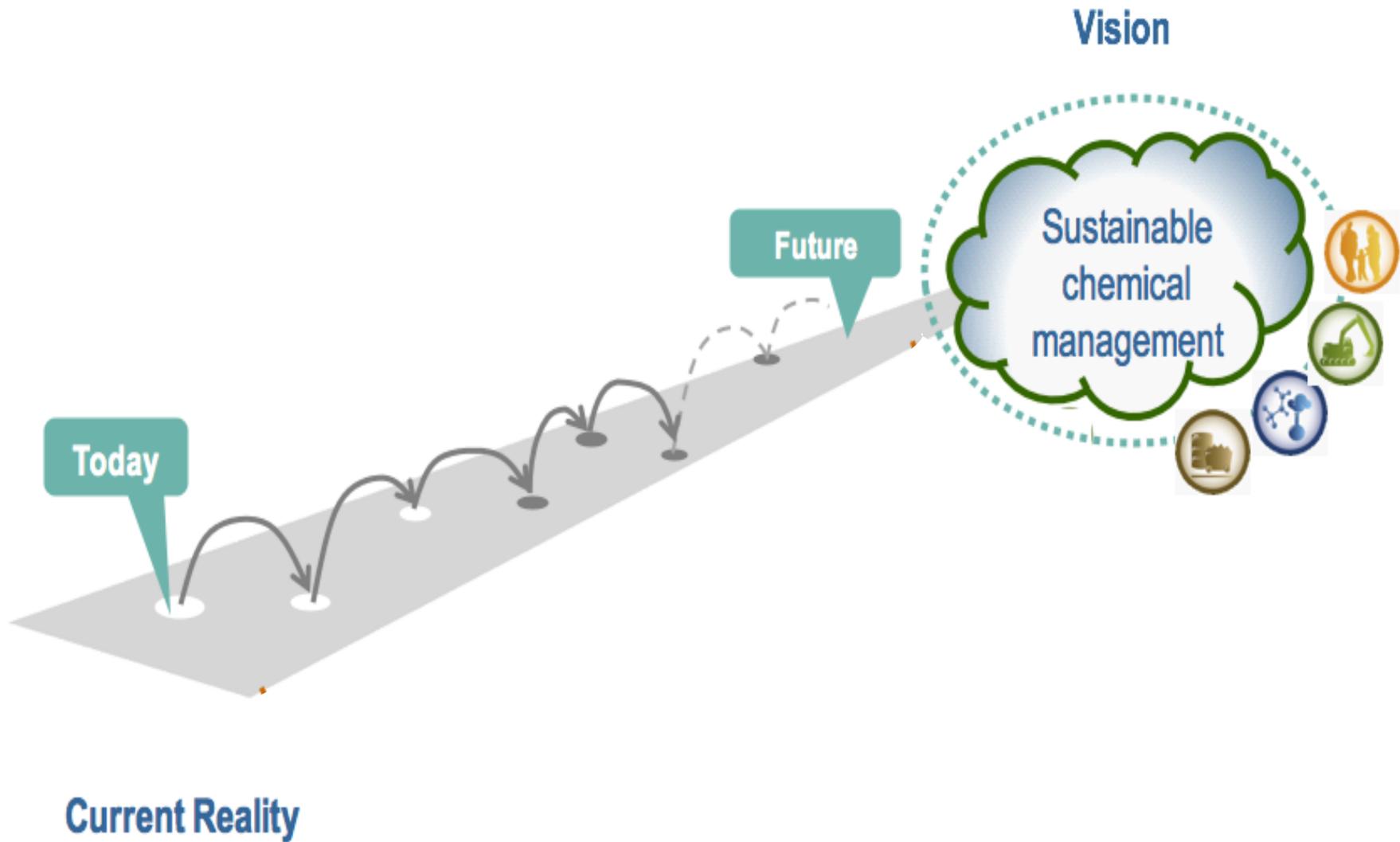
...degradation by physical means,

and, in that society...



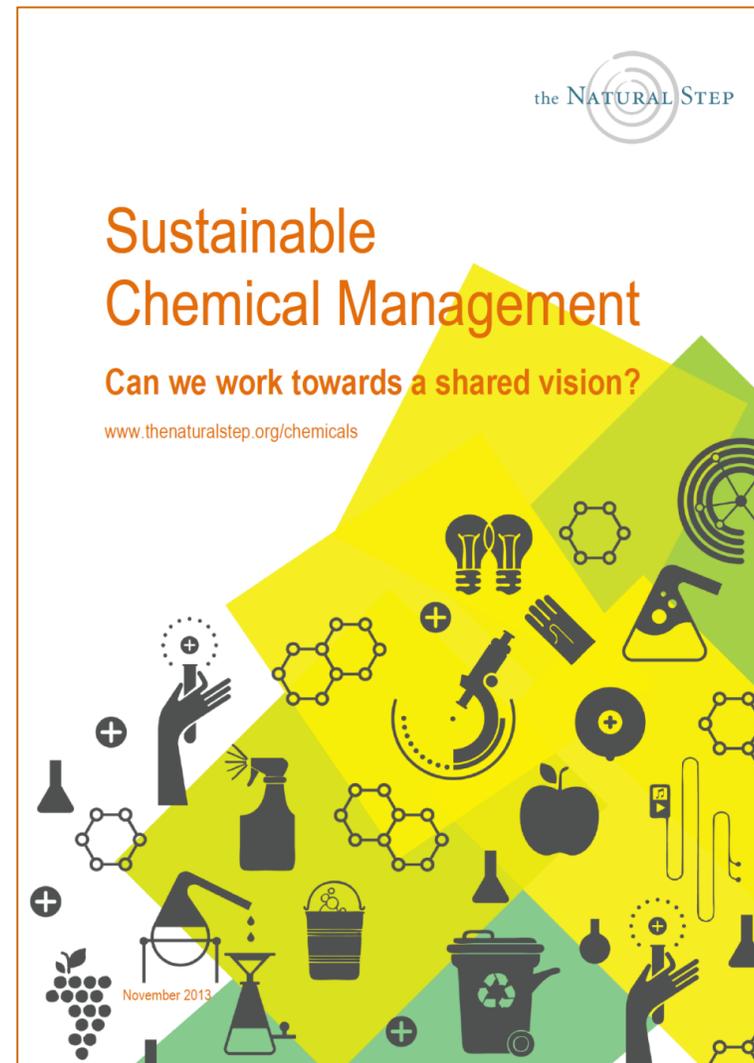
...people are not subject to conditions that systematically undermine their capacity to meet their needs.





KEY PRIORITIES / NEEDS

1. Transformation in the chemical industry's approach to sustainable development.
2. More effective tools and methods for sustainable chemical management.
3. Trust building, understanding and collaboration between stakeholders and across value chains.



THE CHEMICALS INDUSTRY – WHERE TO NOW?

THE ASSUMPTION BEHIND THIS CONFERENCE?

- We will always need chemicals.
- We need smarter chemicals to tackle our problems.
- A reliable & trusted evaluation method is urgently needed
- No need to trash current company methods
- A common framework that all can work within
- Otherwise gradual global regulation is inevitable.



WHAT DO NGO & POLICY MAKERS THINK?

- Note: TNS often acts as stakeholder intermediary for the chemical sector. We do not make a valuation regarding what is right or wrong – we report what one hears if one listens.

EU Commission Jan 2015

Chemicals are everywhere

Chemicals are an essential component of our daily lives, but some chemicals can severely damage our health or the environment. There is an increase in health problems that can be partially explained by the use of chemicals. Some man-made chemicals are found in the most remote places in the environment but also in our bodies.

Chemicals are everywhere. In the EU, we have comprehensive chemicals legislation, spearheaded by [REACH](#) and [CLP](#), which aims to ensure a high level of protection of human health and the environment. Specific groups of chemicals, such as [biocides](#), [pesticides](#), [pharmaceuticals](#) or [cosmetics](#), are covered by their own legislation.

In addition, the European Commission is addressing the challenges posed by [endocrine disruptors](#), chemicals that interfere with the hormone system causing adverse health effects.

Commission consults the public on criteria to identify Endocrine Disruptors



NGO
viewpoint:
campaigning
against toxics

GreenPeace Jan 2015.

A Toxic-Free Future

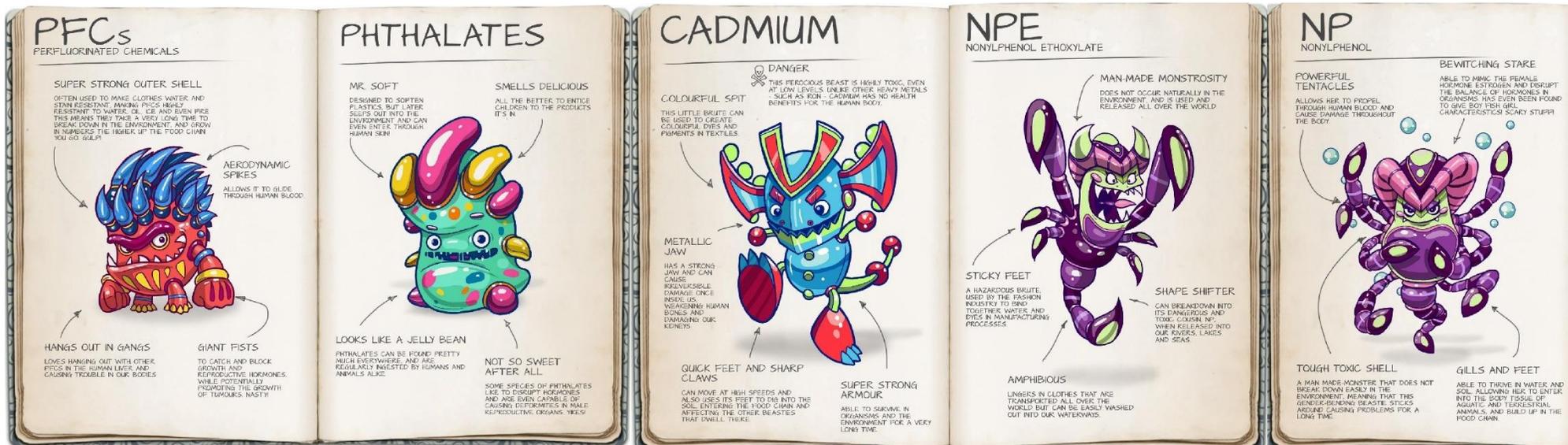
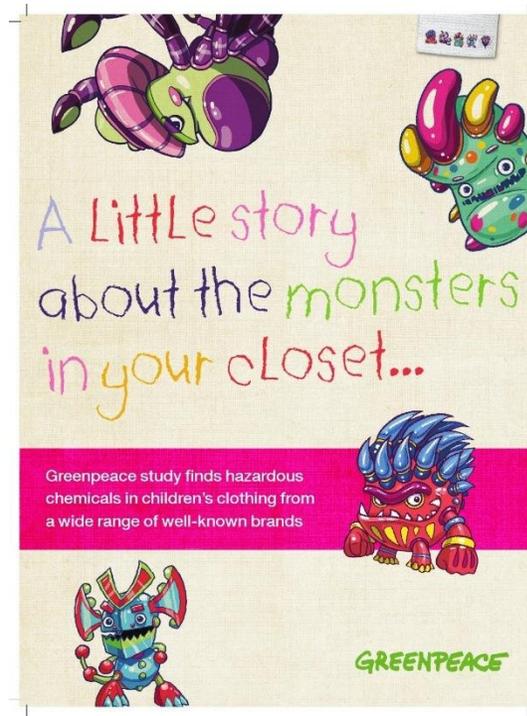
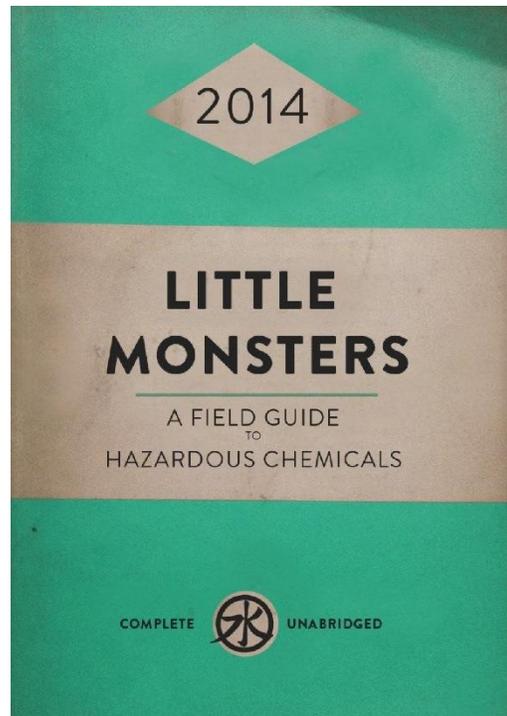
Today, we live in a world filled with hazardous chemicals. These 'Little Monsters' have been unleashed into our lives and the lives of our children, polluting our rivers, entering our bodies and causing havoc from the factory to the high street, from the north pole to our own homes.

But the power to change this is in our hands - when we act together, anything is possible.

Together we can build a future where companies put people above profit, with laws that protect our environment and value our health. A world of innovation, opportunity and clean production. A toxic-free tomorrow we can be proud to leave to our future generations.



NGO viewpoint: Hazard elimination.



NGO
viewpoint:
Lobby the
politicians!

GREENPEACE

Greenpeace EU Unit

Home

Press centre

What we do

Office & staff

Home > What we do > Toxic pollution

Eliminate toxic chemicals



Pregnant women protest outside the office of German Chancellor Angela Merkel against man-made toxic chemicals that contaminate unborn babies



NGO
viewpoint:
Attack the
Brands!

GREENPEACE

Example -Detox My Fashion

Since 2011 the Detox campaign has challenged some of the world's most popular clothing brands to eliminate all releases of hazardous chemicals.

Thanks to the action of over half a million designers, bloggers, fashion fans and activists twenty global fashion leaders, from adidas to Zara, have made a commitment to Detox their clothes. Many of these brands are now taking action - taking steps to create toxic-free fashion on behalf of their customers, the local communities and future generations.



NGO
viewpoint:
Don't trust
business!



CRY WOLF

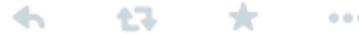
Predicted costs by industry
in the face of new environmental regulations



ChemSec
@chemsec

Follow

ChemSec report #crywolf released today on how companies "cry wolf" in the face of new environmental laws bit.ly/1y6L46X



RETWEETS
14

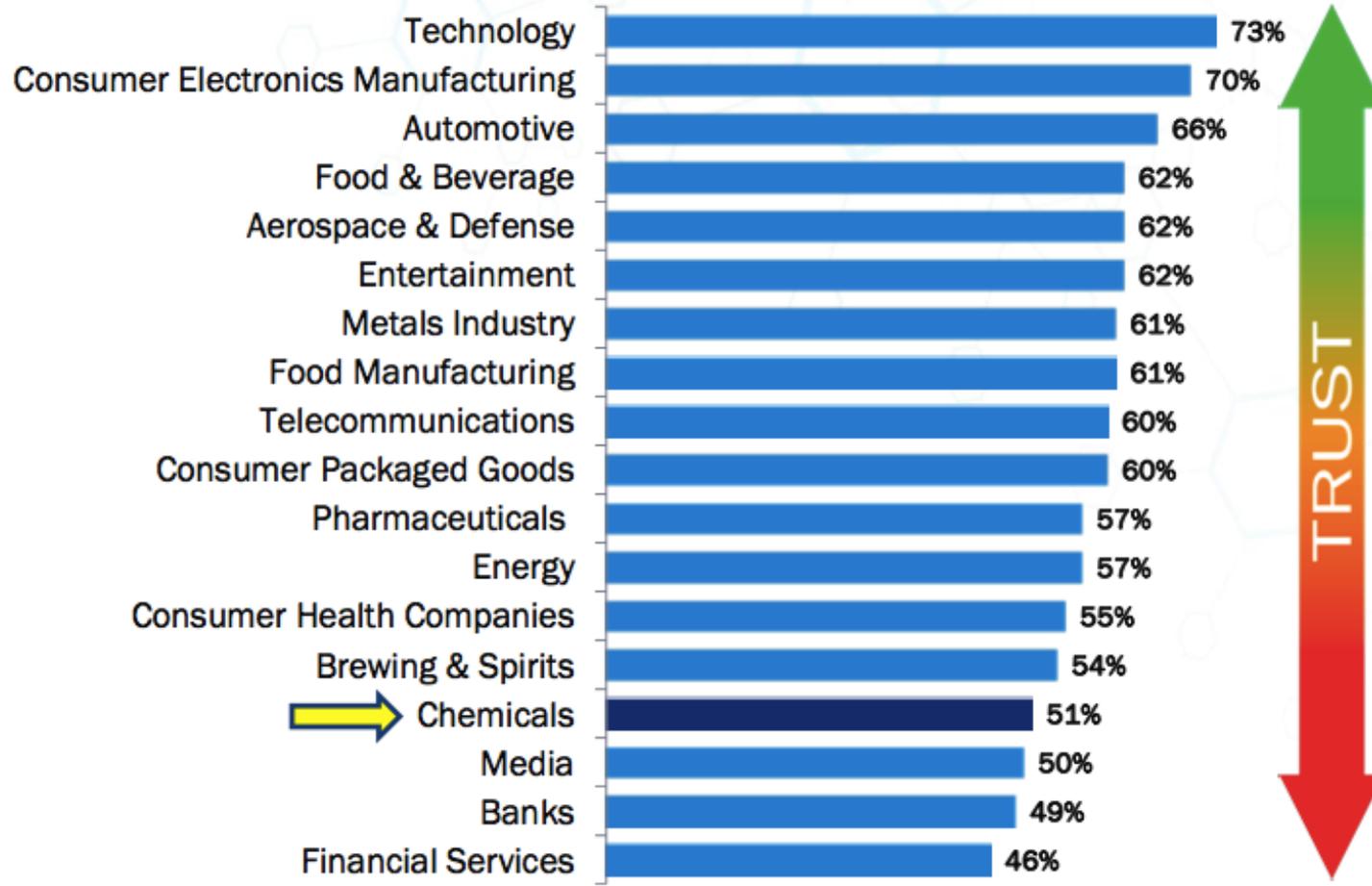
FAVORITE
1



2:15 AM - 13 Jan 2015



CHEMICALS AMONG LEAST TRUSTED INDUSTRIES



Most Trusted Spokespeople:
Technical Experts & Academics



NGO
viewpoint: tools
to substitute
chemicals of
concern

INTERNATIONAL
ChemSec
CHEMICAL SECRETARIAT

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NEW
Updated SIN List &
SINimilarity tool

NEW
SIN LIST
SIN List database

Latest SIN update

- Press release 8 October 2014
- New SIN chemicals

► Influencing public policy

► Substitution

► Business dialogue

► Investor dialogue

You are here: | WHAT WE DO | SIN List

Welcome to the SIN LIST

The SIN (Substitute It Now!) List is a concrete tool to speed up the transition away from hazardous chemicals. The chemicals on the SIN List have been identified as Substances of Very High Concern based on the criteria established by REACH.

SINimilarity

Search among 80,000 chemicals to find out if they are similar to the chemicals on the SIN List!



SINimilarity is a tool to help mainly non-chemists to easily identify substances that are structurally similar to SIN List substances. The aim is to help avoiding regrettable substitution.



NGO viewpoint: Chemical Footprinting!

Learn About the Chemical Footprint Project

You are here: Home / Learn

Learn:



Business Awareness



Transparency & Accountability



Positive Reinforcement



Safer, Greener Chemical Usage



Frequently Asked Questions

All / The Project / The CFP Tool / Results / Users / Chemicals of High Concern



How is Chemical Footprint defined?

The CFP defines Chemical Footprint as the total mass of chemicals of high concern (CoHCs) in products sold by a company and used in its manufacturing operations.

Chemical footprinting is the process of assessing progress toward the use of safer chemicals and away from chemicals of high concern to human health or the environment. A chemical footprint can be used as a benchmark to document the actions an organization takes to advance the use of safer chemicals in its products and manufacturing operations.

[Learn More](#)

In this Section

[FAQs](#)

[About The Project](#)

[About The CFP Tool](#)

[About Results](#)

[About Users](#)

[About Chemicals of High Concern](#)



NGO
viewpoint:
Mobilize the
public!

NGOas launch online
platform for public
consultation on EDCs



HOME ABOUT US TAKE ACTION NOW EDCS AND ME PETITIONS SUPPORT THE CAMPAIGN

EDC Free Europe

what's **disrupting** you?

stop
hormone
disrupting
chemicals



Take action

Find out more and get involved

click here

TELL THE EU COMMISSION...

...that you want to remove hormone-disrupting chemicals from our lives to protect our health! [Click here.](#)

**SAY NO TO...
HORMONE DISRUPTING
CHEMICALS**

FOLLOW US ON TWITTER

Tweets [Follow](#)

ChemInfo&Gesundheit 1h
@CHEM_HEAL

Unser neuester Newsletter ist da von @CHEM_HEAL
Sonderausgabe #Hormoneff wirksame Chemikalien @EDCFree
bit.ly/1H4vuNw

Retweeted by EDC Free

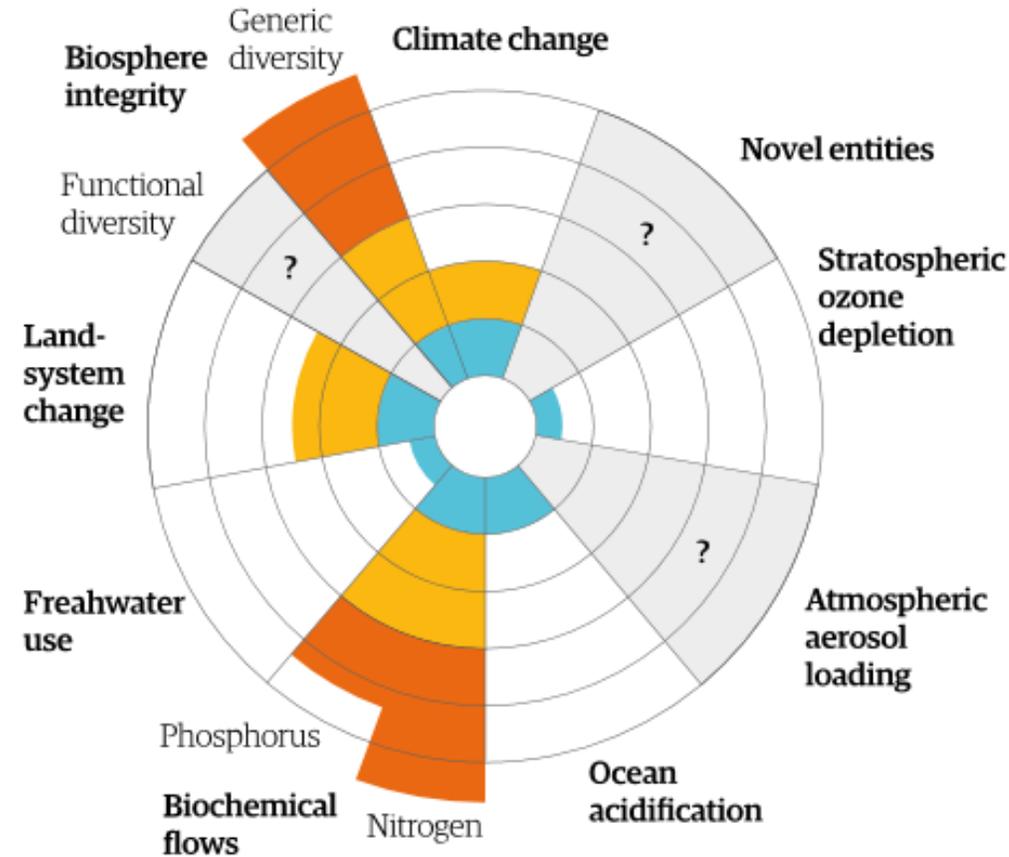
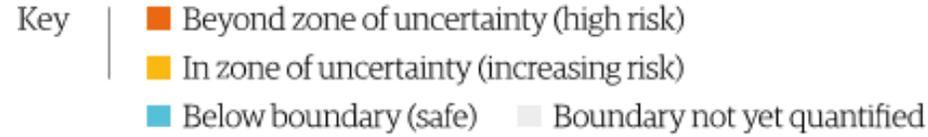
Expand

Chemicals & health 22 Jan
@CHM_HEAL

From our Special @CHM_HEAL
#EDCs newsletter edition: Learn

Research
viewpoint:
Earth system
under threat!

Planetary boundaries



GUARDIAN GRAPHIC

SOURCE: PIK PR

4 of 9 planetary
boundaries are
overstepped

A single boundary for
'novel' chemicals is
not quantifiable!



CHEMICALS INDUSTRY – WHERE NEXT?

- European progress- what can we learn
- Global Reach - what is the alternative?
- Too contentious – too slow- too expensive.
- We need a genuine industry led effort.
- We need new process – a Chemicals IPCC?



CHEMICALS INDUSTRY – WHERE NEXT?

- A global framework to accommodate company frameworks
- Make the most of what has been achieved
- Big issues need big framing:
 - Precautionary principle
 - Bio-accumulation
 - Cocktail effects
 - Endocrine disrupters
 - Bio alternatives
 - Legacy additives/substances
 - Closed-loop management



CHEMICALS INDUSTRY – WHERE NEXT?

- Time for a culture change in the industry and in society.
- If current institutions do not help progress we build new ones without delay, including financial institutions.
- Resistance has to stop, leadership must begin.



GROUP WORK

STAKEHOLDER GROUPS

- Group 1: Policy Maker
 - Group 2: Campaigning NGO
 - Group 3: The Public
-
- Group 4: Sustainability Partners
 - Group 5: Chemical Producer



EXERCISE 1: BACKCASTING FROM SUCCESS

- What do you want stakeholder X to say about this when the outcomes are achieved?
- What does success feel like for you when there is a common methodology for portfolio segmentation?



EXERCISE 2: HOW WILL WE ACHIEVE SUCCESS

- How would you like to be involved?



GROUP DISCUSSION QUESTIONS.

- Which type of information does Stakeholder X need?
- What are “must haves” to be addressed in portfolio segmentation?
- What is “nice to have” for Stakeholder X in portfolio segmentation?



SPARE SLIDES

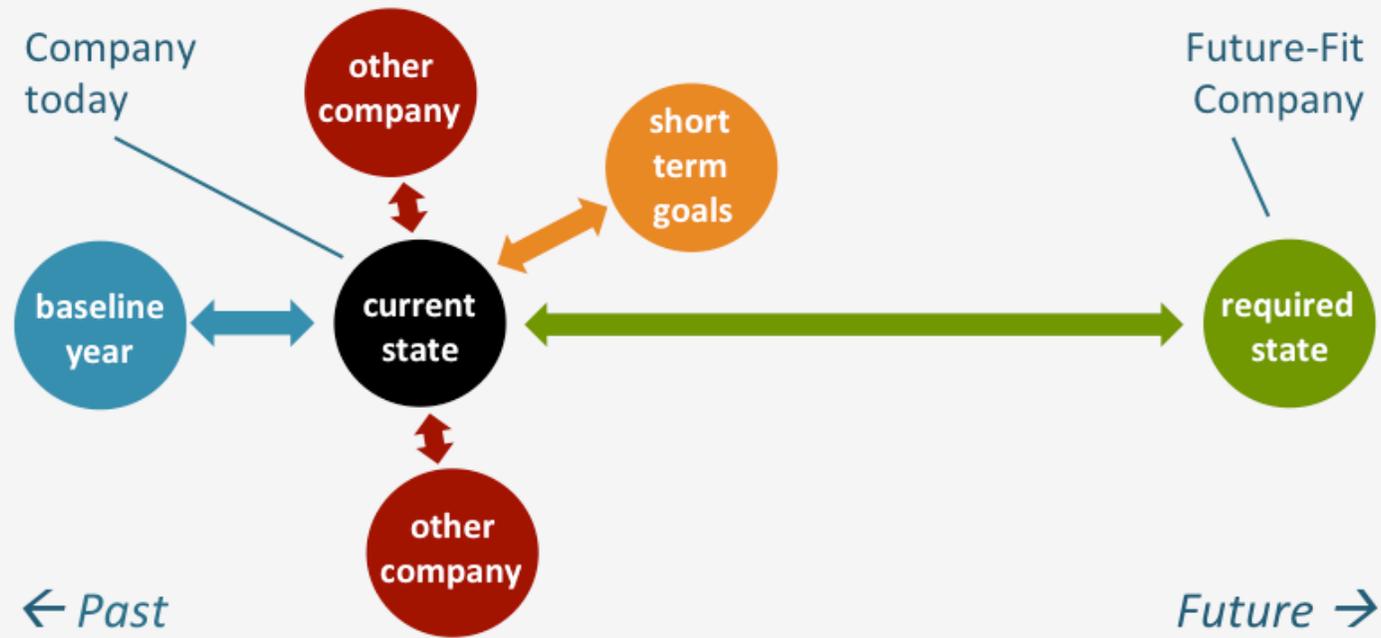
CHOOSING THE RIGHT REFERENCE POINT?

Progress relative to a baseline year doesn't tell us enough

Progress relative to best practice or peers doesn't tell us enough

Progress toward short-term goals doesn't tell us enough

We must instead assess the "gap" to a desired future state



SUSTAINABLE PRODUCTS?

"There are no sustainable materials or products per se, just as there are no un-sustainable materials or products. There are only sustainable and un-sustainable management practices."

Dr Karl-Henrik Robèrt, Founder of The Natural Step

