

**Environment and Natural Resources Trust Fund
2010 Request for Proposals (RFP)**

LCCMR ID: 015-A2

Project Title:

Green Chemistry for Cleaner Minnesota Waters

LCCMR 2010 Funding Priority:

A. Water Resources

Total Project Budget: \$ \$341,659

Proposed Project Time Period for the Funding Requested: 3 years, 2010 - 2013

Other Non-State Funds: \$ \$0

Summary:

We will assist Minnesota businesses in using green chemistry as a tool to reduce their use of hormone-disrupting chemicals and, in turn, the levels of these chemicals in Minnesota waters.

Name: Kathleen Schuler

Sponsoring Organization: Institute for Agriculture and Trade Policy

Address: 2105 First Ave S
Minneapolis MN 55404

Telephone Number: (612) 870-3404

Email: khoff@iatp.org

Fax: (612) 870-4846

Web Address: www.iatp.org

Location:

Region: Statewide

County Name: Statewide

City / Township:

_____ Knowledge Base	_____ Broad App.	_____ Innovation
_____ Leverage	_____ Outcomes	
_____ Partnerships	_____ Urgency	_____ TOTAL

MAIN PROPOSAL

PROJECT TITLE: Green Chemistry for Cleaner Minnesota Waters

I. PROJECT STATEMENT

We propose to implement a high-impact, preventive approach to reducing levels of hormone-disrupting chemicals in Minnesota's waters by encouraging businesses to use "green chemistry" to reduce their use of harmful chemicals. Green chemistry is the design of chemical products and processes that reduce or eliminate the use or generation of hazardous substances across the life cycle of a product. By advancing green chemistry through business leadership, we can prevent hormone-disrupting contaminants from being used in products and manufacturing processes in the first place, thus reducing levels in Minnesota's waters and subsequent impacts on public health.

The goals of this project are: 1) to secure commitments from leading Minnesota businesses to adopt green chemistry practices; and 2) for a subset of these businesses to reduce their use of certain hormone-disrupting chemicals, subsequently reducing the levels of these chemicals in Minnesota's waters.

To reach these goals, we will build relationships with key Minnesota businesses through our current Business-NGO Partnership effort (which is modeled on the successful national campaign coordinated by Clean Production Action and developed in part by IATP). Partnerships with both manufacturers and retailers will focus on identifying opportunities for adoption of green chemistry practices within individual companies in their production systems and through their purchasing decisions. By emphasizing the benefits of green chemistry to businesses (including increased security; reduced liability for pollution and product safety; increased consumer confidence; greater protection of workers; and waste and energy use reductions with resulting cost savings), we will convince businesses to commit to implementing green chemistry practices, and a subset of companies will set specific goals to reduce identified target chemicals.

II. DESCRIPTION OF PROJECT RESULTS

Result 1: Minnesota businesses pledge to adopt green chemistry practices. **Budget:** \$170,829.

Activities: Through our Business-NGO Partnership work, we will promote green chemistry principles and practices; partner with businesses to set goals for implementing green chemistry practices; and publicize green chemistry actions taken by Minnesota businesses.

Deliverables and Completion Dates:

1. Development of a green chemistry promotion campaign for Minnesota businesses. *December 2010*
2. Quarterly green chemistry business forums. *September 2010 - March 2012*
3. Commitments from three businesses to implement specific green chemistry practices, such as use of benign solvents; shifting from fossil fuels to biomass energy; waste prevention; energy use reduction; or reduced volume and toxicity of packaging. *July 2011*
4. Report on results of green chemistry practices implemented by project partners. *June 2013*

Result 2: Reduction in use of identified target hormone-disrupting chemicals by Minnesota businesses. **Budget:** \$170,830.

Activities: We will identify target chemicals (ones that are known or suspected hormone disrupters, found in Minnesota waters, and used by Minnesota companies in industrial processes or consumer products at a significant level). Examples of chemicals that meet these criteria include: styrene, phenols and halogenated flame retardants. We will then work with

business partners to gather baseline information on use of target chemicals, set specific goals to reduce use of identified target chemicals, and track changes in use of the target chemicals.

Deliverables and Completion Dates:

1. Report identifying and profiling target hormone-disrupting chemicals. *December 2010*
2. Baseline information on target chemical use by business partners. *March 2011*
3. Commitments from at least two Minnesota businesses to reduce use of identified target chemicals. *March 2012*
4. Implementation of safer chemical use and safer processes by business partners. *January 2011 - January 2013*
5. Report on reduction in use of target chemicals by business partners. *June 2013*

III. PROJECT STRATEGY

A. Project Team/Partners: The project will be coordinated by the Institute for Agriculture and Trade Policy (IATP), which will be responsible for project design, management and evaluation and is convening and facilitating the Business-NGO Partnership. Lead staff at IATP include: Kathleen Schuler, MPH, Senior Policy Analyst, Healthy Legacy Co-Director; Lindsay Dahl, Healthy Legacy Policy and Communications Coordinator; and Peter Starzynski, Healthy Legacy Coalition Coordinator. (Healthy Legacy is a joint project of IATP and the Clean Water Fund of Minnesota, and is a campaign to promote safe products, made safely. While Healthy Legacy works on policies to phase out problem chemicals, an important and growing aspect of our work is partnering with businesses to protect public health and the environment through the development and use of safer substitutes. Beyond the two lead organizations, Healthy Legacy brings together a 31-member coalition and an extensive grassroots base. We have received significant media attention on these issues and influenced both large retailers, like Target and Wal-Mart, as well as small retailers, like Peapods and Creative Kidstuff, to stop carrying harmful baby products.) Additionally, IATP's communications staff will assist in development and production of outreach materials and reports.

We will consult with the Minnesota Pollution Control Agency (MPCA) on chemicals use data. We will also consult with the Minnesota Technical Assistance program (MnTAP), a Healthy Legacy coalition partner. (This project, with its specific green chemistry focus, will complement MnTAP's current work with businesses to reduce waste and pollution.) Additional partners will include Minnesota businesses participating in the Business-NGO Partnership. Partner businesses will commit to green chemistry principles and practices, conduct outreach to other Minnesota businesses and co-author materials and reports when appropriate. Certain companies will also pledge to reduce target chemicals and quantitatively track reductions in use.

We will also continue to participate and build on the work of the "Green Chemistry-Risk Reduction" work group convened by University of Minnesota Humphrey Institute's Center for Science, Technology and Public Policy (CSTPP), which includes state agencies and leading businesses such as the 3M Company.

B. Timeline Requirements: This project requires a three year timeline to allow time for businesses to implement new practices and measure results.

C. Long-Term Strategy: This project is part of a larger effort to promote green chemistry and safer chemical production by IATP, the Healthy Legacy coalition, the CSTPP and the MPCA. IATP is a leading group in promoting sustainable biomaterials, safer chemicals, green chemistry and business-NGO partnerships, and this project will be part of our ongoing efforts. IATP and Healthy Legacy are seeking support from other sources to fund our Business-NGO partnership on green chemistry and safer chemicals in the second half of 2009. We are also seeking funding to extend these business relationships focused on reducing hormone-disrupting water contaminants throughout the Great Lakes region.

Project Budget

Green Chemistry for Cleaner Minnesota Waters

Attach budget, in MS-EXCEL format, to your "2010 LCCMR Proposal Submit Form".

IV. TOTAL PROJECT REQUEST BUDGET (3 years)

BUDGET ITEM	AMOUNT
Personnel: <i>Benefits are calculated at 13% of salary, or approximately 11.5% of total personnel costs.</i>	
Project Manager (.5FTE in years 1 and 2, .2FTE in year 3)	\$ 89,496
Senior Associate (.5FTE in years 1 and 2, .2FTE in year 3)	\$ 78,648
Associate (.5FTE in years 1 and 2, .2FTE in year 3)	\$ 74,580
Communications Director (.1FTE in years 1, 2 and 3)	\$ 22,035
Communication Associate (.1FTE in years 1, 2 and 3)	\$ 16,950
Website Support (.1FTE in years 1, 2 and 3)	\$ 16,950
Contracts: <i>N/A</i>	\$ -
Equipment/Tools/Supplies: <i>N/A</i>	\$ -
Acquisition (Fee Title or Permanent Easements): <i>N/A</i>	\$ -
Travel: <i>All travel money is for mileage to meetings for program staff. All travel will be in-state, and meetings will occur throughout Minnesota.</i>	\$ 2,000
Additional Budget Items: <i>Costs for additional budget items are based on past expenditures for similar items.</i>	\$ -
Production of outreach materials and reports. Includes \$11,000 for promotional outreach materials for businesses, and \$3,000 each for three reports.	\$ 20,000
Seven quarterly green chemistry forums, including space rental, speaker fees, and participant materials. Calculated at \$3,000 per meeting.	\$ 21,000
TOTAL PROJECT BUDGET REQUEST TO LCCMR	\$ 341,659

V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ Being Applied to Project During Project Period: <i>Foundation grants</i>	\$ 100,000	<i>pending</i>
<i>Individual donations</i>	\$ 10,000	<i>pending</i>
Other State \$ Being Applied to Project During Project Period: <i>N/A</i>	\$ -	
In-kind Services During Project Period: <i>N/A</i>	\$ -	
Remaining \$ from Current Trust Fund Appropriation (if applicable): <i>N/A</i>		
Funding History: <i>Funding is currently being applied for (see line above).</i>	\$ -	

Project Director

Kathleen Schuler, MPH, Senior Policy Analyst at the Institute for Agriculture and Trade Policy (IATP) and Co-Director of the Healthy Legacy Project, advocates for policies that protect human health and the environment from toxic chemicals that get into our food system and into our bodies. She also provides information for consumers on reducing their personal exposures, such as the IATP Smart Guides. Ms. Schuler has a Master of Public Health degree from the University of Minnesota. As a Bush Leadership Fellow in environmental health, she studied at Boston University and did an internship with the Center for Health, Environment and Justice. Prior to her work in the environmental health field, Ms. Schuler led policy initiatives in Medicaid managed care, including working with health care companies at the Minnesota Department of Human Services, where she worked for 17 years. She is an active member of the Minnesota Public Health Association and Environmental Justice Advocates of Minnesota.

Organizational Description

Founded in 1986, the Institute for Agriculture and Trade Policy (IATP) is a tax-exempt 501(c)3 organization whose mission is to work locally and globally at the intersection of policy and practice to ensure fair and sustainable food, farm and trade systems. We work to build bridges between different constituencies with the goal of developing local, state, national and international policies that will promote environmental and human health; ensure socially and ecologically sustainable development; value human rights; increase the capacity of civil society to participate in policymaking; and strengthen local and regional economies.

For the past five years, IATP has been at the vanguard of promoting green chemistry and sustainable production in a number of initiatives. We have:

- Founded and co-direct Healthy Legacy, a statewide coalition working to build support for and pass broad chemical policy reform in Minnesota. Our key partner in this effort is Clean Water Fund.
- Hosted a ground-breaking meeting on the lifecycle of sustainable biopolymers.
- Created the "Working Landscape Certificates" Program, which establishes criteria for more sustainable corn production and provides companies using corn-based bioplastics with a market mechanism to support more sustainable farming practices.
- Worked with national partners to create guidelines for sustainable bioplastic material.
- Helped create and steer the Sustainable Biomaterials Collaborative.
- Participated in the founding of the Business-NGO Working Group on Safer Chemicals and Sustainable Materials, which brings NGOs and businesses together to identify ways businesses can produce more sustainable products and reduce their environmental impacts.
- Co-organized a conference with the University of Minnesota, a leading land-grant and research and development (R&D) institution, to engage local companies in exploring emerging green chemistry alternatives for use in their products.
- Begun developing relationships with Minnesota state agencies positioned to advance green business practices in the state.

