

State Affairs and Grassroots

GlobalChem Conference

April 08, 2009





NGO Playbook

- Objective: REACH-like controls via state action/venue shopping/resources flow to opportunities
- Relentless and comprehensive attacks
 - Focus on children/mothers
 - Take out one or two products at a time
 - Position industry science as biased/unreliable; federal regulators as not to be trusted
 - Drive the message through media barrage
 - Use the market to drive substitution

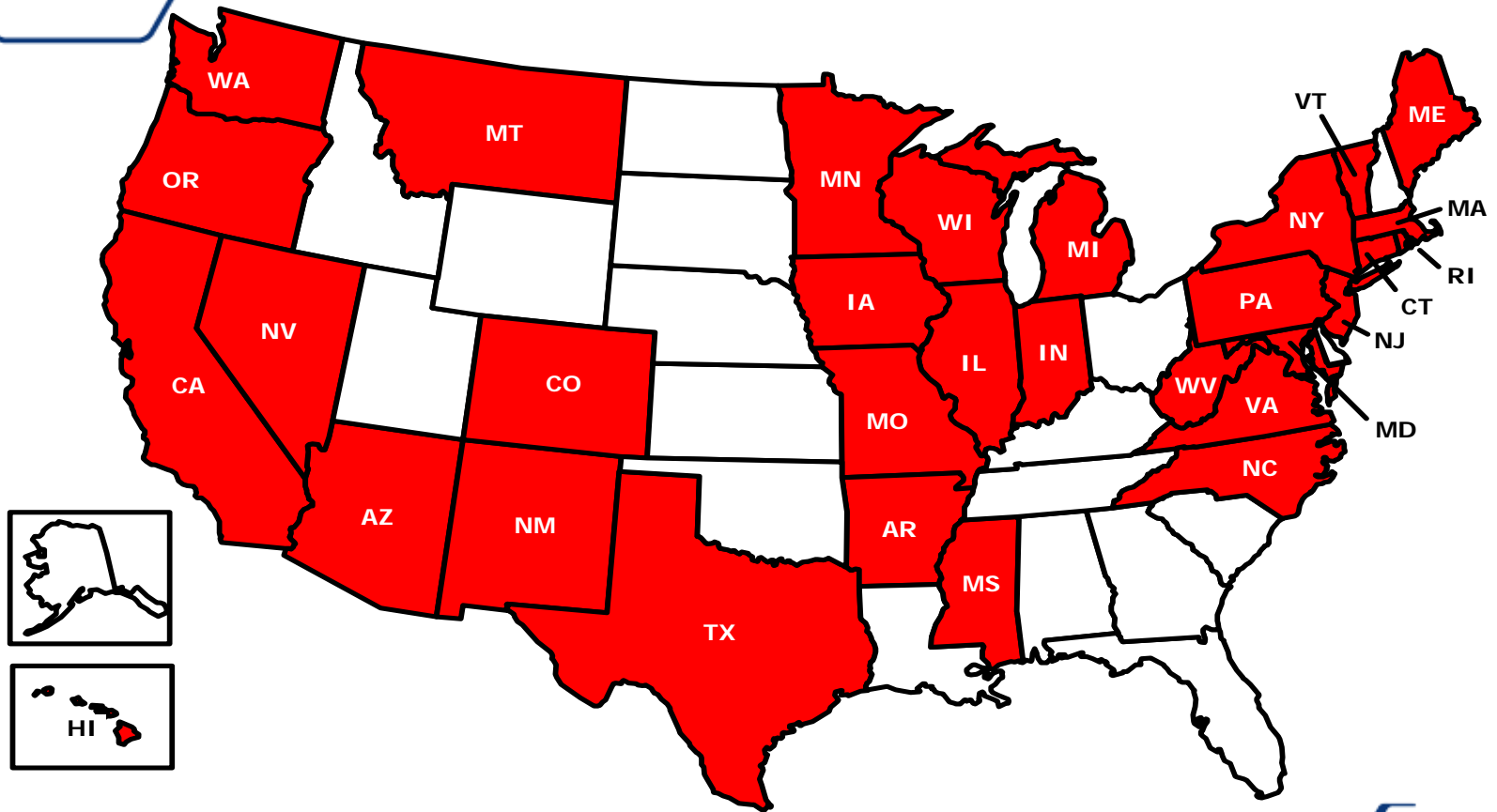




NGO Playbook

- **Waning in 2009 in states**
 - Phthalates
 - Biomonitoring
- **On the rise**
 - Safer alternatives, toxic use reduction
 - Green Chemistry- 11 bills in 8 states
 - Green Cleaning/EPP- 12 bills in 10 states
 - Product attacks
 - BPA 47 bills in 21 states
 - Brominated flame retardants- 15 bills in 10 states

Where Are Product Attacks?





Green Chemistry

- **Key State Activity**
 - California
 - Minnesota
 - Massachusetts

- **Key Issues**
 - Budget
 - Regulatory Implementation
 - Timing- Federal vs. State
 - Impact on Chemical by Chemical Approach



Moving Forward

- Trends to watch
 - Spread of environmental health issues
 - Southern states in play
 - Restriction by code reference (Green hospital code)
 - Localities in play
- Increased intensity
 - Federal action
 - Keys to success
 - Customer value chain engagement
 - Viable political alternative
 - Confidence in federal safety net