

Green Chemistry Conference/Awards Year 1 Round-up and Year 2 Planning

Review of Conference Objectives

1. Provide a balanced approach in content (introductory to expert) and format (lecture and case studies) on the value, future and issues pertinent to green chemistry in Michigan.
2. Deliver tools, resources and content that drive green chemistry concepts into research, academics, industry and advocacy arenas.
3. Create such a rich and motivational experience that attendees take information and tools, and then act to change behavior in their organizations. Provide breakout sessions that allow the participants to solve prepared issues and to work on a problem specific to their organization.
4. Create networking for knowledge sharing, development connections and business opportunities.
5. Develop a listing of opportunities and barriers relative to green chemistry in Michigan for use by the Green Chemistry Roundtable.

Final Attendance # - 166

All attendees received a final attendees list.

Evaluation Summary from Conference Attendees

Overall quality rating – 49% excellent, 47% good

90% anticipate taking action as a result of info received at the conference.

93% said topics covered what they expected.

96% said the info was relevant to their job.

We had some facility type issues including room size, noise, lunch flow, etc. that we will review when planning future events in that area.

Additional Quotes

Things did well (Keep in mind – one person's positive experience could be another's negative)

- The session settings and topics were very appropriate and interesting.
- Facilities were really nice and the conference rate for hotel room was a great deal; conference topics were relevant to my job as well as motivational; appreciated "green meeting" aspect
- Very well run. Appropriate level of content for a wide range of professional. Not being a chemist I appreciated that the conference wasn't focused strictly on chemistry.
- Presenters had a good balance of presentation and allowing time for dialog. The dialog was the most valuable.
- Covered the basics, very good for people who are new to the ideas of greener chemistry and what it means to a manufacturer.

Area for Improvement

- Sessions seemed redundant, felt like I sat through the same thing 3 times. I was quite eager to hear what's being done in Michigan specifically, what policy initiatives and changes are underway, but I didn't get that except for the academic front. I was burned out by the time we got to the interactive afternoon session, that would have been better earlier or skipped.
- Some of the sessions were not well named or described or did not cover what was conveyed by the name or description. There was also a lot of overlap in the sessions I attended.
- I would have liked to hear more of the speakers. The double-edged sword of planning well is that you have more good speakers than you have time for them. However, there was

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some overlap in topics, you might have combined speakers into a session, given each a bit less presentation time, and then had them both address questions during discussion.

- Worked to obtain more business involvement from entities that specify and purchase chemicals.
- Very top heavy on NGO presenters. Basically one sided. Weak on industry perspectives. Felt like a rally for activists.

Other comments/suggestions

- Venture Capital representation lacking; suggest Doug Cameron from Piper & Jaffray, Minneapolis, St. Paul for next year.
- Emerging technologies in Green Chemistry. Examples of making green chemistry work in industry, including a Q & A session.
- I would love to hear a presentation from somebody with a lot of expertise in LCA analysis - how they go about performing one, how they make their choices of comparatives, and how they strive for objectivity. I still don't know what specific companies in Michigan are doing to green up - would like a presentation by an auto company, and any other major MI industry segment. What's happening in Lansing? or maybe any Great Lakes consortium initiatives? with our neighbor Ontario?
- I was surprised at the lack of actual chemistry at the conference. The conference seemed geared toward non-chemists. This is not a bad thing, as the green chemistry movement takes action in a wide range of professions. Still, as they are key to truly make this a reality, is there a way to get more chemists involved?
- There appeared to be a lack of coordinated leadership around green chemistry in MI. Although MI is leading the way, it appears from the outside that the efforts are still characterized by pockets of isolated success stories and there is a significant lack of any kind of coordinated strategy to bring the various sectors together. Perhaps this has been the job of the round table, but the people that I spoke with, commented on this lack of coordination. I recommend setting up a comprehensive inventory, possibly by sector, of who is doing green chemistry and who may be willing to share information, give presentations etc. Specifically, begin to document your community.

Next Steps

- Year 2 – large conference/ targeted mini workshops
- Look/type/theme
- Possible dates
- Hold first steering committee meeting soon