

11th Annual GC3 Innovators Roundtable Session Proceedings

Hosted by Seventh Generation in Burlington, VT

May 26th, 2016

KEYNOTE IV

John Replogle, Seventh Generation

Mr. Replogle opened his keynote address by summarizing challenges facing society in the 21st century such as growing population, dwindling resources, and skyrocketing pollution. Seven-hundred pounds of chemicals are released into the environment every second, and out of the 80,000 chemicals currently in commercial use, only a few hundred have been fully investigated for their toxicity. Mr. Replogle mentioned the “dark side” of capitalism, linking GDP growth with increased fossil fuel usage. Yet the solution to all of this lies in business – one of the most powerful forces on earth. Encouragingly, more and more businesses are shifting their thinking to the triple bottom line of people, profit, planet as opposed to profit alone. Benefit (B) Corporations such as Seventh Generation are now looking to maximize long term shareholder value and not only short term profitability. Mr. Replogle discussed Seventh Generation’s four aspirations: 1. Nurture Nature 2. Enhance Health 3. Transform Commerce 4. Build Communities. Seventh Generation hopes to head a new push for “conscious capitalism” and a better way to do business. Going forward, Seventh Generation will be following five key points for growth: 1. Do no harm (use benign chemicals and formulations) 2. Start with nature in mind (Biomimicry) 3. Practice science led by the heart 4. Do more with less (recycled components) 5. Forge coalitions of the willing (to collaborate and share information).

KEY TAKEAWAYS

Opportunities for Safer Chemicals and Products:

- Companies should be competing not only to be the best *in* the world, but the best *for* the world.