



Help us lead tomorrow to Safe Materials for a Sustainable Planet

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*Which business will be the next to have one of their products named as a Sustainable Alternative?*

[Company Blog Post]

Thursday, January 5, 2023

## We need you!

We are in year eight of the 2025 Sustainability Goals, and we need **your help** to continue to be successful! Growing global regulations, proposed chemical bans, and consumers are demanding more products to meet their expectations for a 'nontoxic' environment. This means designing safe and sustainable products based on customer and consumer demands is necessary to succeed in the chemical industry today, and innovating new chemicals is the backbone of [company]'s DNA.

In 2022, we found two more sustainable alternatives bringing the Safe Materials for a Sustainable Planet goal to a total of five alternatives. However, our goal is **10 Sustainable Alternatives by 2025**, so **we need your help to find more alternatives**.

## Qualifications of a Sustainable Alternative

Any material or chemical that has been commercialized since 2015 is eligible to become a sustainable alternative. The team is willing to review any potential materials from a business within [company]. "We feel that if businesses know that [company] is looking for sustainable alternative suggestions, surely they have products in their portfolios that could be submitted for review," said [Person A], Lead for the Safe Materials for a Sustainable Planet goal.

Any submissions must adhere to the following criteria:

- ❖ **Favorable Environmental, Health, & Safety profile** – products should reduce the potential impact on humans and the environment,

- ❖ **Favorable Life Cycle Assessment-** A life Cycle Assessment must be completed to show equal or better sustainability attributes over incumbent.
- ❖ **Performance-** performance must be equal to or better than an incumbent product/chemistry to meet market and customer expectations.
- ❖ **Market Accepted Solution –** a sustainable solution may have tradeoffs but convincingly should be better than the incumbent. Forecasted sales should be known.

Do you want to help your business receive an honor while also helping [company] complete its Sustainability Goal? Submit a potential alternative to [FSUSALT@\[company\].com](mailto:FSUSALT@[company].com)