

# HEALTHY ECONOMY AND ENVIRONMENT

Public Policy as an  
Innovation Driver

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# NYS POLICIES CREATE INCENTIVES

- ◉ E-waste recycling law requires electronics manufactures to take charge of products when users are done with them - creates incentives to build more recyclable, reusable and less toxic devices.
- ◉ Executive Order 4 sets green purchasing criteria for products NYS purchases to the tune of \$9B/year - creates market for better products, can lower costs for the rest of us.

# NYS POLICIES TO SPUR INNOVATION (CON'T)

- Cleaning product disclosure law - will require product makers to report what chemicals they use - creates pressure to remove known toxics from that list.
- Pollution Prevention Institute, created and funded through the NYS Environmental Protection Fund, provides direct assistance to businesses seeking to reduce environmental footprint, does sector research to help innovative transformations (dry cleaning to wet cleaning, for example)

# RESTRICTING CHEMICAL USE DRIVES INNOVATION

- When companies are faced with demand - via the marketplace or policy vehicles - to stop use of a specific chemical or group of chemicals, they can be moved to find novel, innovative solutions
- Following slides offer examples of these

# BISPHENOL A

- ◉ Suffolk County passes first ban - the shot heard round the world
- ◉ Other NY Counties, NY and other states introduce bills, with some passage
- ◉ Reports released showing leaching of BPA from baby bottles
- ◉ Major baby bottle makers commit to phasing out use of BPA
- ◉ ACC declares BPA no longer used in baby bottles, and won't be in the future

# TOXIC FLAME RETARDANTS

- ◉ Washington State bans decaBDE, other states introduce similar bills, and some pass
- ◉ EPA declares penta, octa and decaBDE as chemicals of concern targeted for action
- ◉ action under TSCA includes test rules and significant new use rules (SNURs)
- ◉ EPA reaches 'voluntary' agreement with U.S. PBDE makers and importer
- ◉ New York passes law banning chlorinated tris in baby/toddler products, with several states introducing in 2012

# PHTHALATES

- ◉ Numerous states introduce policies restricting the use of phthalates in products
- ◉ NGO product testing report releases reveal products in everything from children's toys to laundry detergent to perfume
- ◉ Federal Government passes Consumer Product Safety Improvement Act, giving time for companies to reformulate
- ◉ Most companies quietly start removing phthalates from their formulations

# LISTING/DISCLOSURE

- ◉ Minnesota passes law creating list of high hazard chemicals
- ◉ Maine, Washington pass law creating high hazard and priority chemical lists, requiring disclosure by children's product makers
- ◉ New York begins implementation of Household Cleaning Product Ingredient Disclosure law
- ◉ Pending New York Child-Safe Products act creates high-hazard and priority lists, requires disclosure



# CONCLUSION

It's about momentum:

Combination of public policy, scientific reports, emerging business leaders, and consumer knowledge and demand

The mere THREAT of policy passage causes smart companies to see the handwriting on the wall and reformulate to avoid disclosure/bans

# STAY IN TOUCH!

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- SAFERStates: [www.saferstates.org](http://www.saferstates.org)

- SCHF: [www.saferchemicals.org](http://www.saferchemicals.org)

- ATFFS: [www.toxicfreefiresafety.org](http://www.toxicfreefiresafety.org)

- ANHE: [www.envirn.org](http://www.envirn.org)