

OBJECTIVES

In 2016, Target set out to develop a progressive chemicals policy that would differentiate the company as a leader amongst its peers and with its customers. In 2017 Target launched its first chemicals policy, setting aspirational objectives for transparency, chemical management, and innovation. Since the announcement of the chemical policy, Target has been working to continuously implement the objectives set forth in its chemical policy.



PROJECT

Anthesis' role was to support Target in the implementation of its chemical policy goals for formulated products as follows:

- Achieve transparency to all ingredients, including generics such as 'fragrance', beauty, baby care, personal care and household cleaning formulated products by 2020.
- Improve beauty, baby care, personal care, and household cleaning product categories by formulating without phthalates, propyl-paraben, butyl-paraben, formaldehyde-donors, or NPE's by 2020.
- Pursue the development of safer alternatives to achieve goals.



This announcement is a huge win for consumer transparency and we're thrilled that Target is taking this step. It's a forward-thinking policy like this that will drive industry change, ensuring that the health of our planet and its people are never compromised for profit.

John Replogle
CEO, Seventh Generation

SERVICES

- Advised on overcoming challenges related to ingredient transparency.
- Evolved the IT platforms to better support data collection, analysis, and decision making.
- Created vendor guidance on Target's chemical policy expectations and requirements.
- Engaged with key stakeholders on the implementation of Target's chemical policy.
- Created internal and external documents.
- Collected, analyzed, and reported on chemical data made available through WERCSmart aggregate data reports.
- Conducted benchmarking exercises.
- Supported short-term and long-term implementation strategy.
- Supported Target's overlapping programs, such as Target Clean.

IMPACTS

- The UL systems (WERCSmart & PurView) which Target uses to support its chemical policy initiatives have been adapted to better collect and analyze the product assortment data. The improvement in these systems will support the long-term adoption by other retailers, brands, and manufacturers so that industry as a whole can move towards improved ingredient transparency and better chemical management.
- Overall B2B and/or B2C ingredient disclosure is improving.
- Solutions are improving to address fragrance and other third-party ingredient disclosure.
- Collaboration in the supply chain to address shared issues is accelerating.

CHEMICAL POLICY



Transparency

We will strive for full visibility to chemicals contained in or used to make the products we sell and use in our operations.



Chemical Management

We will work with business partners to implement policies, practices and tools that facilitate the management of chemicals throughout our supply chain and across our operations.



Innovation

We recognize that safer alternatives may not exist today for some chemicals, therefore we will actively pursue and promote new approaches to chemicals development and the commercialization of safer alternatives.

[Learn more about Target's Chemical Policy >](#)

Target's Goals and Commitments	2017 Baseline	2018	2019	Update
Achieve transparency to all ingredients, including generics such as fragrance, in beauty, baby care, personal care and household cleaning formulated products by 2020.	6%	22%	35%	In Progress. Over the course of 2018, we doubled the number of products for which we can report data. We now have access to screen 76 percent of our in-scope assortment. We know from that screening that at least 22 percent of products meet our transparency goal.
Improve beauty, baby care, personal care and household cleaning product categories by formulating without phthalates, propylparaben, butyl-paraben, formaldehyde, formaldehyde-donors or nonylphenol ethoxylates (NPEs) by 2020.	7%	44%	47%	In Progress. Over the course of 2018, we doubled the number of products for which we can report data. We now have access to screen 76 percent of our in-scope assortment. We know from that screening that at least 44 percent of products meet our formulated essentials chemical management goal.

TAKEAWAYS

The execution of Target's chemical policy has moved the company towards its 'best in class' objectives and has positioned it as a leader in the retail sector. The learnings from this experience, particularly the imperative of collective action amongst all stakeholders can be applied to other supply-chains, to achieve continuous improvement across the sector.



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