



# Strategic Plan 2021-2023



# Letter from the CEO

2020 was a year marked by crisis and change. The devastating global pandemic this year left us isolated and divided, but the response has also brought us together as a global community. The global race for a vaccine, and the foundational research conducted years prior, has reminded us of the power and importance of scientific inquiry. But as the spotlight is now shining on our industry and we are showing the best of what science has to offer, we must rise to the occasion and lead on the critical environmental issues of our time.

This year has also marked a significant transition for My Green Lab. Our visionary founder, Allison Paradise, stepped down from the organization. The Board of Directors asked me to take on the CEO role as of June 1st, 2020, building on my experience as a My Green Lab board member and strategic advisor. The board has entrusted me to lead the expansion and growth of our programs and global reach. Given the urgency of the climate crisis and My Green Lab's enormous potential for impact, this is a responsibility I take very seriously, and a challenge that I am excited to take on with the support of the growing My Green Lab community.

We simply don't have time to waste. The International Panel on Climate Change estimates that we have less than ten years to avoid the irreversible impacts of global warming<sup>1</sup>. It is the consensus opinion of the scientific community that climate change is an existential threat to our society and attributable to human activities. And yet, the manner in which much science is conducted greatly contributes to the problem. Research laboratories consume ten times the energy of a typical office space and four times as much water. The global pharmaceutical industry produces fifty percent higher carbon emissions than the automotive industry.

My Green Lab's programs offer tried-and-true methods to dramatically reduce the environmental impact of scientific research without disrupting the important work underway. We must act now to ensure the implementation of these programs and ideas across the scientific community. To support the coming evolution of My Green Lab as we seek to rapidly scale our impact, we are releasing a new three-year strategic plan, developed through a collaborative effort that included the My Green Lab team, our Board of Directors, and our community of green lab advocates and stakeholders around the world.

This document, the summation of that effort, outlines a bold strategy to lead My Green Lab into the next decade in pursuit of our new vision: a world where all science is conducted in a way that benefits the health and well-being of people and our planet.

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Through this process we identified four themes to guide the coming evolution of this organization. In order to meet the crucial social and environmental issues of our time, we will:

**Articulate** clearly how My Green Lab's programs are solutions to climate change and part of a zero-carbon strategy



**Expand** our outreach efforts from individuals and labs to form strategic partnerships with the leading companies and institutions in science, globally.

**Leverage** our unique position to unite the scientific community and create systemic change that ensures sustainability is a priority in science funding and education around the world.

**Invest** in the ongoing development and continuous improvement of our programs, operational infrastructure, and most importantly our people, in order to become a world-class, high-performance organization.

My Green Lab's role is to support and catalyze a sustainability awakening across the science industry, but this is only possible through the support and engagement of our incredible community of green lab leaders, visionary non-profits, research institutions and corporations.

Here, I must express gratitude to our partners and supporters who have empowered us to come this far. And, in that spirit of collaboration, I encourage everyone across the scientific community to join us. We simply cannot wait: the crisis is imminent, and the solutions are clear.

With your support, the future of sustainable science is bright.

**James Connelly**  
Chief Executive Officer



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## Outline

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## Mission

My Green Lab's mission is to build a culture of sustainability in science to transform the industry into a global leader on environmental sustainability. Through education, community engagement and market leading certification tools, we are inspiring the scientific community to integrate sustainability into everything they do.

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## Tagline

Building a global culture of sustainability in science.





# Vision

We will ensure a world where all science is conducted in a way that benefits the health and well-being of people and our planet.

## 10 Year Vision

In the next decade, we envision a complete transformation in the scientific community, so that:

- Every individual in science is fluent in sustainability and understands how they can make a difference through their work and actions
- Every lab is green and every laboratory product is designed to minimize environmental impact through a transparent supply chain
- A thriving culture of a sustainability exists at every leading organization in science
- The science industry leads the world on sustainability

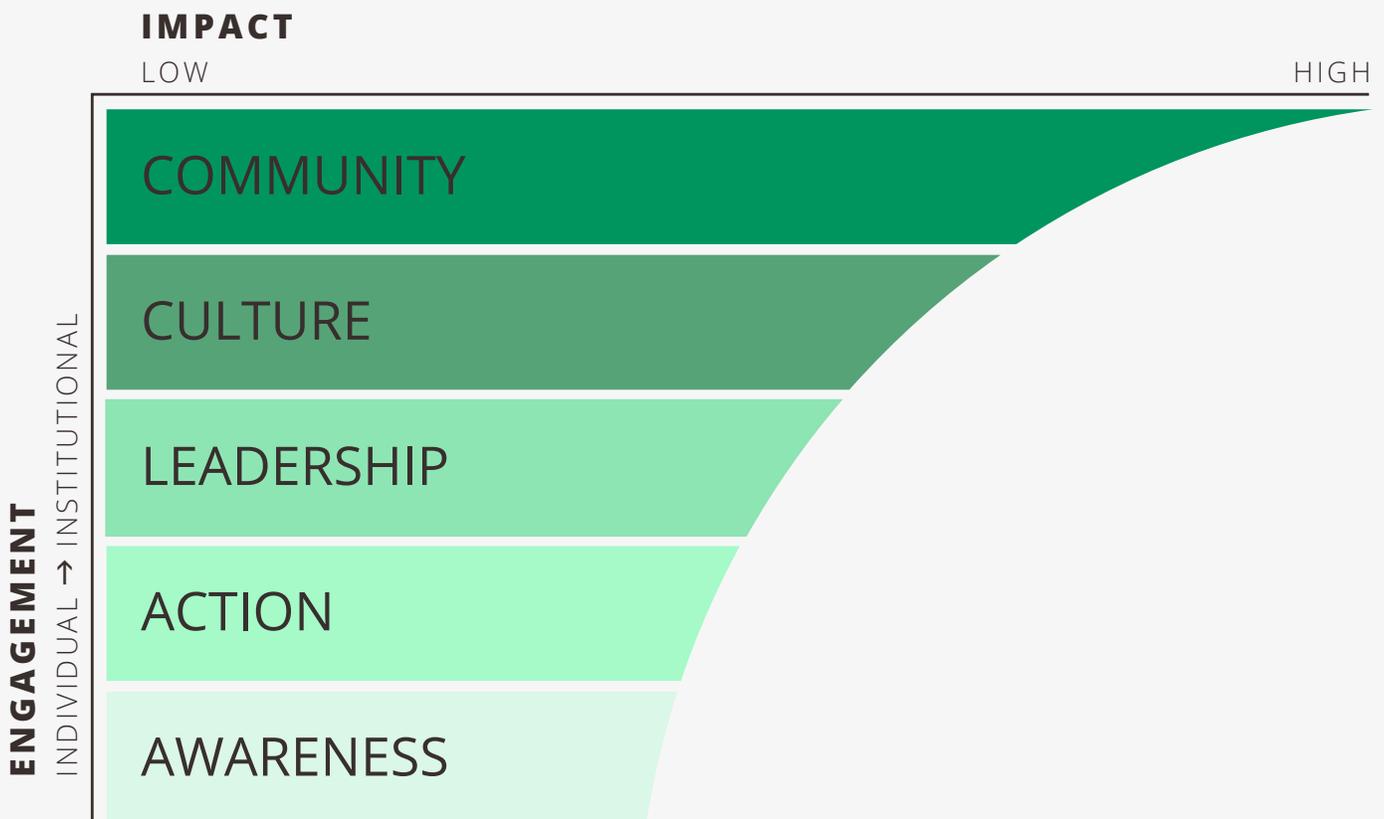




# Theory of Change

My Green Lab brings **AWARENESS** to the massive environmental impact of science, while demonstrating to the community that there is a more sustainable way to conduct research. We motivate the community, from individual scientists at the bench to global institutions and companies, to take **ACTION** through our programs that encourage continuous improvement, while elevating and rewarding **LEADERSHIP** determined through a rigorous independent verification process to inspire the rest of the industry to change. Through this process we are building a **CULTURE** of sustainability in science that is fundamentally and permanently transforming the science **COMMUNITY** into a global leader on sustainability.

## My Green Lab Theory of Change





# Market Potential

The worldwide scientific research sector is vast and growing. By 2022 the global life science industry is expected to reach 1.5 trillion. The COVID-19 pandemic has led to a massive disruption in research as campuses were closed and all but essential experiments were halted; but it has also led to a spike in research funding supported by a compelling argument to sustain and increase funding over the long-term. The massive economic impact of the life science industry is unfortunately matched by an outsized environmental impact, which will also continue to grow if the industry does not rapidly change. There are millions of laboratories around the world, and each typically uses five to ten times more energy per square meter than office buildings. In 2015, the global pharmaceutical industry had a carbon emission intensity 55% higher than the automotive industry. In addition, the 2019 climate footprint of health care (hospitals and laboratories) was 4.4% of total global emissions, or 2 gigatons of carbon dioxide equivalent, which is the same annual greenhouse gas emissions as 514 coal-fired power plants.

Comparatively little research has been directed towards the sprawling scientific supply chain. The global laboratory supplies market size was valued at \$30 billion in 2019. The significant environmental impact from this supply chain is commensurate with the size of the overall industry, which is booming in support of the global response to COVID-19. While more research must be done to quantify the comprehensive carbon impact of the supply chain, an investigation of 20,500 institutions conducted by researchers at the University of Exeter determined that they collectively dispose of roughly 5.5 million metric tons of laboratory plastic waste annually, equaling approximately 2% of global plastic production.

While sustainability is a growing focus of the science industry and more universities and companies are announcing bold zero carbon initiatives, little has been done to address impacts of research: the operation of laboratories themselves, and their product supply chain. My Green Lab's flagship programs, Green Lab Certification and the ACT Label for Laboratory products are designed to address the critical issues that so far have not been prioritized. In summary, the industry is ripe for change and ready for the solutions My Green Lab has to offer.





my green lab.

# PROGRAMS

My Green Lab offers a suite of leading-edge programs to engage everyone from students and researchers, to laboratories, major institutions, and corporations in an effort to fundamentally and permanently improve the environmental performance of scientific research.

## Certification



my green lab  
certification.

### Green Lab Certification

International 'gold standard' for laboratory sustainability best practices.

## ACT.

### The ACT Label

The world's premier eco-label for laboratory products that ensures Accountability, Consistency and Transparency in order to enable sustainable laboratory procurement.

## Advocacy & Education



freezer  
challenge

### Freezer Challenge

International competition to encourage cold storage best practices.



### My Green Lab Ambassadors

Global community of green lab enthusiasts that have been educated and empowered to bring green lab principles into their work and research.



### My Green Lab Accredited Professionals

The first credential of its kind developed to offer scientists an opportunity to grow their knowledge and demonstrate their expertise in lab sustainability.

## Research



green chemistry.

### Green Chemistry

Education on the selection of less hazardous, more benign chemicals.



CEEL

### CEEL

A research think tank to evaluate the energy usage in labs and create standard and incentives for resource efficient equipment.



## Programs

My Green Lab's programs taken together are a self-reinforcing interconnected ecosystem that work together at both ends of the market from labs to supply chains to transform the Science industry.

To illustrate this, imagine a scientist first learning about **My Green Lab** through participation in the **International Laboratory Freezer Challenge**. Winning this challenge inspires them to become a **My Green Lab Ambassador**. Through their participation in that network, they learn about and become a **My Green Lab Accredited Professional** and encourage their lab to pursue **Green Lab Certification**. Green Lab Certification raises awareness about the 12 principles of **Green Chemistry** and encourages their institution's procurement department to preferentially purchase **ACT Label** products. As the lab is researching the purchase of more energy efficient equipment, like high-energy consuming Ultra Low Temperature (ULT) Freezers, they release on testing standards developed by My Green Lab through the **Center for Energy Efficient Labs (CEEL)**.

Over time more labs at this institution learn about My Green Lab programs and the participation in Green Lab certification grows until it is integrated into the policies and on boarding process for any new researchers. In this way, My Green Lab's programs build a culture of sustainability.





# 3 YEAR STRATEGIC PLAN GOALS

## 01

### Drive awareness of sustainability across the scientific community

Broadcast My Green Lab's mission across the science community through an effective digital, print, and on the ground marketing campaign.

- Engage 250,000 individuals through our website and social media (Including Website Unique Visitors, LinkedIn and Twitter followers)
- Grow the Ambassador program to 2,000 participants in 40 countries
- Engage 2,500 labs through the Freezer Challenge
- Grow our newsletter reach to 50,000 people while maintaining a 15% or greater open rate

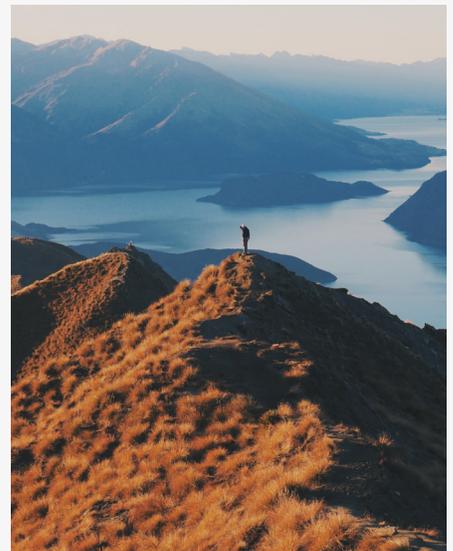


## 02

### Establish the global standard for green labs and products

Foster green labs at most top-tier research universities, major biotech/pharmaceutical companies and influential research institutions, globally.

- Certify one or more labs at 10 of the top 15 biotech/ pharmaceutical companies and 100 R1 or R2 universities or international equivalent
- Enable sustainable lab procurement by having ACT Labels from at 2 manufacturers in 20 high impact product categories



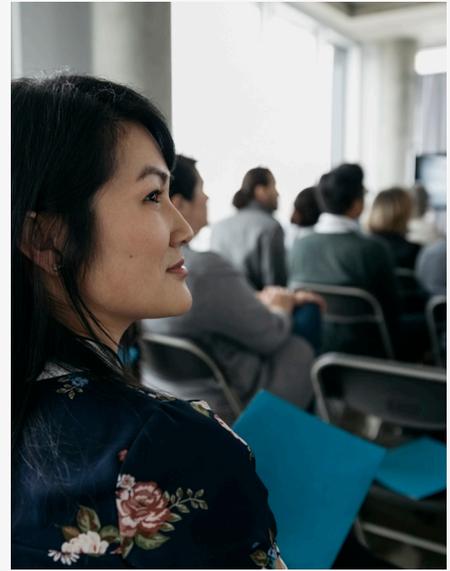


## 03

### Become the online hub for green lab information

Establish My Green Lab as the global resource for tools and information on lab sustainability.

- Accredit 250 professionals through the Green Lab AP Program
- Establish a leadership cohort of 50 academic and corporate sustainability leaders in science to facilitate peer-to-peer learning and uptake of My Green Lab's programs
- Host the world's premier green lab conference online each year that engages 750 attendees annually



## 04

### Continuously innovate & improve our standards & programs

Revise and update MGL standards through a robust stakeholder engagement process to ensure they represent the leading thinking in the industry.

- Align My Green Lab's programs with organizational and corporate sustainability goals
- Revise and update ACT and Green Lab certification to comply with international best practice for consensus-based voluntary standards
- Ensure My Green Lab is written into funding mechanisms for laboratory research in the US and Canada, UK and Europe



## 05

### Measure and evaluate our impact

Measure the overall the environmental impact of science, as well as the current and potential impact of our programs to ensure continuous improvement.

- Regularly assess the overall carbon impact of the science industry
- Quantify the environmental impact of our programs through case studies and annual reports
- Ensure MGL programs are key factors in Environmental Social and Governance (ESG) evaluations of companies and Institutions

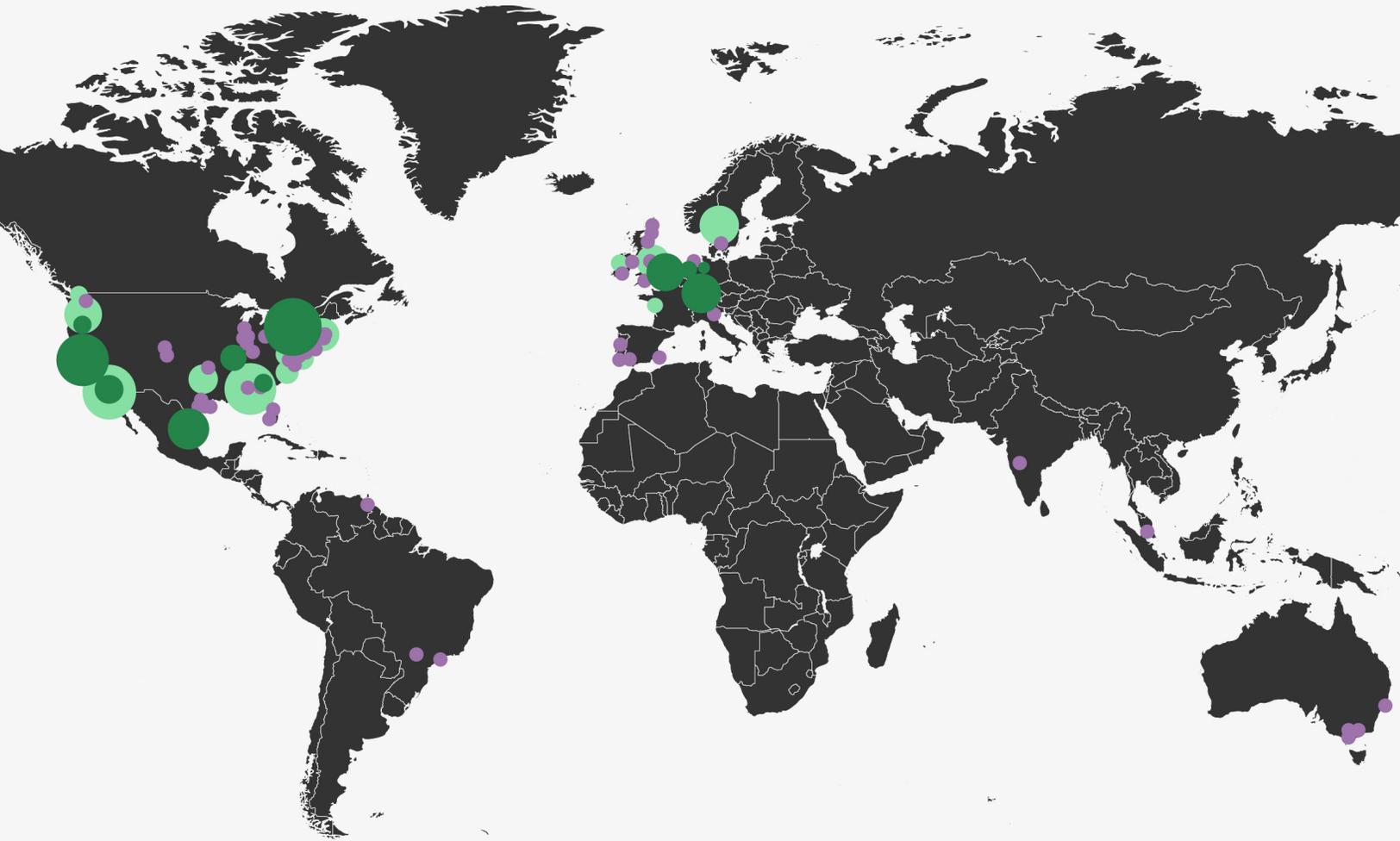




# International Growth

My Green Lab's reach already spans the globe, with nearly 500 green labs in 11 countries and nearly 500 ACT labels manufactured in North America and Europe. The My Green Lab Ambassador Network covers an even broader territory, with over 300 ambassadors from 21 countries. Given the global reach of scientific research, My Green Lab's growth potential internationally is significant.

## A Global Movement



### Green Lab Certifications

- 1-3 CERTIFIED LABS
- 4-6 CERTIFIED LABS
- 7-10 CERTIFIED LABS
- 23-25 CERTIFIED LABS

### ACT Labels

- 1-3 LABELS
- 4-6 LABELS
- 7-39 LABELS
- 57-106 LABELS

### My Green Lab Ambassadors

- AMBASSADORS



# Measurement and Evaluation

The overall environmental impact of the science industry has still not been clearly quantified, so My Green Lab will continue to produce original research and scholarship on the impact of science as well as the potential for our programs to create change.

Further, My Green Lab will adopt a data-driven approach to measuring the organization's impact as we scale. In 2020, the organization implemented business processes and systems to track our programs, our customers, and to evaluate our impacts. These systems will be further developed to quantify the environmental benefit of our programs, and our impact will be published in an annual report.

My Green Lab will regularly survey our stakeholders and partners as well as seek independent impact evaluation. The results from impact evaluations and stakeholder feedback will be used to update our programs and strategy to ensure that we are using our scarce resources to achieve the greatest impact.

Therefore, this three-year strategic plan should be seen as an evolving document that will be reviewed on an annual basis and modified to address shortcomings, meet market demands, and seize opportunities for the organization to better achieve our mission.



