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RCLG leadership change at Montreal meeting

After four years at the helm of the Responsible Care Leadership Group, Dow Corning's Peter Cartwright has handed over the chairmanship to Hans-Jürgen Korte, Senior Corporate Government & Public Affairs Manager with Solvay.

The transition took place at the most recent RCLG meeting hosted by the Chemistry Industry Association of Canada (CIAC) in early November when around 40 participants from Asia, Europe and the Americas gathered in Montreal.

Reporting on his tenure to the ICCA Board at their recent meeting in Munich, Germany, Peter highlighted:

Growth to four new regions: Over the past four years, Responsible Care has expanded to the Arabian Gulf, Ukraine, Sri Lanka and Myanmar. It is hoped future expansion will include Ghana, Egypt, Kenya and Viet Nam in the coming years.
Enhanced company involvement There are currently 166 corporate signatories to the Global Charter. The RCLG itself now includes representatives from 17 global companies.

Close cooperation with CP&H The RCLG and CP&H LG have developed strong collaboration on product stewardship, Global Product Strategy (GPS) implementation and ICCA contributions to UNEP's SAICM program. RCLG generates the data required to report ICCA progress on SAICM; three annual reports have been completed to date.

Robust capacity building program Since 2009, 36 countries have received ICCA support for Responsible Care and GPS implementation in the form of expertise and modest funding. The program has led to regional advances in best practices and positive progress against Global Charter commitments.

Enhanced RC governance at association and company levels Currently 40 out of 57 member associations are making good progress; several are targeted for support and further dialogue.

Bob Masterson, CIAC vp Responsible Care, highlighted RCLG's major contribution to the OECD Process Safety Guidance and says 2014 will be the first time the Canadian association integrates this new approach into its site evaluations.

FUTURE PRIORITIES

At the Munich ICCA meeting, Hans-Jürgen Korte looked at future priorities and the outlook for 2014 and beyond, highlighting the following plans to Board members:



The new chairman Solvay's Hans-Jürgen Korte (left) with Debra Phillips, RCLG secretariat and head of Responsible Care at ACC, with outgoing chair Peter Cartwright

Dialogue and cooperation with UNEP RCLG and the CP&H LG will continue to strengthen industry's commitment to the UNEP program, to reinforce collaboration under the current MoU and promote further joint work. ICCA expects to use the flagship project in Africa (see p5) to identify overlaps of UNEP/ICCA programs, to merge, streamline and update programs and toolkits and harmonize related communications.

Update of Responsible Care Global Charter The workgroup comprised of RCLG, CP&H LG and CWG members has been urged to simplify the Charter and its message for its public stakeholder audience, ensure clear integration of the GPS and integrate core Responsible Care issues.
Responsible Care Leadership in China Uptake of Responsible Care by local industry in China remains a priority (see p6).
Responsible Care Leadership in India ICCA has provided association-to-association help and steps have been taken to accelerate the initiative (p7).
Responsible Care Future Growth The RCLG continue strategic discussions to evaluate further opportunities for broadening the geographic coverage and reach of Responsible Care.

Process Safety A globally-representative working group is leading efforts to develop a globally accepted process safety metric which could be the basis of common international reporting. Eleven multinational companies and eight associations are participating in this work (p3). Vice chair of the RCLG Okanito Okano told Montreal delegates that the RCLG report was well received by the ICCA Board, adding that Peter was commended for his efforts over the past several years and was congratulated together with Hans-Jürgen for the smooth transfer □

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Spanish anniversary and certification celebrations

FEIQUE has launched its 2013 Corporate Social Responsibility Report including Responsible Care® Indicators of Performance and key achievements of the Spanish RC program. Presentation of the report ran parallel to a special event celebrating the 20th anniversary of Responsible Care in Spain.

Minister of Industry Mr Jose Manuel Soria inaugurated the anniversary celebrations at the Spanish Ministry of Industry, Energy and Tourism in Madrid and congratulated FEIQUE on its involvement in the global voluntary initiative dating back to 1993. The conference also provided a platform to highlight the new external Responsible Care Certification Scheme developed by the association and endorsed by the national Spanish accreditation body ENAC.

The Director General of ENAC congratulated FEIQUE and the chemical sector as a whole, noting the scheme will help to increase stakeholders' trust and confidence in the industry. A pilot verification project at three chemical sites has enjoyed enthusiastic feedback from participating companies. The comprehensive RC Technical Standard covers all the industrial activities of the chemical industry through the supply chain and logistics, and is based on the RC Management Framework issued by Cefic in 2005 for third party certification of Responsible Care. The association worked closely with ENAC to develop the accreditation procedure which is based mainly on ISO 17021 plus other RC requirements. During 2014 FEIQUE will focus on the process to obtain mutual recognition for its scheme from other associations using third party RC certification.



Top photo shows FEIQUE president Mr Luis Serrano (left) with the Minister of Industry Mr Jose Manuel Soria and FEIQUE Director General Fernando Galbis. Above, Mr Serrano is welcomed by the minister



IN BRIEF:

Library Project Moves Ahead

The American Chemistry Council (ACC) has stepped in to offer the RCLG an online 'library' resource via its own member website. The move has enabled the project, initiated late 2012, to move ahead. The one-stop shop for RCLG members is being designed to be user friendly, easy to access and download materials. These materials, covering a wide range of relevant RC topics, are being gathered from associations worldwide for uploading to the site. The aim is to help our network of members make better use of existing materials and tools thus saving time and effort in developing them from scratch – especially important for less well-resourced associations and for new or potential members. Delegates were given a preview of progress at the Montreal meeting including a tour of the site which is still being refined before its official launch. If you need further details contact [Katie Gissendanner](#) or [Debbie Jackson](#)

Responsible Care Performance Measures

In a review of the 2011 performance of RCLG associations against the eight Fundamental Features, Bradford Johnson said some excellent progress had been made since 2008, highlighting in particular the 19% improvement in the number of associations that have adopted external or third party verification procedures for Responsible Care – now standing at 53%. An action plan will enable RCLG to follow up with struggling associations. Of our 57 members, the assessment shows that the vast majority (40) fall into the 'In good standing' bracket; there are 6 'non reporters' for the 2012-13 reporting year; 4 are deemed to be 'lagging behind' a further 4 are 'persistent non reporters' and 1 association is 'exceeding milestones'.

DIARY DATES The RCLG's next meeting will be hosted by the American Chemistry Council following its annual Responsible Care conference 4-7 May in Miami, FL. The RCLG dates are 7-8 May 2014. Venue for the main annual event is London, UK from 20-22 October, 2014, hosted by the Chemical Industries Association. The CIA will hold its Responsible Care workshop on 23 October. The RCLG event kicks off on the Monday following the annual Cefic meeting in Paris at the end of the previous week, making it easier for those travelling from distant locations to combine the events.

KEN TSANG AWARD Earlier this year, Ken Tsang was presented with the Chemistry Industry Association of Canada Responsible Care Merit Award. Ken is currently China Advisor for the RCLG, and from 2008 to 2012 he was Senior Advisor, Responsible Care for the Association of International Chemical Manufacturers in Hong Kong. Ken retired from his position as Asia Pacific Environment, Health and Safety Manager at Dow Chemical in Fort Saskatchewan in 2008, where he was an active and long-standing proponent of Responsible Care. Photo shows Ken with CIAC president Richard Paton in the background.



SPICING UP RESPONSIBLE CARE IN EUROPE

More than 80 people took part in the first-ever joint Responsible Care® and SPiCE³ conference in Amsterdam. The early-December event saw the launch of a new website for SPiCE³ – the Sectoral Platform in Chemicals for Energy Efficiency Excellence. Industry, governments and media were represented at the event which featured high level speakers including the Dutch State Secretary for Infrastructure and the Environment Wilma Mansveld (centre of top photo) and Bas Eickhout, Green MEP Groenlinks (bottom photo). The two-day event provided participants with fertile ground for exchanging latest perspectives and best practice in energy and environment management all across Europe.

Numerous presentations, good practice showcases and interactive sessions culminated with launch of the SPiCE³ website – the largest ever multilingual online platform to enable energy efficiency efforts to flourish from the bottom up. Available in 12 languages, this online platform sets out to bring SME activities to a whole new level. SMEs account for 30% of sales and 37% of jobs in the industry, and energy accounts for as much as 25% of total production costs for chemical SMEs, noted Cefic's Sjoerd Looijs, head of Responsible Care.

The case for SPiCE³

Only 27% of Europe's chemical SMEs have energy efficiency measures in place, a considerably lower percentage than large producers.

SPiCE³ aims to help SMEs realise an estimated further energy efficiency improvement potential of 10-15%. Started in April 2013, the SPiCE³ project brings together a broad range of chemical industry and energy expertise, with partners representing national chemical associations from 13 European countries and from the European level via Cefic, as well as expert organisations in energy efficiency and online communications.



SPiCE³ is co-funded by the European Commission's Intelligent Energy Europe program. To learn more, visit www.spice3.eu.

New chair to take on a raft of challenges



To make Responsible Care known to industry and public stakeholders; to improve the public image of the chemical industry; to build public confidence in the industry: these are the personal challenges that Hans-Jürgen Korte, who became the new RCLG Chair at the Montreal meeting, has taken on.

Particularly challenging issues for the

RCLG, says Hans, Senior Corporate Government & Public Affairs Manager at Solvay, are building Responsible Care in China and Africa, and revitalizing the program in India.

In Africa, RCLG is implementing an ICCA–UNEP memorandum of understanding to jointly foster more responsible handling and transporting of chemicals in Ghana and Kenya (see page 5).

Additional RCLG priorities are updating the Responsible Care Global Charter, broadening the geographic reach of Responsible Care and leading a process to develop a globally accepted process safety metric.

The new chairman was impressed with the turnout for the Montreal meeting, and with the different experiences and cultures participants brought to the table. He aims to encourage similarly high participation at future face-to-face meetings and conference calls. The chair's role is to implement the ICCA's mandate, he says. He or she must be flexible and pragmatic; have a sense of where action can be taken and where it should be postponed; keep the board and management committee informed; and convey messages in line with their outlook.

DEVELOPING A HARMONIZED PROCESS SAFETY METRIC

The Process Safety Taskforce is charged with developing a harmonized process safety metric (PSM) for the chemical industry, to be in place by 2015. ACC's Bradford Johnson notes that harmonization of the SVHC list (substances of very high concern) offers a real opportunity for the taskforce. Key features—such as environmental costs and definitions of laboratory, pilot plant and warehouse—have been addressed. Still under consideration are such issues as whether a severity index should be mandatory or recommended. The Process Safety Taskforce is focusing on Tier 1 (severe) and Tier 2 (less severe) events.

The Japan Chemical Industry Association (JCIA) believes that not only collecting data on process safety incidents but also sharing information on causes and countermeasures against them is important to prevention. The JCIA also believes that, while the current PSM has been well designed to collect precise information about incidents, its detailed categorization may not be workable for SMEs and associations in emerging economies. At the Montreal meeting it was generally agreed that the metric could be simplified but should still be detailed enough to be credible. It was also emphasized that the taskforce should be extremely clear in its final recommendation in April 2014, and it was urged to develop a value statement along with guidance.

Winning community trust proves key to successful industrial risk panel

The years between 1975 and 1985 were not a good time for the reputation of the chemical industry in Canada and internationally. The discovery of buried toxic wastes under the Love Canal neighbourhood in Niagara Falls, New York (mid 1970s), a train derailment releasing fireballs and a chlorine cloud in Mississauga, west of Toronto (1979), and the Bhopal plant disaster in India (1984) all played a role in the birth of Responsible Care® in Canada. Chemical companies here realised the need not only to do the right thing but to be seen to do the right thing. This responsibility included the development of an engaging and transparent dialogue with the public, particularly plant communities.

As luncheon speaker at the RCLG meeting in Montreal, Jean Carpentier told how his company, Pétromont, along with Basell, Dow and Chronos—all members of the Chemistry Industry Association of Canada (CIAC)—developed a dialogue with their neighbours in the Montreal suburb of Varennes. In the early 1990s, to initiate a relationship with the people of Varennes, representatives of these companies met with city officials, made door-to-door visits, held open houses at their plants and participated in community events. Building on these contacts and working with members of the Varennes Industrial Association, the companies established a Community Advisory Panel. Typical CAP meeting agendas included such items as Responsible Care as a way of life, operations, emissions and reduction program and report, operational safety.

“By our actions and gestures,” said Jean, “we demonstrated that our approach was sincere and transparent.” The resulting mutual confidence between industry and community enabled the establishment in 1998 of the CMMI (Comité Mixte Municipal Industriel / Joint Municipal Industry Committee). He described the CMMI as a collaborative and highly effective partnership for the analysis, prevention, intervention and communication of major industrial risks in Varennes. Membership includes: risk generators in Varennes; gov-

ernment representatives (municipal, provincial and federal); citizens; and city and industry co-presidents. The CMMI, said Jean, might be seen as an enhanced version of the LEPC (Local Emergency Planning Committee) process in the USA.

He describes the overall objective of the CMMI as being to create a sense of belonging to the emergency preparedness process by communicating to the population the risks present in their community; by establishing a climate of trust that companies operate in a sustainable way; and that, in the event of a major industrial accident, the company, its neighbours, the city, the authorities and the citizens are engaged and know what to do, in a concerted way.

Public Meetings

The existence of the CMMI is well and frequently communicated through various print media. It is also featured on YouTube and a number of websites. Public meetings are held every three years, with attendance ranging from 150 to 500. These events feature information booths with first responders and other experts in attendance as well as presentations by public security officials, a public health official, representatives from the Department of the Environment and the Insurance Bureau of Canada, and the CMMI co-presidents.

After the public meetings, a simulation of a major industrial accident checks if the key messages provided through documents, reminders and the public meeting have been understood and put into practice. The simulation takes place in a representative area of the municipality, one that includes seniors' residences, family houses, daycare centres, schools and parks.

Now, in addition to CIAC Responsible Care companies, other local risk generators, industrial and institutional, have joined the CMMI. But the principles of Responsible Care continue to guide CMMI activities and the establishment of a public safety culture.

Jean noted that CMMI was honoured by two merits awarded by the Quebec Civil Security Minister, in 2005 and 2008, and a merit awarded by the Union des municipalités du Québec in 2005.

CIAC's Bob Masterson observed that, once a company starts communicating risks, it tends to make investments to reduce those risks.

He added that the Varennes CMMI is a best practice.

In Quebec, all CIAC members have to establish a CMMI or something similar. Jean noted that, in some communities, mayors have the attitude that “what we don't know won't hurt us”; the provincial government has been reluctant to make the CMMI mandatory for economic reasons.

Pétromont Closure

Pétromont, created in 1980 and in recent years a joint venture between Dow Chemical and the Government of Quebec, ceased operations in 2008 due to the Canadian dollar's upsurge and high feedstock prices which made the plant uneconomic. The olefin and polyolefin plant was disassembled in 2012. Louis Rail, president of the company, emphasised that Pétromont will remain in Responsible Care until completion of effective land reclamation. Many local people were sorry to see the company go, especially since many of its former employees live in Varennes.

Closer links with OPCW

A meeting at the Cefic offices in September between ICCA and the OPCW Technical Secretariat clearly demonstrated the organizations' ongoing intention to work collaboratively and in partnership. Discussions touched on four main themes: chemical safety and chemical security, industry verification, outreach and awareness-raising, and science and technology.

OPCW, which sent a representative to the RCLG meeting in Goa in 2012, is looking at involving industry representatives in regional meetings of national authorities, and ICCA will explore OPCW's participation in relevant outreach events such as those organized with UNEP.

Industry will look at better communication of CWC-related information in ICCA materials such as the “ICCA regulatory Toolbox: guidance on the introduction or revision of legislation on chemicals management for developing countries”. As well, it will look at including information on chemicals scheduled under the CWC in the context of the “Chemical Information Search” on the GPS portal.

ICCA will consider staging a workshop with representatives of plant sites which have been inspected under the CWC with a view to sharing these experiences. OPCW will look at the possibility of developing an e-module for the chemical industry including information on inspections. The parties also discussed closer collaboration with the OPCW Science Policy Adviser in relation to developments in science and technology that might be relevant to CWC implementation.



Partnership with UNEP targets safer chemicals management in Africa

In temperatures of around 40°C stevedores unload bulk and containerised chemicals, without always knowing what they are and how to safely manage the associated risk. Labels on containers of dangerous goods are often wrong or do not comply with the UN and International Maritime Organisation Dangerous Goods System. Others are misused and safety data sheets are often in a foreign language. Consignments, including explosives and cyanide, are trucked long distances into neighbouring countries on unroadworthy and overloaded vehicles, without the support of an effective 24/7 emergency response capability. Responsibility is divided and avoided while enforcement is commonly resolved with a 'donation'.

In response to requests for improving methods for safeguarding people and the environment, the UN Environment Programme (UNEP) and ICCA are collaborating on a capacity building project in Africa. Initially targeting the two key ports of Mombasa in Kenya and Tema in Ghana, the initiative seeks to raise awareness of world class chemical management policies and practices in a coordinated and comprehensive program targeting government, port management, dock workers and transport contractors. This project is the first major ICCA commitment under the UNEP/ICCA Memorandum of Understanding signed in 2010 to facilitate safe chemicals management in emerging economies. The initiative ranges from encouraging governments to implement the long-running UNEP Awareness and Preparedness for Emergencies at Local Level (APELL)

program to onsite training of port management in basic chemicals handling, and looking at major risk hotspots along the countries' transport routes.

In Ghana and Kenya, the government is being encouraged to implement and enforce global performance standards, specifically the Globally Harmonised System for Classification and Labelling of Chemicals (GHS), together with the UN Dangerous Goods (DG) Model Regulations and APELL to provide the necessary foundation for safely managing chemicals throughout the logistics chain.

"Africa needs our help to overcome serious deficiencies in chemical management"

The joint UNEP-ICCA project advocates government action to finalise assessment of collective needs and solutions including information required to provide a practical and cost-effective response in both countries, together with their neighbours. This will help provide a template for further joint capacity building ventures in Africa.

A major challenge is to encourage the subsequent enforcement of new chemical performance standards. The most likely candidates are port management in both countries, which have the ability to ensure:

- Incoming shipments comply with international requirements (or they are not landed)
- Employees are competent to carry out their roles
- Transport contractors with sub-standard equipment and/or practices are denied entry
- Co-ordination of the up-skilling of existing



national and site emergency response organisations.

ICCA, represented by the Chemical Policy and Health and the Responsible Care® Leadership Groups, is advocating the urgent rationalisation of confusing and overlapping chemical safety initiatives into a single, comprehensive and branded capacity building 'tool box', ideally delivered through a local chemical association.

ICCA representative, New Zealand's Barry Dyer, notes: "Africa needs our help to overcome serious deficiencies in chemical management, which is costing lives and damaging our increasingly vulnerable environment.

"A revamped and cost-effective 'tool box' of proven, safe chemical management policies and model regulations, and targeted, world-class training will enable and hopefully encourage widespread compliance and enforcement. We are confident our collective efforts will inspire Ghana, Kenya and their geographical neighbours to obtain maximum value from this important ground-breaking project", he says.

The establishment of a local chemical association able to host chemical safety capacity building is vital to success. Engaging the established and far-sighted UNIDO National Cleaner Production Centre in Sri Lanka (which benefits from UNEP and RCLG support) resulted in the new Lanka Responsible Care Council (LRCC) accepting responsibility for leading local, cost-effective safe chemical management endeavours. This collaboration builds on existing efforts and maximizes the use of resources. NCPC organisations in Kenya and Ghana, two of several centres throughout Africa, are participating in the UNEP/ICCA project.

Other African countries observing the progression of the project will likely seek assistance, putting limited UNEP/ICCA resources under increasing pressure. Nevertheless, Barry is optimistic that more ICCA associations and member companies will welcome opportunities to contribute to RCLG capacity building. "Maximising contributions to capacity building from within ICCA will help ensure the required expertise is provided, attracting new RCLG member associations and ensuring best use of collective resources", Barry said.

An article on the project 'Promoting Chemical Safety Management in the African Region' is on the [ICCA website](#).



Participants at a workshop in Ghana and (top) containers in a secure area at the port of Tema

Winning ways at Wanhua

Yifeng Chen from China's Wanhua Chemical Group Co Ltd gave a comprehensive overview of his company's commitment to Responsible Care® which began in 2007. The ethic is applied to operations and 6,500 employees worldwide including activities in the US and Europe, where Wanhua recently acquired its first overseas production site in Hungarian firm BorsodChem. A key player in the global polyurethanes business, the company operates the world's largest MDI site at Ningbo Industrial Park and produces a range of petrochemicals and specialties.

Ranked top of the chemical sector in the Chinese Securities market, Wanhua's leadership culture is strongly supportive of the financial investment underway in areas like Responsible Care, corporate social responsibility (CSR) and sustainable development, notes Chen. Cost is 'not an issue' he adds. That leadership commitment also provides the driving force that enables every employee to be involved in implementation of the RC program which follows a codes-based approach addressing product stewardship, process safety, occupational health and safety, community awareness and emergency response, distribution and pollution prevention.

Wanhua's CSR program embraces a range of activities from providing scholarships and essential materials for students in deprived areas to support for the elderly; from clean-up projects and the promotion of safety awareness in local communities, to earthquake disaster relief. The company has earned itself external recognition as a leading employer from both the authorities and customers.

A policy of 'no injuries, no accidents and no emissions' with signs posted around its chemical sites reinforces the goal zero approach. In 2003, when the new MDI plant was built in Ningbo, the company addressed local residents' concerns about phosgene hazards by inviting community representatives to visit the main plant. They were shown, for example, how wastewater is totally cleaned after the treatment process, and were reassured to see thriving plants, birds and insect life on site. More recently in 2010, over 100 representatives of Yantai residents were invited to visit Ningbo to see for themselves the emphasis on the environment, health and safety (see photo). In 2013, the company's expertise in

dealing with PU raw materials led to it working on the safe disposal of abandoned phosgene cylinders in Yanbian, probably left from WWII. In May, 120 delegates from state owned enterprises and the State Administration of Work Safety visited Wanhua to experience and learn more about Wanhua RC practices.

Wanhua is also taking RC to distribution activities, implementing radical changes to how this crucial link in the supply chain is usually addressed and involving the development of a communication platform between carriers, the authorities and Wanhua. The provision of training and consulting to carriers covers basic road safety and aspects such as fatigue management, emergency drills and road risk assessment. In the case of liquid chlorine, for example, the company has established rest rooms and free meals for drivers along transport routes and visits carriers to discuss HSE and recognize good performance. Wanhua also enforces the simple measure of no overloading (a relatively common practice among carriers to save money) in its product transportations; this commitment alone is estimated to have added around US\$3.3 million to logistics costs.

Areas such as process safety involve a holistic approach from the first stage of process selection through basic plant design, operation, modification and eventual dismantling. Yifeng Chen noted that the checklist Wanhua uses involves over 360 points covering all aspects from the process itself, to equipment, pipelines, instruments, electrical, raw materials, HSE and operating procedures. All in all, an impressive snapshot of how one leading Chinese company has taken the Responsible Care ethic and made it an integral part of global operations.



JOINT EFFORTS IN CHINA

CPCIF (China Petroleum Chemical Industry Federation): Xu Housheng, Director of CPCIF's Department of Quality, Safety and Environmental Protection, told Montreal delegates that the organization is no longer a government department. Its new status means CPCIF has a major role to play and represents the voice of the chemical industry in China, with over 40 professional associations as members and industry coverage of about 70%. Since the meeting in Beijing earlier in 2013 (see last issue), CPCIF has continued to promote RC to its 300-plus members through workshops and other channels; one of the most recent – a Responsible Care Community Awareness site forum held in August – attracted 60 participants

and was supported with funding under the ICCA capacity building program. Xu Housheng notes that China's RC program still faces challenges, and most efforts still involve fairly basic health, safety and environment issues. The Chinese government is 'pushing hard' on safety and has a strict monitoring and auditing review process. CPCIF is working closely with members to successfully combine approaches and align with RCLG's work on safety.

AICM (Association of International Chemical Manufacturers): Michel Houmard, chairman of the AICM Responsible Care Committee (RCC), noted that membership increased during 2013 from 52 to 61 members. Highlights include an active workshop program which has continued throughout the year. Work on the successful Road Safety and Quality Assessment Scheme (RSQAS) continues, and an additional 30 logistic service providers were assessed during the year bringing

the total to over 170 including 2012. Process safety efforts in cooperation with SAWS (the government worker safety agency) involved 5-day training courses at an industrial park with follow-up work planned with each trainee. The plan is to extend these efforts to other parks.

FUTURE PLANS: Efforts to build a robust Responsible Care program in mainland China are set to continue as cooperation between key stakeholders increases, including coordination and active involvement on the part of CPCIF, AICM, the RCLG and the ICCA Board.

In outlining the way forward, Ken Tsang noted that the support of major Chinese state-owned enterprises (SOEs) for Responsible Care is essential, and CPCIF recently confirmed it is seeing positive signs of such support. AICM multinationals will provide corporate leadership for Chinese companies and ICCA's active input is also an important element.

Continues on next page

Making inroads into the vast Indian chemicals sector

The chemical sector in India is all about astronomical numbers. The US\$ 108 billion industry ranks sixth in the world and third in Asia. About 40,000 chemical manufacturing units employ 3.3 million people. The Indian Chemical Council (ICC) represents 80% of chemical industry turnover. When it comes to Responsible Care®, however, the ICC is punching below its weight. Only 109 of its 405 members are RC signatories, of whom less than half are seriously engaged in the program. The number of RC 'logo holders'—a process requiring a company to undergo a successful RC audit—is just 24.

To be sure, there are challenges to implementing the program in India. The vast majority of chemical companies are small scale. There is an acute shortage of managerial and technical expertise with most SMEs. Many industry CEOs are in a survival mindset; Responsible Care is not a priority or value for them. The Indian industry is diverse and fragmented, making communication of performance and reporting of key performance indicators difficult. The conglomerate structure of business in India means that chemical companies are often part of much larger entities and so have limited influence. In 2011, ICC signed a memorandum of understanding with ACC that aims to strengthen Responsible Care in India. Dan Roczniak, ACC point person and actively involved in the ICC efforts, presented the update on the situation of Responsible Care in India to the RCLG.

Efforts to strengthen the RC initiative include extending logo use for one year to all RC signatories whose chemical sites are certified to ISO14001 or RC14001 and OHSAS 18001 by recognized third-party auditors. Within this one-year period, the company should submit its sites for RC or RCMS audit. Some 40 companies are eligible under this scheme, and ICC's goal is to increase the number of RC audited/logo holding companies to 50 by next March and 100 by end 2014. Commenting on the situation, one delegate noted that

JOINT EFFORTS IN CHINA cont.

CPCIF is ensuring an increasingly visible presence at the RCLG level and has appointed a named contact who will become an active participant in regular conference calls and face to face meetings, building up to the federation's application for full ICCA membership. Plans are also underway to ensure ICCA Board Member and CEO outreach during March at the 2014 China Development Forum.

companies in India expect to have done everything to a high standard before being audited as opposed to seeing the audit as an educational tool, and very few SMEs are willing to be audited. He suggested an upfront assessment that identifies what has to be done and how to do it was needed.

Meanwhile, SMEs are being targeted for support: ICC decided in August 2013 to provide RC guidance, training and audits free of charge to small member companies; it has had a positive response from the companies approached about this initiative.

ICC is also working out an action plan to get data from RC companies on fatal accidents, near misses, etc.

Nine ICC companies, most of them multinationals, have launched a pilot project known as Nicer Globe, a transport incident mutual assistance program. In response to its poor safety record in transportation, three-day training programs for drivers carrying hazardous chemicals are held every month at BASF Mumbai under

Adding to the industry's challenges is the current development of a new national chemicals policy

the auspices of ICC. While this is a positive step, it can mean that local multinationals carry a disproportionate load in fostering Responsible Care in India.

These and other recent ICC actions are proof that there are many smaller projects underway to support Responsible Care, but there are concerns that there's not one big step forward.

Adding to the industry's challenges is the current development of a new national chemicals policy. Key industry organisations have had input, the GPS regulatory toolbox has been introduced, and some chemical companies are involved in the process but details are under wraps for now.

Future events include GPS workshops planned for January 2014 in Delhi and Gujarat.

Increased ISO activity complements Responsible Care

"There seems to be a lot more ISO activity on standards these days," said ACC's Dan Roczniak, who presented an update on developments at the International Organization for Standards and touched on the implications for Responsible Care.

The ISO has developed Annex SL as a common framework to facilitate the integration of multiple management systems into an organisation's systems. Any new or revised ISO management system is required to use the Annex SL framework as a starting point.

ISO is currently revising ISO 9001 (quality management) and ISO 14001 (environmental management), using Annex SL to improve compatibility of the two standards. In a review of ISO 14001, an ISO committee has considered over 1,300 comments from its member bodies. A Draft International Standard is expected around mid-2014. Many Responsible Care concepts were included in the proposed revisions.

In the occupational safety and health area, ISO has traditionally deferred to the International Labour Organization and not developed an Occupational Health and Safety management system standard. The Occupational Health and Safety Assessment Series (OHSAS 18001) has been the de facto international standard in this

area; it is used in over 140 countries. In 2013, a proposal from the British Standards Institute (BSI) to develop a new ISO OSH standard was approved by ISO's member bodies. The new standard, identified as ISO 45001, will replace OHSAS 18001 when it's adopted (expected approval in 2016). Representatives from over 70 standards bodies held their first meeting in London in late October and a committee draft will be issued in January.

In the USA, industry is very engaged in the development of the new occupational safety and health standard. The ACC is on the US technical advisory group. It is expected that labour unions will also be involved in the process, but it is not yet known what they will bring to the table. ISO 26000 is not a standard, but provides social responsibility guidance and includes references to Responsible Care.

There are plans to review the document with an eye to developing a standard for auditing purposes.

With the inclusion of RC concepts in new and revised ISO documents, will ISO standards simply crowd out Responsible Care? How do we ensure Responsible Care remains unique? It's important for industry representatives to join ISO committees so they can vote on issues related to new and revised standards.

America, Canada wave the Responsible Care® flag



"Responsible Care is not widely known by the public," said the American Chemistry Council's Jenny Heumann at the RCLG meeting in Montreal. "It was not designed as a broad communication tool."

She noted, how-

ever, that the ACC is communicating the program through member companies and on Capitol Hill. "We can't reach the broad public quickly on our budget," she said, "but are communicating with them over time." Meanwhile, a national panel has been urging the Chemistry Industry Association of Canada to promote Responsible Care to the public, on the principle that the industry must be seen to be doing the right thing. In both countries, the industry associations have undertaken new and major initiatives to put this principle into practice.

In Canada, under a new set of principles, CIAC members and partners are required to promote Responsible Care to the public by name. The central message, said communications director Sarah Mayes, is that Canada's chemistry industry is a global leader in sustainability, through its Responsible Care initiative. Among other publicity efforts, the CIAC website (www.canadianchemistry.ca) has been completely overhauled to put much greater focus on Responsible Care. The site is now much more dynamic, featuring fantastic stories of the program in action at the plant level and putting a human face on verifiers and verification. Responsible Care vice president Bob Masterson has a blog, and CIAC is quite active at planting good news stories on Twitter.

Rebranding as Responsible Care

CIAC's Reducing Emissions annual report, which has tracked emissions since the early 1990s, has been re-branded as the Responsible Care Report. As well, a number of member companies have developed their own advertising about the program, and CIAC has developed a general ad that members can adapt to publicize their own initiatives. There is some cost sharing of ads between CIAC and members.

CIAC has engaged with politicians of all parties, on Parliament Hill and through politicians touring member facilities. In the USA, the ACC (www.americanchemistry.com) marked its Responsible Care 25th anniversary by rolling out and publicising new codes for process and product safety (see last issue). In promoting the program "by the numbers," it cited such statistics as Responsible Care companies being five times safer than the US manufacturing sector as a whole and almost three times better than the business of chemistry overall. The Council uses such figures in advocacy communications with government. A key advocacy message is that the public can have confidence that safety is the core of how ACC company products are made, sold, delivered, used and disposed.

To get the advocacy message across to various stakeholder audiences, ACC has developed: a suite of communications tools and materials for members companies; value chain and consumer focused fact sheets; and a poster series that facilities can use. ACC promoted op-eds by member company leaders, but has found it a challenge to get them published. Additional initiatives included: newspaper ads targeting geographic areas of company facilities; an event on Capitol Hill on chemicals, consumer products and safety; value chain outreach.

A meeting participant said that the advocacy ads he had seen are not linking to products people would recognise. The ads should highlight actual chemicals used in products that people buy frequently, he said. Jenny agreed, saying that such messages were part of a longer term effort. Asked about polling, she said that ACC has done some testing around specific issues for specific audiences. "Polling is time consuming and costly," but it does yield "a lot of good information." Debra Phillips added that ACC is focusing now on key influencers rather than the entire public.

Asked about publicising Responsible Care in its next 25 years, Bob Masterson noted that CIAC has brought the sustainability concept into Responsible Care, "something we can use for the next 10 to 15 years." On ACC's next focus, Debra said that will be on product stewardship and the sustainability issue, while continuing its renewed emphasis on product and process safety, energy efficiency and waste minimisation.

BELOW: Peter Cartwright thanks Bob Masterson (centre) and Gilles Laurin for the Chemistry Industry Association of Canada's hosting of the Montreal RCLG meeting



Looking at "materiality" in sustainability management and reporting

The Global Reporting Initiative, the World Business Council for Sustainable Development and other stakeholders have called on the chemical industry to report in a more focused way on "material" topics. These are topics having a direct or indirect impact on an industry's ability to create, preserve or erode economic, environmental and social value for itself, its stakeholders and society at large. ICCA has convened a working group to draft a set of common "material" issues for the chemical industry. The group held its initial meeting in Frankfurt in October 2013 and plans to provide recommendations by February 2014.

Many materiality issues are very well addressed and reported on through Responsible Care. We need to avoid overlap and duplication, said Bob Masterson, and to ensure Responsible Care receives appropriate credit and visibility for its contribution to sustainability. The Sustainability Accounting Standards Board (SASB) "Materiality Model" provides a useful framework for chemical industry discussions, he said.

The SASB model defines the universe of materiality issues as: environmental capital; social capital; human capital; business model & innovation; and leadership & governance (see www.sasb.org for details). "In Canada," he said, "we are trying to make sure people see Responsible Care as the chemistry industry's way of being sustainable." Debra Phillips noted that the ACC went through the SASB model and tried to identify in what ways Responsible Care is already addressing materiality.

Recruiting and retaining association members in smaller economies

Living next door to the world's largest economy has for decades been both a huge opportunity and a major challenge for Canada. In the mid-20th century, the country was called a branch-plant economy, as much of its industry was made up of US company subsidiaries, with limited influence on corporate headquarters and no role in research and development. This situation still holds in much of Canadian industry and is reflected in the membership of the Chemistry Industry Association of Canada (CIAC). Very few CIAC member companies are headquartered in Canada; most are based in the USA or Europe. The companies in Canada have very limited discretionary budgets; decisions on association memberships and investment of fees rest with headquarters.

CIAC members headquartered outside Canada are, in general, already Responsible Care® companies in their "home" countries. They are also signatories of the CIAC version of the program, but report increased headquarter scrutiny and expectations for alignment between CIAC and company approaches to Responsible Care. Such expectations are making it difficult for the Canadian association to recruit and maintain new members. There are over 20 ACC members and several Global Charter signatories with operations in Canada who are not members of CIAC, as well as many other companies

with chemical resale operations. These companies often cite CIAC's inability to recognise alternative Responsible Care approaches, e.g. RC14000 certification as a barrier to joining the association. Vice president of Responsible Care Bob Masterson presented a simple choice facing CIAC:

- Potentially – a small and declining base of true believers in Responsible Care done our way and only our way OR
- Possibly – a moderate and growing membership of companies that have pledged commitment to Responsible Care but whose offshore HQ prefers alternative delivery approaches

The second scenario is not guaranteed, Bob conceded. But, speaking of Responsible Care companies operating in Canada but not CIAC members, he remarked, "We can guarantee that if we *don't* recognise RC14000, we won't get them into CIAC. We can't do one form of Responsible Care for all, but we can do reasonable accommodation." Referring to the forestry industry in Canada, which recognises three certification systems as equivalent, he added: "That experience has been very positive; Canada is now seen as the global leader in forest certification."

Canada has no intention of simply rubber stamping non-Canadian certification systems; gaps between RC14000 and RCMS will need to be addressed. There is no guarantee that a company doing Respon-

sible Care in the USA meets RCMS certification, Bob observed; there are companies that do Responsible Care well in the US but are very weak in Canada.

CIAC has established a taskforce that is looking into the opportunities for a more flexible approach to Canada's Responsible Care Management System (RCMS). Key decisions made to date:

- No membership tiers. Equal members with different pathways to being a member in good standing.
- To be successful, the "+" portion of an RCMS+ alternative must be kept to a very small number of additions.
- Those additions need to maintain: overall credibility of Responsible Care in Canada; the collective demonstration of industry due diligence; and/or equity across the membership.

The taskforce has also completed a comprehensive benchmarking of the Canadian and US systems, with ACC input, that demonstrated "very high alignment" between the two; there are differences but addressing the gaps should be doable. Complete analysis and recommendations were expected by year end, with consultation and CIAC board approval in early 2014.

In terms of Partner companies, CIAC offers a "Responsible Care minus" program tailored to their situation, and wants to broaden RC beyond chemical companies. Canada does have a strong chemical manufacturing sector, though in terms of Responsible Care, many enjoy a free ride: "We're going to meet their concerns (about recognizing alternative approaches to RC). We will see if that motivates them to join CIAC," said Bob.

KL hosts Egypt workshops

The Federation of Egyptian Industries' Environmental Compliance Office (FEI-ECO) held two workshops in December to begin development of a national Responsible Care program. The 60+ delegates attending the meeting included representatives of Egypt's chemical industry; government officials; academicians; NGO leaders; and the media.

Workshop 1 on 9-10 December was attended by FEI-ECO's professional staff and focused on developing the infrastructure to support an RC program including: review of national program models from Canada, Malaysia and the US; identifying and nurturing skill sets for managing the program; financing RC activities; establishing broad ownership of Responsible Care among member companies; and understanding roles and responsibilities of the federation vis-à-vis ICCA and the Global Charter.

Workshop 2 on 11-13 December brought together an additional 50 participants from various sectors of Egyptian society to hear about the national program examples; code development; roles of CEOs and Responsible Care contacts in the organization; logo use; etc. It also featured several opportunities for participants to meet in small groups to identify challenges and opportunities for RC in Egypt.

Due to the unsettled situation in Egypt, the meetings were held in Kuala Lumpur (taking advantage of historically strong ties between the two nations). Support for the workshop was pro-

vided by CRDF Global, a US-based organization which has been promoting chemical infrastructure security programs in the Middle East, and Southeast Asia. CRDF and FEI-ECO have been cooperating on several projects and development of a local Responsible Care program was viewed as a natural extension of its chemical security and safety programs. Leading the FEI-ECO efforts are Ahmed Kamal Abdel Monem, Executive Director of the Environmental Compliance Office at FEI and Adel Mohamed Taha, Chemical Sector Coordinator also of the Environmental Compliance Office.

FEI-ECO took a bold step in inviting a diverse group of Egyptian stakeholders to the meeting. Rather than just focus on industry development of the program, FEI-ECO determined that Responsible Care would have a better chance of success by starting its journey with representatives of the larger civil society at the table and contributing to the discussion. The presence of these people from outside the industry added significantly to the meeting's tenor and must be viewed as a success.

FEI-ECO will now begin the process of promoting the Responsible Care concept to its members and begin the development of certain program elements including codes. The organization has already begun the process of registering the RC logo in Egypt and hopes to have this complete by the end of 2014. ICCA will be hearing more from FEI-ECO over the coming months and there is a strong likelihood that an application will be brought to the RCLG meeting in London next October.