Social responsibility in the European chemical industry
“A sustainable world means working together to create prosperity for all.”

JACQUELINE NOVOGRATZ
founder and CEO of Acumen Fund

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ON OUR JOURNEY towards the sustainability of the chemical industry in Europe, we acknowledge that major challenges have to be overcome. We are determined to play a key role in ensuring that by 2050 over 9 billion people live well, within the resources of the planet. We will gear all our activities towards enabling a future where people have access to the necessities of a healthy life, to economic prosperity and to societal progress. This is our vision.

A business case for investing in people

Why then a manual about people? We know that most resources are limited, natural as well as human and skills resources, and that we have to use them responsibly. If Europe wants to stay competitive despite much higher labour and energy costs to operate than in many other competing regions, if Europe wants to innovate ahead of its main competitors in other regions and if Europe wants to keep attracting investments, then there is no other alternative than investing in education, training and social development of our people.

The region Europe does have one of the best skilled, most efficient workforce and the most demanding chemicals and environmental regulations in the world. Let’s take advantage of this situation. Our assets remain the quality of our products and the quality of the people producing them.

What are the critical elements that will make the difference with other sectors?
Do we attract the most talented people to our industry? Do we offer them the opportunity to master the best available technologies and most rewarding working conditions? Do we allow them to have a well-balanced working and private life scheme?

In this publication we present good practices that could be implemented, such as training, development and promotion, flexible work practices and recreational activities that promote the image of our industry and help recruit young professionals. At the same time, do we do enough to retain our older employees with all their expertise and life experience?

We believe in the future of the chemical industry in Europe and its capacity to create wealth and provide high quality jobs. A thriving and sustainable chemical industry is an essential solution provider to the many challenges facing society today and tomorrow. We know this is not something we can achieve alone. It is fundamental that we continue to work in partnership with appropriate stakeholders and the communities we live in, fully aware of the importance of culture and values of each organisation and the fact that there is no “one size fits all” approach in terms of social aspects of sustainability.

Partnerships along the value chain will be vital, as the European chemical industry will not be successful “in isolation”. Through strong partnerships along the complete value chain, with suppliers and downstream users as well as the final consumers, we will be able to encompass all aspects of social sustainability, such as safety of products, safety and hygiene, consumer information and human rights.
The demographic challenge

Europe is facing unprecedented demographic changes, such as an ageing population, low birth rates and migration. Never before has demographic change happened so quickly. Employers will soon have to recruit from a shrinking and diversified workforce due to the three factors just mentioned.

Despite a growing global population, the availability of skilled workers is actually shrinking, not only in advanced economies. Emerging regions, such as China and Russia, are also looking to attract the best talents for their fast growing economies.

In the European labour market, 2010 was the first year that saw more workers retiring than joining. While this labour gap was relatively manageable with 200,000 persons, it will be much more critical by 2030 when the number surges to 8.3 million persons.

By the end of this decade, other large economies such as Russia, Canada, South Korea and China will also have more people at retirement age than are entering the workforce. Other, younger countries stand to profit from those trends. One-third of India’s population is now under the age of 15.

With better health and longevity, lower birth rates, and the ageing of baby boomers, the world is seeing a major change in demographic trends. By 2050, two billion people will be aged 60 or over, a proportion that brings with it many implications for society. The Organisation for Economic Co-operation and Development (OECD) estimates that over the next 50 years, its member countries will see a steep increase in the share of elderly persons in the population, as well as a steep decline in their prime working-age populations. Those elements will have strong impact on public finances as well as competitiveness of the European chemical industry.

The educational challenge

There is a growing mismatch between the skills employers need and the talent available. An estimated 31% of employers worldwide had difficulties filling positions because of talent shortages in their markets, reported the 2010 Talent Shortage Survey from Manpower, an international employment agency.

The search for talent will become increasingly acute in certain sectors, especially areas requiring high skill levels and more education, such as chemicals and information technologies. Why can’t companies find the right talent despite the growing ranks of college-educated workers and the high unemployment in some of the best-educated markets? An important element might be the diversity and inadequacy of many educational systems to produce a sufficiently robust base of talent to meet these changing needs. Although educational access is growing worldwide, not enough students graduate with the skills desired by increasingly global employers.

In our favour we have scientific and educational excellence in Europe – assets which we in the chemical industry have to leverage. We have to convince students to embrace a scientific education and subsequently a career in the chemical industry with its diverse and rewarding jobs opportunities.

In times of crisis and demographic changes, investing in the education and skills of young people is more important than ever. It is equally important to keep our existing workforce armed with the latest technologies and fully aware of developments through life-long learning. Chemical companies have a vested interest in attracting and retaining highly educated and skilled employees, as they are an invaluable asset for an industry relying on long-term planning and decision-making, without forgetting their innovation potential!
Training and human resource policies and programmes should be geared to workers’ specific needs, with the employer recognizing that everyone, at every age, thinks and learns differently. Vocational training for several technical functions is also critical as the European chemical industry needs a wide range of talented people: not only chemists and chemical engineers, but also technical staff, life sciences experts, manufacturing specialists, logistics operators, just to mention a few.

Social dialogue among governments, employers and trade unions could greatly facilitate the adoption of effective measures to enhance the sector’s ability to attract and retain workers of all ages in a highly competitive demographic context. Such dialogue is crucial to ensuring that the measures adopted in this regard are well suited to the specific characteristics and needs of the industry.

How to reconcile working and private life

This publication aims to illustrate how industry’s focus on social sustainability has broadened beyond basic health and safety of its employees to include topics such as creating the right work-life balance, ensuring adequate skills matching and offering new opportunities for personal well-being both at work and outside it.

These soft facts, together with the hard facts such as highly attractive working and pay conditions, represent key elements of social sustainability at company and sectoral level. We support the industry-wide development and implementation of effective social policies in the firm belief that this offers our sector lasting benefits and opportunities. This manual also speaks about years of best practice sharing in occupational health and safety and similar programmes developed in our manufacturing facilities. It gives credit to a strong record in engaging with our social partners at European level in the context of the social dialogue.

Desperate for workers, many companies will become more accepting of diverse employees, particularly older workers and women. Women, an increasingly well-educated source of talent, have entered the workforce in ever greater numbers in recent decades. However, their talents are still often underutilized.

The talent market is increasingly global and mobile. Economic development and greater integration across markets in the past few decades have caused many talented people to explore career opportunities overseas. The employer will no longer define the workplace; rather, employees’ priorities and preferences will dictate what the future workplace will look like, particularly now that technology makes it easier than ever to design a variety of flexible arrangements.

Companies operating in aging societies will have to craft methods to engage or re-engage the experienced base of talent. Companies that fail to respond to this change and do not succeed in redefining their employee value proposition will fail to attract, retain or develop talent effectively.

Many industries will have to adjust either by bringing more of the youth population into its workforce or by retaining more workers from the older population segment.

THE MUST HAVES TO ATTRACT AND RETAIN PEOPLE

- **Lifelong learning** – companies encourage their employees to take advantage of training or classes, both for personal and professional learning and development.

- **Flexibility** – companies offer full-time and part-time jobs throughout their structure and employees can apply for jobs in different functions. Learning skills for a new career is encouraged. Internal mobility should also be encouraged.

- **Health** – companies are well aware of the unique concerns older workers may bring to the table but no matter the age of the employee, encourage them to become more aware of and attentive to their health.

More tools, methodologies and practical examples from our members as well as from key institutions can be found reading the following pages.
“The European Chemical Employers Group (ECEG) has worked closely with the trade union organisation IndustriAll on key projects ranging from skills anticipation and matching, education, training and lifelong learning to diversity and aging population strategies. From my perspective in the UK, I am convinced that our Future Forum network for young employees is not only helping broaden their skill-sets but also developing their capacity as industry ambassadors and giving them confidence in their outreach efforts.”

STEPHEN ELLIOTT
Chairman of ECEG, CIA Executive Director
IN RECENT YEARS various international organisations have developed guidelines to help companies, organizations and even governments improve their understanding and management of social sustainability. This chapter highlights some of these approaches, many of which are complementary or feature a number of common elements of social sustainability. They include voluntary, high level, overarching and cross-referenced guidelines as well as chemical industry activity. They can offer a useful frame of reference. Several chemical companies have already incorporated those guidelines in their own Code of conduct.

The UN Global Compact

Based on 10 principles (see www.unglobalcompact.org), the UN encourages Corporate Sustainability Leadership with 4 main axes:

- **Strategic social investment**, which addresses care of your most precious asset ie your employees
- **Partnerships and collective action**, encouraging companies to join forces with others to maximize expertise and knowledge
- **Stakeholder engagement**, including key external partners such as Trade Unions, NGOs and academia
- **Transparency and disclosure**, promoting openness as the basis of building trust and effective partnerships.

The UN Global Compact’s ten principles asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment and anti-corruption:

**Human Rights**
1. Businesses should support and respect the protection of internationally proclaimed human rights; and
2. make sure that they are not complicit in human rights abuses.

**Labour**
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. the elimination of all forms of forced and compulsory labour;
5. the effective abolition of child labour; and
6. the elimination of discrimination in respect of employment and occupation.

**Environment**
7. Businesses should support a precautionary approach to environmental challenges;
8. undertake initiatives to promote greater environmental responsibility; and
9. encourage the development and diffusion of environmentally friendly technologies.

**Anti-Corruption**
10. Businesses should work against corruption in all its forms, including extortion and bribery.
The European commitment with the Community Charter of Fundamental Social Rights of Workers

The Community Charter of Fundamental Social Rights for Workers, adopted in 1989, establishes the major principles on which the European labour law model is based. It contains “moral obligations” with the aim of guaranteeing social rights relating mainly to the labour market, vocational training, social protection, equal opportunities and health and safety at work. The Charter has been followed up by action programmes and specific legislative proposals.

Community Charter of Fundamental Social Rights of Workers covers:
- free movement of workers
- employment and remuneration
- improvement of working conditions
- social protection
- freedom of association and collective bargaining
- vocational training
- equal treatment for men and women
- information, consultation and participation of workers
- health protection and safety at the workplace
- protection of children, adolescents, elderly persons, and disabled persons.

“National authorities with responsibility for health and safety provide the framework for protecting people in the workplace and also in relation to broader public health impacts. But delivery of effective health and safety systems which address all of the risks and hazards in the most appropriate way has to be done by industry. Partnerships between regulators and sectors like the chemical industry are crucial to ensuring everything is in place.”

JUDITH HACKITT
Chair of the UK Health & Safety Executive (HSE)
Operating framework for industry

Monitoring and measuring

Most of the European chemical company is involved in sector-specific discussions with the Global Reporting Initiative, set up 15 years ago, and already report under GRI Guidelines (www.globalreporting.org).

GRI offers a 5-step process – Prepare, Connect, Define, Monitor and Report – as well as a Reporting Template.

Other more recently developed reporting approaches are being monitored and tested by industry including the Sustainability Accounting Standards Board (SASB) (www.sasb.org) which provides standards for use by publicly-listed corporations in the USA. SASB guidelines cover issues such as employee recruitment, development and retention, employee health and safety, ethical marketing, customer privacy etc.

Integrated Reporting (www.theiirc.org) is currently being piloted under the International Integrated Reporting Framework with a clear focus on “Social capital” (community engagement and impact from facilities, customer health and safety, marketing and social advertising, access to service, customer privacy, etc) and “Human capital” (diversity and equal opportunities, training and development, recruitment and retention, compensation and benefits, labour relations and union practices, employee health, safety and wellness, child and forced labour).

The UNEP/SETAC Guidelines for Social Life Cycle Assessment of Products (www.unep.fr/shared/publications/pdf/DTIx1164xPA-guidelines_sLCA.pdf) contributes to the full assessment of goods and services within the context of sustainable development.

Examples of Key Performance Indicators (KPI)

The Chemical Industry, and Cefic in particular, is currently working on the development of concrete quantitative KPI’s to cover the People dimension of sustainability, based on the different models and methodologies outlined here. However, this “far reaching” work is not yet finalized.

A concrete source of inspiration can also come from “The Workplace Wellness Alliance” (http://alliance.weforum.org/), launched by the World Economic Forum, which focuses on knowledge-sharing and developing and promoting the use of standardized metrics with the goal of achieving a global standard of wellness to enhance population health and workforce productivity.

The nature of our industry and its foundations in science means a number of GRI/ IIRC/SASB material issues for social aspects are already well-defined such as emissions reporting, occupational health and safety, and training and education.
Socially responsible innovation... SUSCHEM

In the context of the Innovation Union of EU President Jose Manuel Barroso – described as “more jobs, improved lives and a better society” – the European chemical industry developed SUSCHEM, the multi-stakeholder European Technology Platform for Sustainable Chemistry (www.suschem.org).

As part of its activities, SUSCHEM is currently designing a checklist for companies of social criteria and indicators governing product development (production phase) and use (consumption phase). These include issues such as health and safety, education, well-being and corporate social responsibility projects. SUSCHEM is designed not only for “internal” use but also seeks to engage our stakeholders to innovate and provide concrete solutions to key societal challenges. SUSCHEM also analyzed the needed business and personal skills to turn ideas into sustainable markets (see box).

The examples highlighted in this chapter offer a flavour of the broad scope of social sustainability. The following two chapters offer a more focused “To Do list” for companies, followed by a non-exhaustive collection of ideas based on what some companies are already doing. These are grouped into clusters for ease of reference:

- internal company actions;
- those involving the value chain;
- and finally those addressing broader aspects of social sustainability out in the local community or wider world.

“We are investing in tomorrow’s generation of chemical industry employees and customers by striving for high standards of science education and by ensuring it’s an attractive career option for today’s young people.”

UTZ TILLMANN
VCI’s director-general
Actions can involve creating a better working environment for employees through improving health and safety, support for career development and work-life balance, ensuring workforce diversification. They can address the role and status of a company within the local community and how to strengthen links with key stakeholders. Or actions can encompass philanthropic activities ranging from financial and volunteer support for local initiatives through to global campaigns with relevance outside the EU such as ending child labour.

Companies may start by implementing one or two measures or – with backing from senior management and employees – they may take on more ambitious projects as part of an overall sustainability strategy. Whether it’s a small step, a great leap or somewhere in between, these activities should be viewed as part of a journey.

In compiling this section we looked at many organizations’ success stories, borrowed heavily and repackaged in a continuation of the European chemical industry’s fine tradition of best practice sharing and mutual support.
The inner circle: company level activities

CARE AROUND-THE-CLOCK
- Effective monitoring and measuring of safety near-misses, incidents, accidents and occupational health – Regular communications on safety topics at work and off site (transport, at home)
- Dedicated safety teams and goal setting – Lectures and demonstrations from experts
- 3rd party audits by safety experts in the workplace – Safety training eg advanced driving lessons

FIT FOR PURPOSE / WORKING WELL
- Health awareness training and health promotion initiatives: Stop smoking/healthy eating/drugs & alcohol education campaigns
- Site-based health & fitness activities: free flu vaccination programme, cycling to work, dedicated relaxation areas
- Free regular health check ups – Subsidized sport membership – Stress management, burn-out prevention programmes and measures

ATTRACTIVE WORK CONDITIONS
- Code of Conduct & equal rights opportunities – Local recruitment policies where possible
- Innovative salary and compensation package – Flexibility in working conditions (eg flexible hours, job sharing) – Social climate monitoring and measures: strikes, absenteeism, presenteeism etc
- Strive for work-life balance and workforce diversity across all levels – Team-building activities – Introduce positive discrimination policies

AN ONGOING LEARNING PROCESS
- Assessment and monitoring system of training needs
- Career development objectives – Vocational training programmes
- Education and lifelong learning programmes across entire workforce – Tailor recruitment schemes to attract young people

ENVIRONMENTAL UPGRADE / BIODIVERSITY
- Introduce on site planted area/protected zone within the site
- Launch local biodiversity projects staffed by volunteers
- Include ecosystem value and biodiversity issues as part of the overall company business strategy

Linking up: engage the value chain

SAFETY FOR ALL
- Customer outreach with sharing of guidance and best practices – Collective (eg sector-based) information campaigns on safe use, handling, storage, disposal etc
- Regular education and training workshops for suppliers and downstream users
- Supplier and customer site audits – Collective emergency response system in cooperation with authorities

SUSTAINABLE SOURCING
- Questionnaire on suppliers’ sustainability policies – Ensure decent working conditions throughout the supply chain
- Preferred bidder status for sustainable suppliers – Use local suppliers when appropriate
- Carry out sustainability audits (individually or collectively) – Implement responsible sourcing and disposal practices covering all links in the value chain

“Training and life-long learning constitute the feedstock of innovative solutions”

KOEN LAENENS
Director Social Affairs, essenscia
CRADLE TO GRAVE: PRODUCT STEWARDSHIP
- Partnerships with customers and suppliers to identify potential hazards – Risk assessment for all products
- Adopt life cycle approach for all company activities and across portfolio – Proactively deal with difficult product related issues
- Work with value chain on closed loop approach for products and processes – Identify innovative end of life waste management systems

RESOURCE EFFICIENCY
- Form partnerships with customers and suppliers to identify resource efficiencies – Replicate successful examples of energy saving projects (eg from Cefic website)
- Incorporate service providers into resource efficiency measures – Take part in collective energy or resources saving projects
- Partner with local authority and external stakeholders on specific project eg divert waste heat to community

Chemistry in society: partners for good

WORKING TOGETHER
- Joint activities eg Responsible Care with Works Council/Trades Union
- Devise and implement structure for multi-stakeholder, multi-company efforts especially with union representatives (regional / national level)
- Participate in EU education and health initiatives – Participate in schemes that empower young people

FURTHER EDUCATION
- Enlist employees to assist chemistry teachers with demos – Take part in college career development sessions
- Bring chemistry students on site for talks and demonstrations – Where appropriate, organize use of company laboratories and facilities
- Fund school lab chemistry equipment – Fund a scholarship programme or university chair for promotion and development of sciences

ENRICH AT THE LOCAL LEVEL
- Organise volunteers for clean up campaigns of public areas eg park, river bank, woodland
- Provide funds and work on enhancement projects eg playground, picnic areas, litter bins – Identify and implement projects to support deprived areas
- Invest in Public Private Projects that improve the local community – Partner with local organisations (eg medical centre) offering financial and volunteer support – Link up with NGO to develop and maintain wildlife habitat “at large”

PHILANTHROPIC PARTNERSHIPS
- Provide a service or products as part of global health programme
- Take part in emergency response schemes for disaster relief
- Fund company employee(s) to educate health care workers in LDCs or other development projects
“The European Federations’ IndustriAll European Trade Union are key partners for European social dialogue and cooperation on innovative projects that address working conditions, health and safety at work and quality of life at local, national and regional level or any topic important issue for the development of manufacturing industry and its jobs. Recent experiences of the European Social Partners in several countries have proved successful, in particular where the chemical sector Social Partners have come together in joint action, joint positions, or training programmes under sector agreements.”

SYLVAIN LEFEBVRE
Deputy General Secretary, industriAll
10 Elements to consider

THERE IS NO “ONE SIZE FITS ALL” solution to adopting and implementing a successful sustainability strategy, especially on social aspects. The suggestions in this chapter offer some basic guidance as an aid to companies drawing up plans tailored to fit their own particular business culture, values and situation, and in the knowledge that the sustainability journey is a dynamic process.

1 OBTAIN CLEAR LEADERSHIP AND COMMITMENT FROM THE BOARD
This will be a critical success factor in terms of securing resources, establishing priorities and for effective decision-making. It's also essential in terms of a company’s readiness for transparency and open dialogue.

2 INVOLVE EMPLOYEES, ENCOURAGE TEAMWORK
Equally as important as Board commitment is employee involvement. Initiatives must cascade down through the whole organisation and involve all levels of seniority.

3 INSTIL AND BUILD ON A CULTURE OF OPENNESS, TRANSPARENCY, TRUST, RESPECT AND PARTNERSHIP
This applies internally, and to supply chain partners and external stakeholders such as community or trade union representatives, the authorities, NGOs and academia.

4 ESTABLISH A BUSINESS CASE
Take inspiration from the models and approaches highlighted in the previous chapter. Identify the social improvements that will offer business value and improve competitiveness (e.g., improving employee health, reducing absenteeism and accidents, positive engagement with local authorities). Start with areas that will have maximum impact for minimum effort to obtain early recognition and the buy-in needed to succeed.

5 FOLLOW A MULTIDISCIPLINARY APPROACH
This will enable identification of a company’s most relevant social sustainability issues which can then be matched with best practices (see next chapter). Language and cultural issues are critical elements and differ from one company and country to another; programmes need to be flexible to suit different sites and situations in different countries.
DEFINE YOUR PRIORITIES!

These could include:
- Engaging with employees – and on what topics
- Engaging with external stakeholders – and on what topics
- Social sustainability through the supply chain
- HSE performance
- Innovation and your product portfolio – is it helping society meet sustainability challenges such as energy, water, food, housing etc

6 PARTNER WITH ORGANIZED LABOUR
The social pillar of sustainability is of key importance to organized labour (trade unions, workers’ councils). Make them partners along the whole process.

7 DIALOGUE WITH RELEVANT AUTHORITIES
Another important stakeholder with potential to provide opportunities for effective public-private partnerships, especially in the field of education systems or health issues. In some countries, such partnerships can also involve relevant NGOs and/or academia.

8 COMMIT TO CONTINUOUS IMPROVEMENT BASED ON A SET OF KEY PERFORMANCE INDICATORS (KPIs)
To enable you to monitor and measure these issues. Use existing approaches such as those referenced in the previous chapter to help.

9 ADOPT INITIATIVES TO ATTRACT AND RETAIN EMPLOYEES AND REWARD EXCELLENCE
Staff are your main asset internally and directly influence the competitiveness and success of a company; they are also your best ambassadors. Do salary structures and packages recognise this? Training is a key element of social sustainability to keep workers safe, meet career development needs, and to foster innovation and productivity. Attractive packages reflect industry’s investment in talent and youth, its drive to bridge the skills gap, and the value placed on older, experienced employees.

10 ESTABLISH A STRUCTURED APPROACH WITH REGULAR REPORTS TO THE BOARD
This helps maintain interest, secure adequate resources, and enable proactive removal of barriers to progress. Regular feedback is crucial to keep the process running smoothly and effectively.
Members’ showcase

THIS IS A COLLECTION

of good practices/projects from companies and associations that offer a taste of what chemical industry is doing in the social fields of sustainability. Examples include activities targeting the workforce, value chain projects, local community initiatives and European and global programmes. There are some very focused initiatives and others more general in nature. Links will take you to more detailed information. Finally, it is important to stress that those initiatives are very much influenced by the organization, culture, values and business strategy.

AKZO NOBEL

AKZONOBEL COMMUNITY PROGRAMME

Over 9,000 volunteers from more than 50 countries have worked on over 2,000 projects such as educating and supporting underprivileged groups and environmental protection.

http://www.akzonobel.com/sustainability/community_program/

ALBEMARLE EUROPE SPRRL

THE ALBEMARLE FOUNDATION

Non-profit organization dedicated to community sustainability. The foundation has delivered over $14 million to more than 200 deserving agencies in locations where employees live and operate.

http://albemarle.com/Sustainability/Albemarle-Foundation-42.html

ARKEMA

DIVERSITY

Diversity is considered in recruitment, remuneration, position changes and career management (mobility, promotions, etc.).


EDUCATION PROGRAMME

Includes funding a laboratory at the Palais de la Découverte museum (more than 10,000 visitors in 2012), Annual Science Festival, and the educational booklet “Journey to the heart of chemistry with Jamy”.

BAYER

**BAYER MISSION STATEMENT AND LIFE-VALUES**
Bayer’s culture is rooted in the mission “Bayer: Science For A Better Life” and in its concept of values. Bayer intends its successes in science to improve people’s lives and help address today’s daunting challenges. Bayer’s values “LIFE” (Leadership, Integrity, Flexibility and Efficiency) - serve as a guideline for the implementation of its mission. These principles guide Bayer in its business actions and ensure a common identity.

**FOOD CHAIN PARTNERSHIPS**
Bayer brings farmers, food producers and retailers together to promote sustainable agricultural methods and help retailers to meet customer requirement (quality, safety and traceability). Bayer helps farmers to produce high-quality products in a sustainable way that generates an adequate income for them. Bayer offers training programs and on-site consulting to ensure that its products are used efficiently.

**BAYER SCIENCE & EDUCATION AND BAYER CARES FOUNDATION**
The Bayer Science & Education Foundation honors outstanding research achievements, assist young scientist and supports important scholastic projects (focus: science, technology and medicine). The Bayer Cares Foundation promotes voluntary projects by Bayer employees and citizens and supports people in acute hardship following natural disasters.

BOREALIS AG

**WATER FOR THE WORLD**
Improving access to water and sanitation through local project, preserving water resources through sustainable water management practices and raising awareness in communities and across the value-chain.
http://www.waterfortheworld.net/index.php?id=8

AURUBIS

**9-PLUS PROJECT**
Aims to help school leavers, many of them disadvantaged, to find a vocational training position.

BASF

**PROMOTING WORK-LIFE BALANCE**
Flexible working arrangements and a wide range of other services provided by a newly established Center for Work-Life Management.

**STRONG SOCIAL COMMITMENT**
Support to local communities, international donations and sponsorship (€49.2 million in 2012)

**EDUCATION AND TRAINING**
In 2012, BASF was training 2,809 young people in around 60 occupations in 16 countries worldwide and invested a total of € 84 million in its own vocational training and € 22 million in training in cooperation with other companies as part of its social commitment.

LOCAL COMMUNITY
Including 2011 – International Year of Chemistry and inter-company commuting plan for the Lyon region (staff mobility).

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**CHEVRON PHILIPS CHEMICAL**

**DIVERSITY & INCLUSION**
Embracing a culture that respects unique differences and recognizes the perspectives of all employees.
http://www.cpchem.com/en-us/company/diversity/Pages/default.aspx

**SUSTAINABILITY**
Striving to operate in a manner that promotes economic growth and societal advancement in a safe, secure and environmentally responsible way - and encourage the same from customers, suppliers and partners.

**OPERATIONAL EXCELLENCE**
Integrating safety, security, health, environmental, reliability, and quality into our management processes using our Operational Excellence System (OE).

**CLARIANT**

**WISSENSFABRIK INITIATIVE**
Supporting long-term learning partnerships with two primary schools located in the Western part of Frankfurt.
https://www.wissensfabrik-deutschland.de/portal/fep/de/dt.jsp?setCursor=1_451923&companyId=448237#

**STARTPLUS INITIATIVE**
Nine-month programme dedicated to youngsters between 16 and 23 years that haven’t reached readiness for vocational training yet.

**EMERGENCY CHILD CARE IN BAVARIA**
Assistance for employees seeking urgent child care.

**CRISTAL**

**COMMUNITY INVOLVEMENT**
Protecting the environment, providing jobs and philanthropic efforts are some initiatives. Also involved in ‘After School Discovery’ program.
http://www.cristal.com/about-us/Pages/community.aspx

**DOW CORNING**

**CHILD VISION INITIATIVE**
Using self-adjustable glasses to help young people over the world see clearly, assisting with their education.
http://www.cvdw.org/childvision/

**THE DOW CORNING FOUNDATION**
Its aim is to improve scientific literacy by increasing access to Science, Technology, Engineering and Maths (STEM) education at the pre-university level and improve vitality and quality of life in communities. Grants from $25,000 to $75,000 are given to nonprofit organizations and educational institutions.
http://www.dowcorning.com/content/about/aboutcomm/dowcorningfoundation.aspx?e=The+Dow+Corning+Foundation

**DOW EUROPE GMBH**

**FOCUSING ON ABILITIES, NOT DISABILITIES**
Dow and MyHandicap cooperation since 2010 in Europe to integrate people with disabilities into the workforce through initiatives such as workshops, trainings and communication platforms.

**DOW’S EUROPEAN SUSTAINABLE DEVELOPMENT CHAIRS IN SPAIN AND FRANCE**
Scholarship programme, worldwide training and internship opportunities.
http://www.urv.cat/media/upload/axius/W-Catedra_DOW_URV/Informes%20DOW/dows_european_sustainable_development_chairs_in_spain_and_france_raising_the_bar_higher.pdf
PACOPAR: COMMUNITY ADVISORY PANEL IN PORTUGAL
Regular discussion forum involving several chemical companies and local stakeholders covers questions, issues and solutions focused on industry and civil society as “good neighbours”.

DUPONT

SAFETY 24 HOURS A DAY
An Off-the-job safety network develops activities to increase employee awareness of the potential of off-site risks via emails, Intranet sites, presentations, etc… prior to vacation periods with information on weather, road conditions and advice on driving, preventing sunburn, etc...

DUPONT COMMUNITY FUND PROJECT
Contributions to programs and activities such as donating land to conservation organizations, educational programs, culture and arts organizations, environmental initiatives, human and health service organizations and civic and community activities.

EASTMAN CHEMICAL BV

HR POLICIES & PRACTICES
Training and development, Integrated health programme and Diversity are some of the initiatives included.
http://www.eastman.com/Company/Sustainability/Social_Responsibility/Pages/Employees.aspx

FRIEND OF PALLIETER FOUNDATION
Supporting the local Children’s Hospital in Capelle, Netherlands, in making the lives of seriously ill and incurable children, and their parents, as comfortable as possible.

EASTMAN FOUNDATION
Support community involvement efforts, including philanthropy, volunteerism and donations. In 2012, almost $3 million donated to approximately 400 organizations.

EVONIK

WOMEN@WORK
Special training programme tailored to the needs of female employees and executives. First all-female business network.

PROF. PROTO
Videos and comics demonstrate to children 6-12 years old how to conduct simple laboratory experiments.
http://www.professor-proto.de/

YOUNG SPIRIT
Chemical experiments suitable for children at German kindergardens and primary schools. Evonik provides the volunteers (150 employees) with materials.
http://corporate.evonic.com/de/content/corporate/internationales-jahr-der-chemie-2011/Pages/young-spirit.aspx

EXXONMOBIL

WOMEN’S ECONOMIC OPPORTUNITY INITIATIVE
Focus on developing women entrepreneurs and business leaders, investing in research and expanding access to high-impact technologies: more than $60 million to help community-based and global partners implement programs directly benefiting women in over 90 countries.
http://www.exxonmobil.com/Corporate/community_crr_globalstories_kazakhstanedc.aspx
**SUPPLIER DEVELOPMENT**
Completion of the first floating platforms developed entirely in Nigeria in 2012: collaboration between joint venture partners Mobil Producing Nigeria (MPN) and Nigeria National Petroleum Corporation (NNPC). Developing local engineering workforce capability and increasing the capacity of local fabricators, including more than 4.3 million hours worked with no lost-time safety incidents.
http://www.exxonmobil.com/Corporate/community_crr_globalstories_nigeria-platform_excerpt.aspx

**MALARIA INITIATIVE**
Since 2002, Exxonmobil have reached more than 83 million people in 17 countries throughout Africa and Asia Pacific with an investment of $106.6 million. Between 2009 and 2011, the Consortium reached more than 178,000 individuals in the province. The team effort helped decrease the number of malaria-related deaths by approximately 80 percent during the same time period.

**HENKEL**

**SUSTAINABILITY AMBASSADOR PROGRAM**
Employees are trained to enable them to competently convey the topic of sustainability to their co-workers, suppliers, customers as well as to students.

**MAKE AN IMPACT ON TOMORROW**
Supporting employees and retirees in their social volunteering activities: over 9,700 aid projects in more than 50 different countries in the last 14 years.

**SHAPING FUTURES**
Groups of our volunteer hairdressers from different countries travel to SOS Children's villages for 4 weeks to train disadvantaged youngsters, introducing them to the craft of hairdressing and showing how it could provide them with a potential livelihood.

**HUNTSMAN POLYURETHANES**

**EMPLOYEE INVOLVEMENT**
Chief Executive’s Award for Innovation in Sustainability, which recognizes the unique things Huntsman associates around the world are doing to help create a better world through innovative solutions for society.

**COMMUNITY INVOLVEMENT**
Supporting small to mid-sized footwear manufacturers across India, in order to improve overall industry standards. The Huntsman Colombia Foundation provides health, housing, education and employment services to its community neighbors.

**INEOS**

**INTERCULTURAL COMPETENCE PROJECT**
Training for employees on emotional competence, communication and conflict management.
http://ineoskoeln.de

**INQUIRY BASED SCIENCE EDUCATION IN PRIMARY SCHOOLS**
TuWaS!-Programme to establish an interest in science and technologies for pupils aged 6-12. Teachers are invited to a full-day training-session every six months, the schools are provided with experimental and educational material.
http://www.tuwas-deutschland.de

**INFRASERV HÖCHST**

**COMMUNITY INVOLVEMENT AND DONATION PROGRAMME**
Active engagement in community dialog with local associations, such as clubs, kindergartens, cultural initiatives and schools in western Frankfurt. Two children's books and research camps for employees' and neighbours' children to raise their interest in natural sciences and explain about the industrial site “Industriepark Höchst”.
http://www.infraserv.com/csr
**KURARAY EUROPE GMBH**

**COMMUNITY WORK**
Collaboration with schools, universities and other educational institutions, supporting the Christmas in a Shoebox gift campaign, assistance for flood victims in Germany and participation on the Malteser Social Day.

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**LANXESS**

**EDUCATION MISSION**
Support for local schools, providing funds to improve scientific facilities and organizing its own workshops for talented students.

**MUTUAL RESPONSIBILITY**
Aid projects, corporate volunteering and cooperation with African Medical and Research Foundation (AMREF).

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**LYONDELLBASELL INDUSTRIES**

**FOSTERING SUCCESS PROGRAMME**
Improve Chemistry education and conservation.
http://www.lyondellbasell.com/communityinvolvement/CharitableGiving/
ContributionsPolicy/

**GLOBAL CARE DAY SERVICE**
Focus on the environment, community prosperity, and education. In 2012, more than 3,000 LyondellBasell volunteers gave their time, talent, and passion to community service projects in at least 20 countries.
http://www.lyondellbasell.com/communityinvolvement/CommunityPrograms/
GlobalCareDay/

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**EXPLORE & EXPERIMENT PROGRAMME**
Hands-on educational CD that makes it easier for students to understand Science and Chemistry concepts and encourages them to explore and experiment on their own.
http://www.lyondellbasell.com/communityinvolvement/CommunityPrograms/
ExploreAndExperiment/

**MAPEI**

**GREEN EDUCATION STRATEGIES**
Mapei is a partner for designers, contractors, users and clients along the path to sustainability that unites quality architecture with safeguarding for the environment. Reliability over the years and durability are the key factors of “true sustainability”, and help reduce the consumption of materials and energy and contribute to improve the quality of life.

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**MERCK**

**INTERNATIONAL STRATEGY**
Programmes such as the Merck Praziquantel Donation Program to fight the diseases Schistosomiasis in Africa, combating counterfeit medicines with the GPHF Minilab™ and cultural engagement by means of Deutsche Philharmonie Merck.
html?cat=m

**LOCAL INVOLVEMENT**
Improve health, education, environment, culture, and athletics in the vicinity of company sites by long-term projects (€ 8.7 million in 2012)

**MERCK IN PAKISTAN**
Supporting the non-profit Citizens Foundation and funded the construction of a school.
**MEXICHEM UK LIMITED**

**SAFETY & EMERGENCY ADVICE**
Policy to design processes, manufacture and distribute products in a responsible manner so that employees, customers, the public and the environment are protected from unacceptable risk.
http://www.mexichemfluor.com/europe/safety_emergency.html

**COMMITMENT TO THE LOCAL COMMUNITY**
Supports to education or training initiatives in chemistry, making a positive contribution to the environment and promotion of safety in the workplace, home & outdoors.
http://www.mexichemfluor.com/europe/charities.html

**OMV AKTIENGESELLSCHAFT**

**DIVERSITY**
Advanced diversity strategy with focus on gender and international diversity, including quantitative targets (e.g. 30% female Senior Vice Presidents by 2020).

**STRATEGIC APPROACH**
Overarching sustainability concept developed (“Resourcefulness”). Social pillar (“Skills to Succeed”) with clear focus: support of educational initiatives in the fields of energy and entrepreneurship as well as local value creation.
www.omv.com/Sustainability

**EDUCATIONAL PROJECTS**
Educational projects on all levels established (e.g. support of 75 elementary schools in Pakistan; university cooperations and scholarships in Austria; Vocational Training initiative in Tunisia).

**OXEA GMBH**

**EDUCATIONAL PROGRAMME**
Internships and placements are offered in the company’s technical and commercial departments.
http://www.oxea-chemicals.com/careers/career.html

**PROMOTING WORK-LIFE BALANCE**
Includes an advanced health program, that has been recognized in several awards and other benefits.

**P&G**

**DISASTER RELIEF**
In addition to cash donations, mobile relief units provide products and services directly to those in the most highly impacted areas.

**CHILDREN’S SAFE DRINKING WATER PROGRAMME**
Water purification packets are provided on a not-for-profit basis. More than 5 billion liters of purified drinking water in more than 65 countries have prevented an estimated 200 million days of diarrheal illness and helped save more than 26,000 lives.

**PAMPERS VACCINATIONS**
Teaming up with UNICEF to deliver the vaccines that vulnerable women and their children need. Since 2006, Pampers’ funding has helped to protect 100 million women and their babies against maternal and neonatal tetanus.

**PERSTOP AB**

**PERSTOP GYMNASIUM**
Three-year programme for students in industrial technology, focusing on chemical processing. Includes 12 weeks of practical training both in Sweden and abroad.

**J.O. NAUCLÉR MEMORIAL FOUNDATION**
Scholarships granted for educational purposes or research.
**COMMUNITY**
Partnership with United Nations World Food program (since 2007) to combat hidden hunger and malnutrition in the developing world. Objective is to reach 30 million beneficiaries per year with improved nutrition by 2015, focusing on pregnant & lactating women, the first 1,000 days of life and other vulnerable groups. Partnership with World Vision to contribute to reduction of 165 million children under-five who are stunted, starting in Tanzania. Other partnerships include UNICEF, Global Alliance for Improved Nutrition, Save the Children and the Scaling up Nutrition Movement.


**EDUCATION**
“Youth & Chemistry” directed to primary education. Dutch Jet-Net initiative, directed to secondary education with the initial goal of 15% of students in academic and vocational science and technology education. New goal 2016: 40%. Process Technology Limburg (PTL) guarantees a job for every graduated student in one of the participating companies.


**ETHICS AND COMPLIANCES**
Code of ethics training and communication, related to Competition laws, Anti-bribery Trade and Protectionism and antidumping.


**COMMUNITY AND ECONOMIC DEVELOPMENT**
Invest in Science and Technology programmes; provide scholarships for young, talented students; support various volunteer projects around the globe; sponsor events and entrepreneurship programmes for youth; donations to victims of natural disasters.


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**RADICI CHIMICA S.P.A.**

**“HEALTH AND SAFETY AWARENESS”**
Radici Chimica has implemented a project to improve Health and Safety awareness using cartoons and initiative, involving all workers, with on-line training and updating tools and continuous monitoring for risk management.

[www.radiciogroup.com](http://www.radiciogroup.com)

**REPSOL QUIMICA**

**LOCAL COMMUNITY RELATIONS POLICY**
Identify and assess the needs and aspirations of communities near its facilities.


**INDIGENOUS COMMUNITIES**
Commitment to respect the rights of indigenous peoples and promote the fulfillment of current international agreements.


**ROYAL DSM**

**INCLUSION & DIVERSITY (OWN PERSONNEL)**
As part of the ONE DSM Culture agenda DSM strives for a diverse and inclusive workforce, of which women in executive positions 21% by 2015, BRIC+ nationals in executive positions: 24% by 2015, inclusion index: year on year improvement.

**PEOPLE + (VALUE CHAIN)**
Program to drive innovation with measurably positive impact on people, based on new metrics that allow to assess the impact of innovations and products on the lives of people across the value chain which can be levers for innovation and value proposition building. They cover ‘Health Condition’, ‘Comfort and Well-being’, ‘Working Conditions’ and ‘Community Development’

GLOBAL CONTRIBUTION
Helping to eradicate malaria through manufacturing and distributing mosquito nets in Africa created through innovative technology. Collaboration with various NGOs, it is involved in Educational Support programmes for Africa by building school buildings and reforestation project named “Sumitomo Chemical’s Forest” in Ranong Province, Thailand. http://www.sumitomo-chem.co.jp/english/csr/society/local_community/world.html

TOTAL
ENGINEER WITHOUT BORDERS
Technical and financial support for a project in Burkina-Faso dedicated to recycle plastic waste. The aim: optimize melting and mixing of recycled plastic waste, transformed in cobblestone commercialized locally (health and safety of operators and environment). www.isf-iai.be

TOTAL DÉVELOPPEMENT RÉGIONAL
Support to Small and Medium-size Enterprises (SME): creation, development or transmission of businesses and sharing of skills. In 10 years, 60M€ of financial commitments, 15 000 jobs involved, 1000 records signed; Innovative Aid Program: in 10 years, 500 interventions; Support for export: in 5 years, 160 international voluntary enterprises and 500 SME collective missions. http://developpement-regional.total.com/

TOTAL TEACHERS PARTNERS
Goal: build bridges between the oil industry and academic circles by delegating professors or experts who deliver technical or business-related presentations. 208 teachers and 321 courses. https://careers.total.com/careersFO/tpa/home

UNILEVER
NUTRITION STRATEGY

SOLVAY
MEDEXIS IH-OH
Occupational health and hygiene system which manages comprehensive hygiene data related to medical surveillance for all employees.

SOLAR IMPULSE (TECHNOLOGY DEVICE)
A dream: The goal is to fly around the world in a zero fuel aircraft capable of flying night and day on solar energy alone. http://www.solvay.com/EN/About/SolarImpulse/Home.aspx

XPERILAB
Mobile laboratory in a specially adapted lorry which tours schools in Belgium and surrounding countries to offer a series of fun, educational experiences allowing young people to get a taste for science. http://www.xperilab.be/en

STYROLUTION GMBH
DRIVING EHS EXCELLENCE

SUPPORTING COMMUNITIES
Water conservation for the village of Katol Funding for construction of efficient drainage system for rain water collection and diversion to a dry pond located in the outskirts of the village. An estimate suggests that more 55,000 plus cubic meters of water will be collected every year.

SUMITOMO CHEMICAL CO. LTD
HAND IN HAND WITH LOCAL COMMUNITIES AND SOCIETY
Programmes include conducting Tours of Manufacturing and Research Facilities and Participating and Supporting Community Events. http://www.sumitomo-chem.co.jp/english/csr/society/local_community/
HEALTH & HYGIENE STRATEGY
Improving oral health, promoting handwashing, and safe drinking water in the community.
http://www.unilever.com/sustainable-living/healthandhygiene/

BETTER LIVELIHOODS
Including supporting small-scale distributors and helping smallholders by improving agricultural practices, crop yields and business profits.
http://www.unilever.com/sustainable-living/betterlivelihoods/

WACKER CHEMIE AG

CHEM2DO
Stimulate young people’s enthusiasm for science. The experiments on silicones and cyclodextrins match school curricula and help chemistry lessons. A training course acquaints teachers with the kit.

WACKER RELIEF FUND
Dedicated to providing unbureaucratic, long-term aid in the wake of natural disasters. Also involved in projects centered on the reconstruction and running of schools and training facilities.
**AISE**

**CHARTER FOR SUSTAINABLE CLEANING**
Charter for Sustainable Cleaning, covering Sustainability and CSR activities of more than 200 companies in Europe. Recent successful CSR workshop (2013) which will serve as basis for further industry guidance in the near future.

**CCIS- ASSOCIATION OF CHEMICAL INDUSTRIES OF SLOVENIA**

**PROJECT KOCKE**
Aims to contribute to the competitiveness, success and safety of the chemical industry with step-by-step further training of employees in Slovenian chemical enterprises. In 2012-2013, 407 trainings with 3557 participants.
http://kocke.gzs.si/slo/

**CEFIC**

**BEHAVIOUR BASED SAFETY (BBS)**
Increase safety during truck loading/unloading operations by positively influencing the behaviour of everyone involved, targeting both the chemical and transport sector.
http://www.cefic.org/Industry-support/Responsible-Care-tools-SMEs/Transport-Logistics/Behaviour-Based-Safety-BBS/

**SQA**
Safety and quality assessment system for logistics service providers aimed at improving the safety standards of transport and logistics operations.
http://www.sqas.org/

**SUSCHEM**
It is the European Technology Platform for Sustainable Chemistry. SusChem addresses challenges specific to the European chemical and industrial biotechnology industry for the benefit of society as a whole.
http://www.suschem.org/

**YOUR FORMULA**
This provides a forum to discuss the latest news related to Sustainable Development within a community of young people interested by Chemistry and Sustainable Development (300 people).
http://www.yourformula.eu/

**CEFIC + (ERT) + EU SCHOOL NETWORK**

**INGENIOUS**
Largest and most strategic projects in science education in Europe aiming at reinforcing young Europeans’ interest in science education and careers and thus addressing the future skills gap. Joint initiative European Schoolnet and European Table of Industrialists (2011-2014) funded through a € 8 million grant from the EU 7th FTP. 25 partners (Cefic) and 17 associate partners in 19 countries.
http://www.ingenious-science.eu/c/document_library/get_file?uuid=7e210bea-06a1-498f-9b9c-790e11062cc1&groupId=10136

**CIA**

**FUTURE FORUM**
Network of people working in the chemical businesses that are either at the start of their career or keen to broaden their skills and ultimately voice their opinions on behalf of the UK chemical industry.

**CHILDREN CHALLENGING INDUSTRY (CCI)**
This project helps teach science to 8-11 year old pupils and allows them and their teachers to visit chemical plants and set their teaching in context. (EN)
http://www.cciproject.org/

**21ST CENTURY SCIENCE**
Supporting to General Certificate of Secondary Education (GCSE), provides the opportunity to further develop understanding of scientific explanations and how science works and aspects of physics relevant to careers in science. (EN)
**EURO CHLOR**

**TRAINING SHE**
In its second ten-year Sustainability Programme, Euro Chlor has adopted a new parameter: the number of hours of HSE-training per year per employee within the total of man hours work. Euro Chlor is convinced that well-trained workers are central to good performance in the safety, health and environment areas. Euro Chlor provides ongoing guidance in these domains.

**FEDERCHIMICA**

**NATIONAL BARGAINING**
National Bargaining based around social sustainability, in particular on HSE issues especially in training. Sectorial pension (Fonchim) and medical (Faschim) funds for the workforce are active since many years.

http://www.federchimica.it/ChemicalsInItaly/Competitiveness.aspx

**THE “CSR BEST PRACTICES» AWARD**
Sustain and promote sectorial commitment and best practices at company level and involve stakeholders in a productive dialogue.

http://www.federchimica.it/Lavoro/GiornataNazionaleSSA.aspx

**EDUCATION**
Training days, awards, web sites, books and leaflets dedicated to increase interest in chemistry in young people (age between 6-18), in cooperation with Ministry of Education, University and Research.

www.wlachimica.it
www.chimicaunabuonascelta.it
**FEIQUE**

- **«TIENES QUÍMICA, HAZTE UN FUTURO» (YOU HAVE GOT CHEMISTRY)**  
  Website addressed to young people under 15, with the aim to promote science and technology (ESP).  
  http://www.tienesquimica.com/

- **CHEMISTRY AND SOCIETY FORUM**  
  Created in 2003 to get better and more confident access to schools. It represents all the national organizations related with chemistry: FEIQUE, Chemical Industry Trade Unions, Chemists and Chemical Engineers Associations, Chemistry and Chemical Engineering Universities, National Science and Research Council, and Expoquimia.

- **CHEMICHAL OLYMPICS BUSINESS AWARDS**  
  These awards are granted by 4 chemical companies to the best 4 high schools students classified in the Spanish Chemical Olympics held annually. The award is a future job in the company.

**ICL-IP EUROPE BV**

- **ICL IN THE COMMUNITY**  
  Support to initiatives such as environmental activities, employment of people with special needs, afternoon clubs for children at risk and health initiatives in community forums and medical centers. In 2012, about 4 million € were invested.  
  http://www.icl-group.com/community/ICLintheCommunity/Pages/default.aspx

**PLASTICS EUROPE**

- **“KUNOS COOLE KUNSTSTOFF-KISTE”**  
  Experimental kit for schools with pupils aged 6 to 10, which enables discovering plastics through different experiments. Since 2001, more than 10.000 kits were already distributed in Germany.  

- **MARINE LITTER**  
  Focused mainly on knowledge transfer towards a ban on landfilled plastics by 2020. Beach cleanups, funds researches on the impact of plastics waste on the marine environment, run programmes to prevent pellet losses are also organized.  
  http://www.marinelittlersolutions.eu/

**UIC**

- **EMPLOYMENT OF OLDER WORKERS AND AGE MANAGEMENT**  
  Specific measures for the development of working conditions of older workers, monitoring and maintaining the health of these workers. (FR)  
  http://www.uic.fr/Developpement-durable/Diversite/Seniors

**VCI**

- **SCHULPARTNERSCHAFT CHEMIE**  
  German schools are supported up to 5.000 € so that chemistry teachers can purchase the appropriate equipment to form clear and exciting experimental lessons. (GER)  
  https://www.vci.de/Downloads/Publikation/Best%20Practice%20Broschüre.pdf

**VNCI**

- **CHEMISTRY DAY**  
  The purpose is to increase the knowledge of Chemistry to the general public (children and adults) and improve its image. In 2011, 58.000 visitors and 70 agencies. (NL)  
  http://www.dagvandechemie.nl/

- **CHEMISTRY IS EVERYWHERE**  
  Providing information related to general chemistry, experiments and popular science. (EN, NL)  
  http://www.chemieisoveral.nl/
**How Sustainable Development builds on Responsible Care and Corporate Social Responsibility**

Sustainable Development gives the broad context of the vision of the chemical industry in society, building on collective industry programmes (Responsible Care, Global Product Strategy-GPS) and individual companies’ programmes (Corporate Social Responsibility). As such, **SD’s scope is broader** and goes beyond guidance to membership. The key decision is each time “decide to act” and implement concrete projects, whatever the “banner” may be!

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<th>Contribution of (chemical) industry to society worldwide</th>
<th>Chemical industry specific improvements (products, processes)</th>
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<td>HOW</td>
<td>Fair framework balance between: • Economy • Environment • Social aspects • Communication to a broad public supported by GRI and third parties’ sources</td>
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<td>• Management • Employees • National, regional and global chemical associations and companies • Key stakeholders</td>
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<td>WHERE</td>
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