

Responsible Care[®] – Integral Foundation of HSES Management Systems

David Saulsbury
Eastman Chemical Company
European Responsible Care Conference
Brussels
22 September, 2011

Agenda

- Brief Overview of Eastman
- Responsible Care[®] as the HSES foundation at Eastman
 - The view from the top
 - The motivator for change
 - The operational driver
 - The foundation for sustainability
- Why has it been successful?
- What are the opportunities?



Global Company – Committed to Responsible Care[®] and HSES Excellence



Our commitment to sustainability

Environmental stewardship, social responsibility and economic growth now and for future generations



Community Advisory Panels serve as liaisons between the company and the community

Committed to Responsible Care® and Corporate Citizenship



Dedicated to educating future generations about the importance of science and math

EASTMAN

“The loftier the building, the deeper the foundation must be laid.”

- *Thomas à Kempis*
(1380-1471)



Responsible Care[®] at Eastman

- View from the top
 - Guiding documents
 - Responsible Care[®] Pledge
 - All locations




Responsible care



OUR PLEDGE TO PROTECT PEOPLE AND THE ENVIRONMENT

Our industry is essential to the products and services that help make our lives safer, healthier and better. Through the Responsible Care® initiative and the Responsible Care® Global Charter our industry has made a worldwide commitment to improve our environmental, health, safety and security performance. Accordingly, we believe and subscribe to the following principles:

- To lead our companies in ethical ways that increasingly benefit society, the economy and the environment.
- To design and develop products that can be manufactured, transported, used and disposed of or recycled safely.
- To work with customers, carriers, suppliers, distributors and contractors to foster the safe and secure use, transport and disposal of chemicals and provide hazard and risk information that can be accessed and applied in their operations and products.
- To design and operate our facilities in a safe, secure and environmentally sound manner.
- To instill a culture throughout all levels of our organizations to continually identify, reduce and manage process safety risks.
- To promote pollution prevention, minimization of waste and conservation of energy and other critical resources at every stage of the life cycle of our products.
- To cooperate with governments at all levels and organizations in the development of effective and efficient safety, health, environmental and security laws, regulations and standards.
- To support education and research on the health, safety, environmental effects and security of our products and processes.
- To communicate product, service and process risks to our stakeholders and listen to and consider their perspectives.
- To make continual progress toward our goal of no accidents, injuries or harm to human health and the environment from our products and operations and openly report our health, safety, environmental and security performance.
- To seek continual improvement in our integrated Responsible Care Management System® to address environmental, health, safety and security performance.
- To promote Responsible Care® by encouraging and assisting others to adhere to these Guiding Principles.


 James P. Rogers
 Chairman and Chief Executive Officer
 Eastman Chemical Company

RESPONSIBLE CARE® IS A REGISTERED SERVICE MARK OF THE AMERICAN CHEMISTRY COUNCIL.
 M 081 (7-11)

Responsible Care[®] at Eastman

- View from the top
 - Guiding documents
 - Responsible Care[®] Pledge
 - All locations
 - Executive commitment
 - Global Charter
 - ACC/CEFIC/Others
 - Basis of policy
 - HSES administrative policies
 - Cornerstone policy
 - Responsible Care Management System policies



Responsible Care[®] at Eastman

- Motivation for change
 - Commitment to continuous improvement
 - Goals
 - Assessment
 - Conscience
 - Accountability



Responsible Care[®] at Eastman

- Operational Driver
 - Functional planning
 - Part of policy
 - Focus:
 - Key indicators
 - Measure
 - Initiative
 - Training
 - HSES training
 - Tied to Responsible Care[®]
 - Management system
 - RCMS requirements
 - Global application
 - ECAP
 - ISO or others
 - Accountability
 - Goals



Responsible Care[®] at Eastman

- Foundation for Sustainability
 - Historical commitment to HSES excellence
 - Driver for establishment of goals
 - Focus on improvement
 - Focus on dialog and communications
 - Focus on transparency



Responsible Care[®] at Eastman

- Why has it been successful?
 - Management commitment
 - From the beginning
 - Continuing today
 - Linkages
 - To people
 - To operations



Responsible *care*



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EASTMAN

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Specific to operations

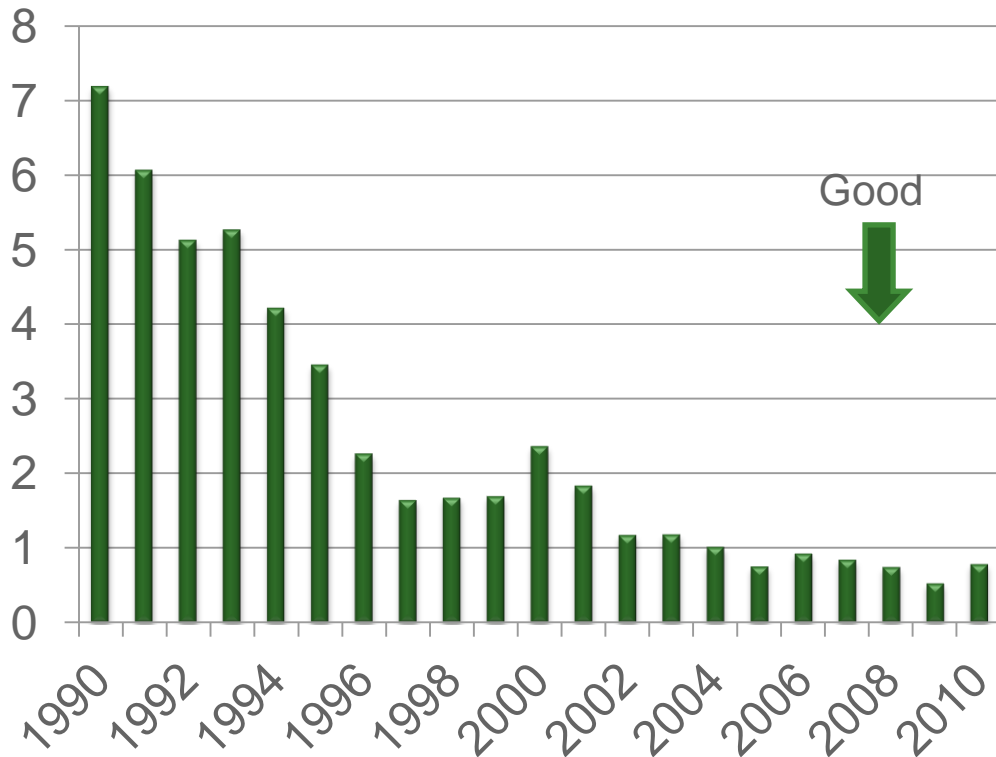
Responsible Care[®] at Eastman

- Why has it been successful?
 - Management commitment
 - From the beginning
 - Continuing today
 - Linkages
 - To people
 - To operations
 - Strong systems
 - Corporate culture fit
 - Quality
 - Continuous improvement
 - Goal driven
 - Sense of responsibility
 - Performance



Performance - Injury & Illness Rate

(Annual Incidents/100 Employees Involving Treatment Beyond First Aid)

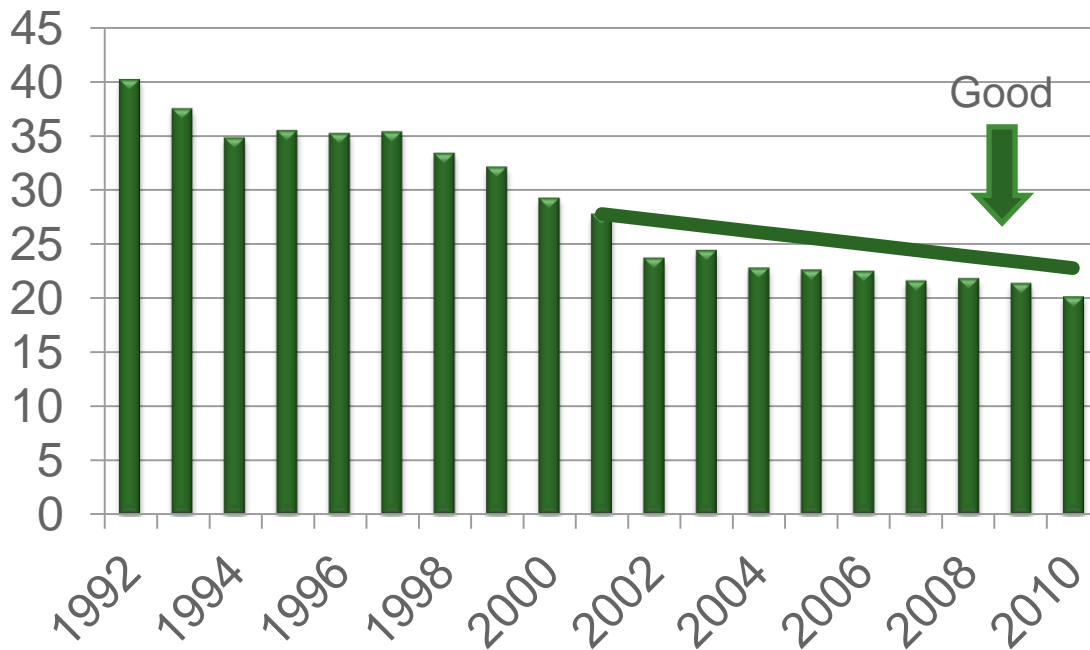


Goal – No workplace accidents, injuries and illnesses

Target - Injury and Illness Rate < 0.35 by year end 2015

Performance - Energy Efficiency Measure

(MMBTUs of Energy Consumed Per 1,000 Kgs Sold)



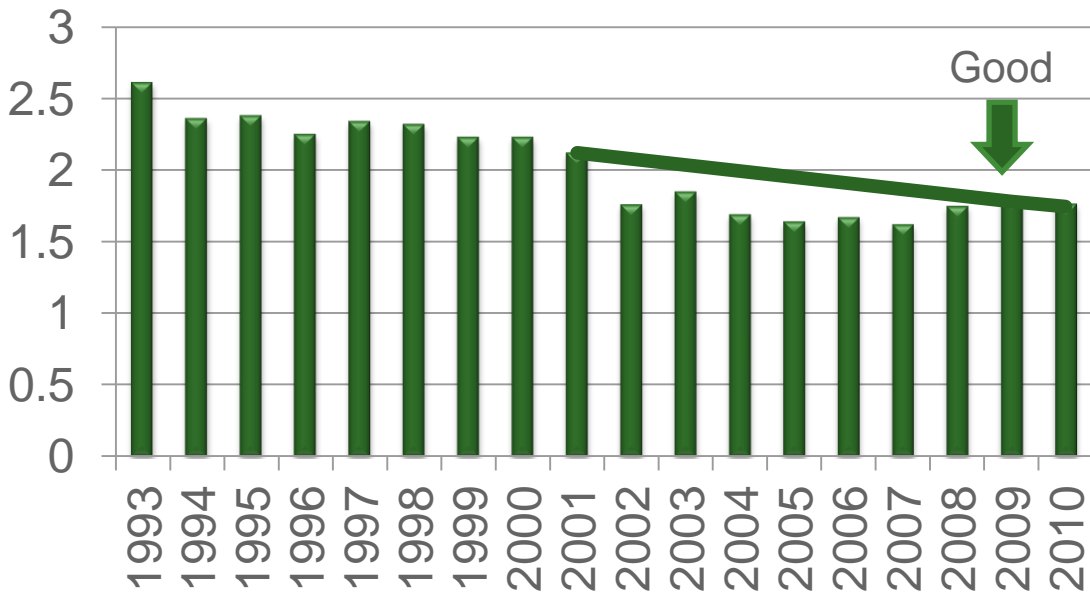
Existing Goal = 2%
improvement per year
from 2001 thru 2012

ON TRACK

New Goal: 25%
improvement from 2008
thru 2018

Performance - Greenhouse Gas Intensity

(Equivalent CO₂ emissions per Unit of Production)

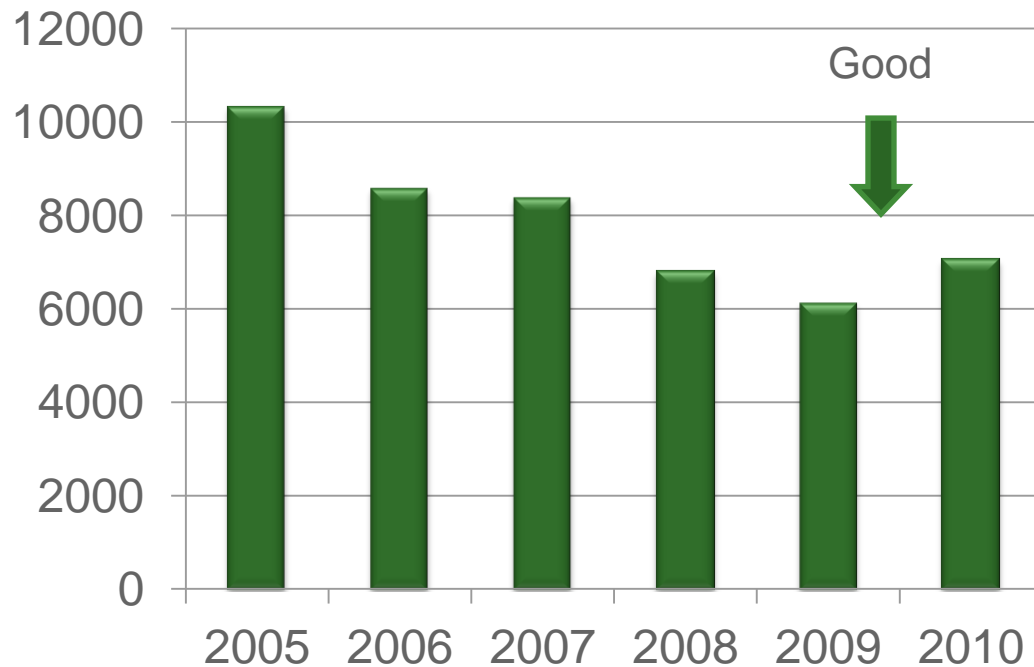


Existing Goal = 2% improvement per year from 2001 thru 2012

ON TRACK

New Goal: 20% improvement from 2008 thru 2018

Performance - Global VOC Emissions



Goal: 15% reduction
from 2005 thru 2010
**GOAL MET with 32%
reduction**

New Goal: 15%
reduction from 2010 by
EOY 2020

Responsible Care[®] at Eastman

- What are the opportunities for Eastman?
 - Keep it relevant
 - 20+ years
 - Becomes part of the background
 - Value proposition
 - Demonstrate
 - Public view
 - Program growth
 - Achieving excellence
 - Sustainability focus



Responsible Care[®] Opportunities

1. RC is largely unknown outside the chemical industry
2. Sustainability has emerged as a key market-driver and public policy issue and sustainability transcends the current scope of RC
3. RC is implemented in over 60 countries, yet requirements vary considerably, thus undermining the brand.
4. A variety of regulatory initiatives are beginning to set the Global standards (GRI, ISO26000, EU REACH)

Responsible Care[®] needs to respond to these challenges

- Eastman has been successful in establishing Responsible Care® as an integral part and the foundation of our HSES management system and programs
- That success is due to:
 - Management Commitment
 - Communication
 - Performance
 - Culture
- Continued success is driven by:
 - Seeking excellence
 - Responsiveness

