

Promoting Responsibility in SMEs



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Objectives

prisme² is a multistakeholder project on corporate social responsibility in chemical businesses. The name stands for *promoting responsibility in SMEs*, where the squared symbol implies the redoubled effort from management and workforce. The prisme² objectives are:

- Initiate a Responsible Care[®] (RC) networking programme dedicated to capacity building in SMEs
- Enhance competitiveness of SMEs through RC
- Involve „mentor“ companies and strengthen RC in business relations
- Pilot in selected countries involving relevant stakeholders
- Reach out towards managers *and* employees („top down“ & „bottom up“)
- Focus on key RC elements: Environment, Health & Safety

Partners (1)

- European Chemical Industry Council, Cefic (coordination)
- European Chemical Employers' Group, ECEG (represented by Cefic)
- European Mine, Chemical & Energy Workers' Federation, EMCEF
- Centre for Tomorrow's Company
- IFOK (consultancy)



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IFOK.



Partners (2)

- Chemical Industries Association (CIA), UK
- Federación Empresarial de la Industria Química Española (Feique), Spain
- Hellenic Association of Chemical Industries (HACI), Greece
- Svaz chemického průmyslu České republiky, (SCHP), Czech Republic (*with ZCHFP*)
- Verband der Chemischen Industrie (VCI), Germany
- Zväz chemického a farmaceutického priemyslu (ZCHFP), Slovak Republic (*with SCHP*)



prisme² Target Groups

- SME employers
- SME employees
- Chemical industry's experts on environment, health & safety
- National & regional associations of the chemical industry
- National & regional trade unions in the chemical sector

prisme² Pilot Countries

- Germany: VCI & Social Partner
 - Slovak Republic: ZCHFP SR & Social Partner
 - Czech Republic: SCHP CR & Social Partner
 - Spain: Feique & Social Partner
 - United Kingdom: CIA & Social Partner
 - Greece: HACI & Social Partner
- } *joint pilot*

Resources / Input

Financial resources

€300.000

Personnel support

- 3-4 Cefic & ECEG
- 2-3 IFOK (consultant)
- 1-2 EMCEF
- 1-2 Tomorrow's Company

Funding

- 46% Cefic
- 4% EMCEF
- 50% European Commission

Cooperation/Partners

- CIA & Social Partner
- Feique & Social Partner
- HACI & Social Partner
- VCI & Social Partner
- ZCHFP SR / SCHP CR & Social Partners
- 6-8 „Mentor Companies“
(to be confirmed)

Activities / Output

Research activities

Questionnaire to SME members

Offered products/services

- Workshop & training design for national/regional networks
- Train-the-Trainer Workshops
- Tools adapted to SME needs
- Internal evaluation scheme

Outputs/Deliverables

- 3-4 Workshops per pilot country
- Website with prisme² toolbox

Dissemination activities

- PR measures
- Reach out to all national members of Cefic & EMCEF

Outcomes & Impacts

Short-term outcomes

- Improved understanding for SME needs
- Best practice exchange

Medium-term impacts

- Improved HSE performance of the participating companies
- Strengthen Social Dialogue in the chemical sector
- Improved multi stakeholder relations
- Increased involvement of SMEs within the Responsible Care programme

Long-term impacts

- Responsible Care established as a competitive factor within the sector
- Increased HSE performance of the sector
- Improved relations between companies and society

Project Phases



<p>Phases</p>	<p>Initiation Goals</p> <ul style="list-style-type: none"> • Develop service • Develop access to SMEs • Substantiate success criteria 	<p>Pilot Projects Goals</p> <ul style="list-style-type: none"> • Test and evaluate the project outline 	<p>Evaluation Goals</p> <ul style="list-style-type: none"> • Review the pilot projects 	<p>Roll-Out Goals</p> <ul style="list-style-type: none"> • Broaden the base for the project • Strengthen enduring project structure
<p>Milestones</p>	<p>Complete Services and motivations package</p>	<p>Completion of initial pilot</p>	<p>Revised Concept</p>	<p>Completion of preparations for roll-out in additional countries</p>
<p>Outcomes</p>	<ul style="list-style-type: none"> • Approach to access SME and mentoring companies • PR measures • Toolbox • Internal evaluation scheme 	<ul style="list-style-type: none"> • First series of three workshops • Feedback – online platform and questionnaire 	<ul style="list-style-type: none"> • One day workshop • Evaluation report and discussion 	<ul style="list-style-type: none"> • Additional training workshops • PR activities at the national level • Learning forums
<p>Milestones</p>	<p>Preparation for going forward completed</p>	<p>Acquisition of further national associations completed</p>		
<p>Outcomes</p>	<ul style="list-style-type: none"> • List of SME as potential participants • Train the trainer workshop 	<ul style="list-style-type: none"> • Further partners onboard for continuation of the project 		

Cefic's Role

The European Chemical Industry Council, Cefic, represents 27,000 chemical companies in Europe that produce 29% of the world chemical products and employ over 1.2 million employees. Members include 28 national federations in Europe, 50 major international companies and 450 business members.

www.cefic.org

- Overall coordination of the project
- Reporting to Commission
- Involve and guide national associations
- Identify and involve company involvement
- prisme² Website
- prisme² Toolbox



EMCEF's Role

The European Mine, Chemical and Energy Workers' Federation was founded in 1996 and organises 2.2 million workers in 131 national trade unions from 35 countries. EMCEF is involved in 4 European sector social dialogues (chemical, extractive industries, electricity, gas). EMCEF is affiliated to the European Trade Union Confederation (ETUC). For more information: www.emcef.org

- Involve national trade unions
- Assess prisme² tools and materials with regard to employees' needs



TC's Role

Tomorrow's Company is a UK based business-led think tank that examines the role of business and its relationship with society and the environment. TC has been a leading advocate of sustainable business practices, and the importance of embedding values in the day to day operations of companies, both large and small.

www.tomorrowscompany.com

- Develop and establish a scheme for internal evaluation
- Outline approaches as to how to access SMEs
- Support Cefic with PR materials

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Associations' Role

National chemical industries associations are the focal points for prisme² pilots in these countries. They involve SMEs and organise 3-4 prisme² workshops in cooperation with national trade unions, 'mentor' companies and Cefic.

www.cia.org.uk

www.feique.org

www.haci.gr

www.schp.cz

www.vci.de

www.zchfp.sk



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Responsible Care[®] (1)



Responsible Care is the global chemical industry's initiative to drive continual improvement in all aspects of health, safety and environmental performance and to be open in communication about its activities.

Responsible Care[®] is a protected trademark reserved to Responsible Care Companies and associations

Responsible Care was launched in Canada in 1985 and started in Europe in the 1990ies. Today it is coordinated by 53 national chemical industry associations worldwide. www.responsiblecare.org



Responsible Care (2)

Core Principles:

- Improve the safety, health and environmental performance
- Use resources efficiently and minimise waste
- Report openly on achievements and difficulties
- Engage in dialogue with stakeholders, in particular with the local communities who live and work around our sites
- Cooperate with regulators, set standards that go beyond regulation
- Provide help and advice to foster the responsible management of chemicals throughout the value chain.

Responsible Care (3)

Responsible Care Associations coordinate the initiative applying eight fundamental features:

1. Establish and implement a set of Guiding Principles.
2. Adopt a title and logo that are consistent with Responsible Care.
3. Implement management practices to assist companies.
4. Develop performance indicators to measure improvement.
5. Communicate with all interested parties.
6. Share best practices through information networks.
7. Encourage all members to commit to Responsible Care.
8. Introduce procedures to verify the implementation.



Thanks for Your Attention!



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