



Polish Chamber of Chemical Industry

Responsible Care programme in Poland

Social Dialogue Responsible Care meeting
29th February 2008, Brussels
Agata Drewniak
Polish Chamber of Chemical Industry





Responsible Care in Poland

- **Polish Chamber of Chemical Industry has signed up to the initiative in 1992**
- **The Responsible Care Secretariat coordinates the activities related to implementation process and executive actions**
- **37 Polish companies realise the RC Program:**
 - **27 producers**
 - **8 distributors**
 - **2 recycling companies**





Responsible Care member companies in Poland





Responsible Care and trade unions in Poland

- **In October 2007 Polish Chamber of Chemical Industry has signed an agreement with Trade Union Federation of Chemical, Glass & Ceramic Industries FZZP and SPCH Solidarnosc**
- **We have committed to act jointly in the area:**
 - Of HSE improvements
 - Of creating a good image of the chemical industry
- **We would like to spread this cooperation on Responsible Care Programme**





Responsible Care activity in Poland

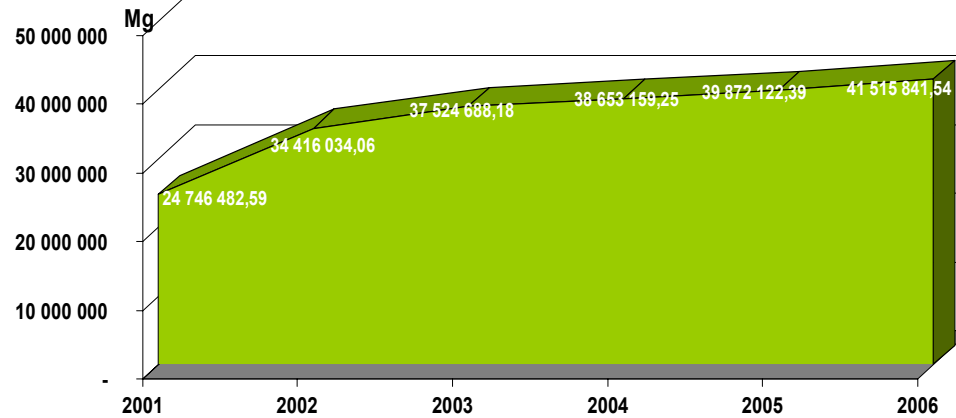
Main activities in RC in Poland:

- **Data collection:**
 - „friendly” database
 - RC data are reliable and very helpful for the Polish federation
- **Internal communication**
- **Programme promotion:**
 - External communication



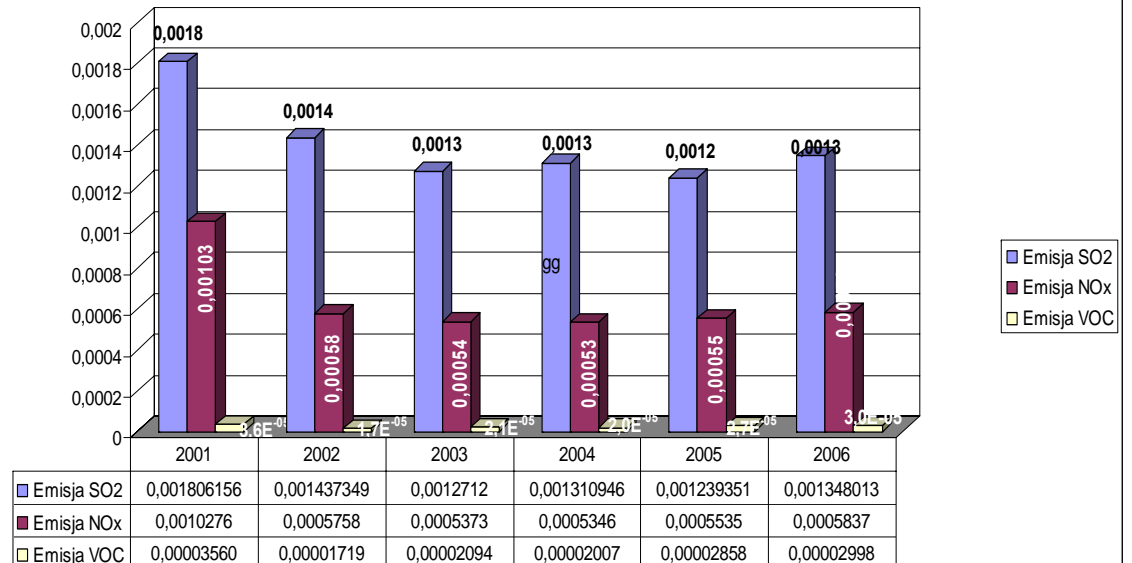


Indicators of performance



← Production in RC companies

Emission ratio
[pollution Mg/ production Mg]

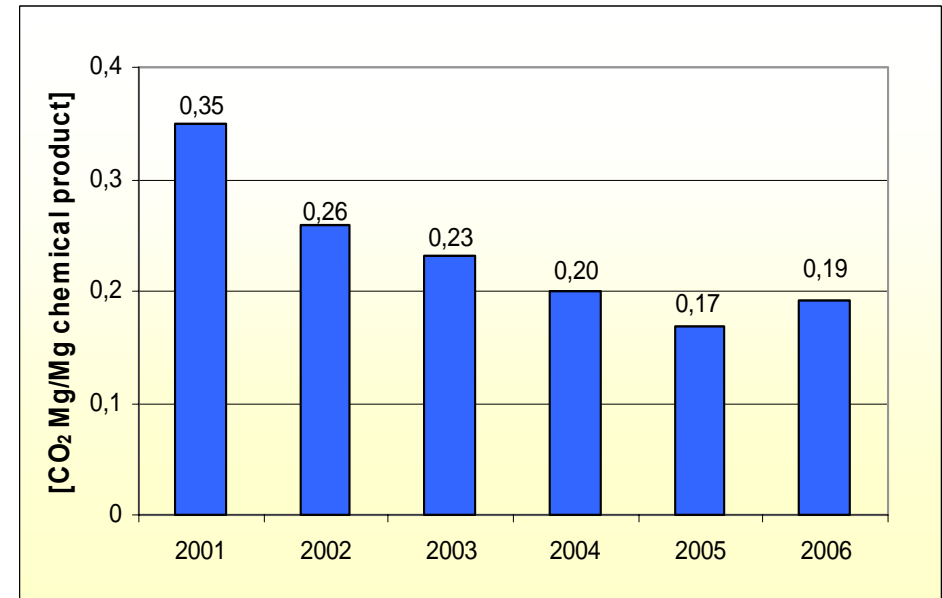
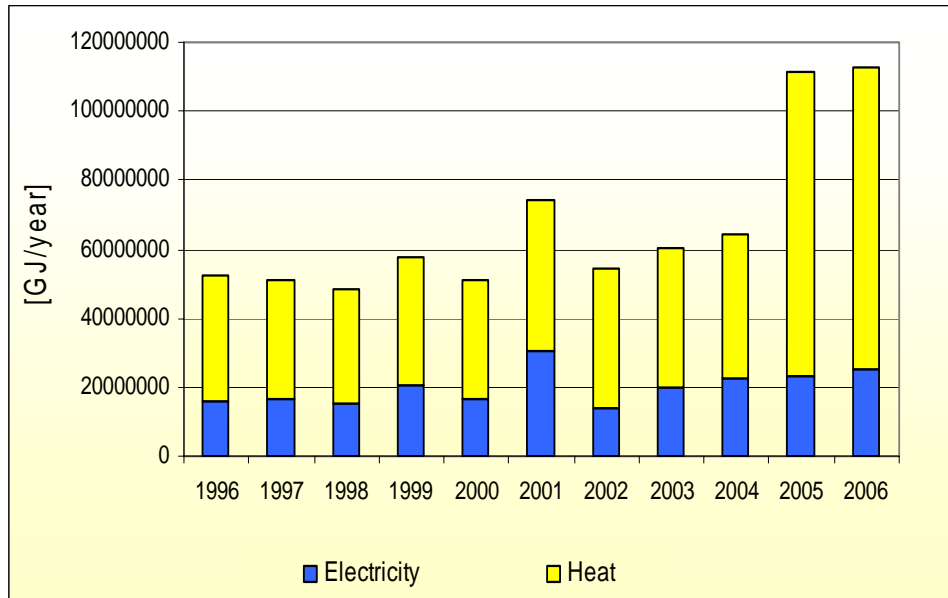




Indicators of performance

Energy consumption in the chemical companies in the Responsible Care Programme in Poland

The unit – based emission of CO₂ derived from the fuel combustion in the chemical industry in the Responsible Care





Communication in Responsible Care

- **Internal communication:**
 - » **Newsletter**
 - » **Results of the internal survey on Responsible Care picture in companies**
- **External communication:**
 - » **Ecological Forum of Chemical Sector in Torun**
 - » **Environmental education:**
 - „Tree for the bottle”
 - » **Activities during International Ecological Fair POLEKO**





Internal communication - Newsletter

Responsible Care Newsletter:

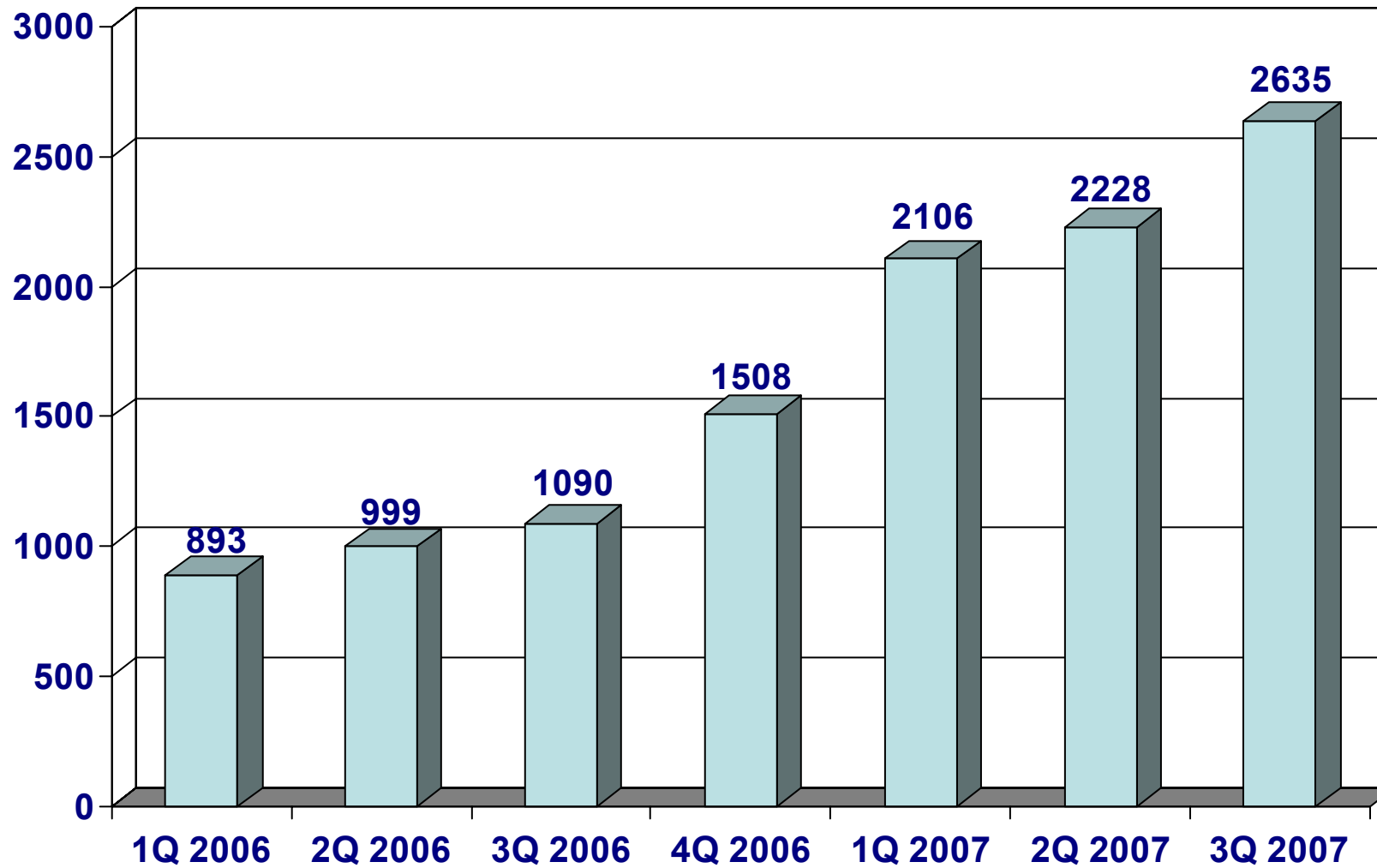
- On RC website www.rc.com.pl
- Issued monthly
- first newsletter: 1 March 2005
- Different sections:
 - News
 - Polish and European law
 - RC implementation
 - Publications regarding chemical industry
 - After hours






Internal communication - Newsletter

Newsletter - website visits






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Adres <http://www.rc.com.pl/biuletyn.php>
 Program nadzorowany przez Polską Izbę Przemysłu Chemicznego
Sekretariat Programu "Odpowiedzialność i Troska"

 Odpowiedzialność i Troska
 Responsible Care

Biuletyn Internetowy "OiTek"

Program Responsible Care wydaje comiesięczny Biuletyn Informacyjny "OiTek" dostępny dla wszystkich firm uczestniczących w Programie.

- OiTek wydania z 2005r.**
- OiTek wydania z 2006 r.**
- OiTek nr 21, styczeń 2007 r.**
- OiTek nr 22, luty 2007 r.**
- OiTek nr 23, marzec 2007 r.**
- OiTek nr 24, kwiecień 2007 r.**
- OiTek nr 25, maj 2007 r.**
- OiTek nr 26, czerwiec 2007 r.**
- OiTek nr 27, lipiec/sierpień 2007 r.**
- OiTek nr 28, wrzesień 2007 r.**

projekt i wykonanie: **RYAN**
  



Internal communication - Survey

Survey on internal communication in RC companies:

- **Researched by Institute of Sociology Nicolaus Copernicus University Toruń**
- **Has been carried out in 2006**
- **Final report – February 2007**
- **747 fulfilled questionnaires sent to the RC Secretariat**





Survey on internal communication in RC companies (II):

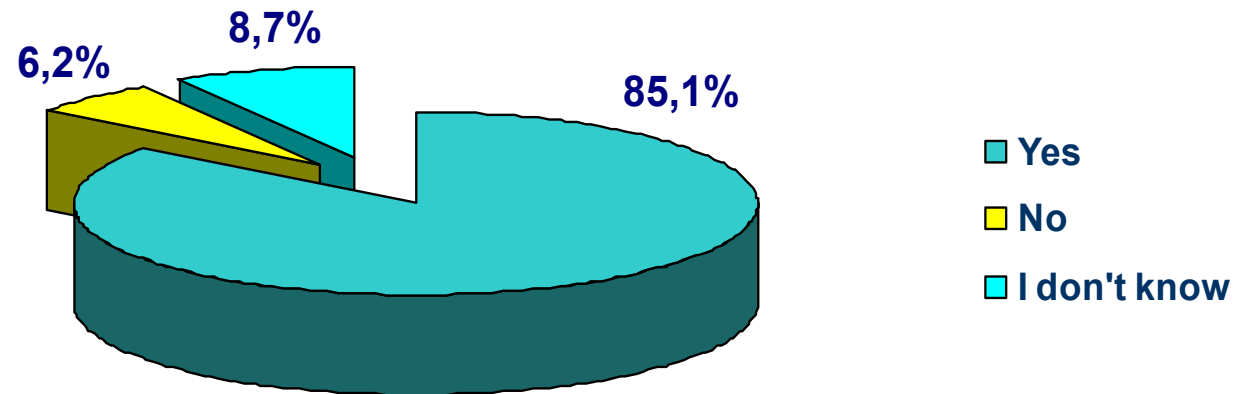
- Main goals:
 - To identify familiarity with the RC Programme
 - To identify the effectiveness of the RC in the company
- RC Secretary will continue this initiative to observe improvement of the internal communication in companies





Selected survey results

Is Responsible Care significant for the company's image?



- Employees who are familiar with the RC declared that the initiative is significant for the company's image
- **Respondents who have stated that RC is not helpful for improving the image are those who declared that do not know the Programme**





Internal communication - Survey

Main conclusion of the Survey on internal communication in RC companies:

65% of respondents perceive advantages of Responsible Care Programme mainly in the light of work conditions and their own business (health, skill upgrading, job satisfaction etc.)





External communication

Ecological Forum of Chemical Sector in Toruń:

- Annual conference (since 2003)
- Important event for the Polish chemical sector:
 - Minister of the Environment and Minister of Economy took patronage of the event
- Representatives of the industry, administration, NGOs, CEFIC etc.
- Platform for exchange of experience and integrate industry with stakeholders





Campaign „Tree for the bottle”:

- Initiated in 2003 by Responsible Care Secretariat together with RC companies in Poland
- The competition between schools and nursery schools located in the area where RC companies run their business focused on gathering the highest number of PET bottles
- Bottles collected during the campaign are exchanged for tree seedlings





External communication – Ecological Education

Campaign „Tree for the bottle” – main goals:

- Ecological education by play with element of competition
- Promotion of the ecological lifestyle
- Promotion of Responsible Care Programme
- Improve image of the chemical industry
- Integration of the local communities and chemical plants employees







External communication – Ecological Education

Numbers in the Campaign „Tree for the bottle”:

Year	Number of schools Numbers of children	Number of bottles	Average effectiveness	Number of planted trees
2003	61 schools 11,1 ths of children	232.880	21,0 bottles/person	989
2004	89 schools 20,2 ths of children	280.776	13,9 bottles/person	1027
2005	98schools 22,1 ths of children	687.303	31,1 bottles/person	871
2006	100 schools 17,5 ths of children	825.288	47,1 bottles/person	1034





External communication – Ecological Education

Campaign „Tree for the bottle” – summary:

- Involves children, teachers, parents, local authorities, local media and NGO's
- Links ecological education, social activity, care of environment and care of local community.
- Integrates employees of chemical plants involved in this campaign
- **All together became a great tool which helps to change the image of chemical industry and promote Responsible Care programme in Poland**





International Ecological Fair POLEKO

Responsible Care on Ecological Fair POLEKO:

- Joint stand of Responsible Care Secretariat and RC companies on POLEKO Fair since 2005
- Promotion of Responsible Care Programme connected with the ecological education
- Promotion of the chemical industry
- Many Awards for RC Secretariat and RC companies for educational actions







International Ecological Fair POLEKO





Responsible Care

Responsible Care Programme gives us an opportunity to change the image of the chemical industry in Poland

