



# Capacity building in SMEs

## Proposal for a CSR project on Responsible Care

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Chemistry making a world of difference



# Responsible Care Definition & Principles



***Responsible Care is the global chemical industry's unique initiative to continuously improve performance and its main contribution to Sustainable Development.***

## Responsible Care Core **Principles**:

- **Improve** the safety health and environmental performance of its own activities.
- Use **resources** efficiently and minimise waste
- **Report** openly on their achievements and difficulties and
- **Engage** in dialogue with stakeholders, in particular 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.**



## Call for EU CSR Projects



- DG Enterprise Call for CSR Project Proposals
- Sectoral projects
- Multistakeholder approach
- SME involvement
- Submission by May 23
- This offers a chance to
  - Improve SME involvement in Responsible Care
  - Strengthen Social Dialogue on Responsible Care
  - Position Responsible Care as a form of Corporate Social Responsibility



## Project Aim



- Initiate a Responsible Care networking programme dedicated to capacity building in small and medium sized companies
- Introduce and strengthen Responsible Care in business relations
- Pilot in selected countries involving a solid foundation of relevant stakeholders
- Outreach towards management *and* employees („Top down“ & „Bottom Up“)
- Focus on key elements (SME needs): Health, Safety, Product Stewardship
- Involving performance leaders to serve as mentors to smaller business partners



## Project Partners



- Cefic / ECEG (coordination)  
Involving national associations and companies
- EMCEF  
Involving national trade unions
- Tomorrow's Company  
(UK based non for profit organization specialized on CSR)
- A CSR specialized consultant to facilitate project



# Project Objectives



- Approach to access SMEs (management & employees)
  - Through business relations between companies
  - Via regional clusters of associations
- Approach of how to involve larger companies (performance leaders)
- Tool box SME involvement
  - Self evaluation tool for companies
  - SME workshop and training designs for key Responsible Care elements
  - Profile for kick-off workshops aimed at these key elements
- Training for national partners and mentor companies
- Profile for an online platform with a SME portal and blog
- Internal evaluation scheme & criteria for measuring success



## National Pilots



- Testing and evaluating the project outline
- Conducting the first (3-4) workshops for representatives of SME in selected countries
- Organized by national federations, trade unions & mentor companies
  
- Start of online platform for all involved in the project to exchange views and experiences
- Reflection of pilots at one-day workshop
- Preparation for the roll out phase: contact partners in other countries for possible participation.



# Tasks of Project Partners (1)



## **Cefic / ECEG** (project coordinator)

- Set up the project & organise steering, project and working groups
- Involve and guide national associations setting up national processes
- Identify and involve corporate involvement
- SME website
- Information material

## **EMCEF** (project partner)

- Involve national trade unions
- Participate in the steering group and the project group
- Participate in working group to assess SME tools and materials and to further develop them according to SME needs
- Motivate national trade unions to actively participate in the project





## Tasks of Project Partners (2)



- **Tomorrows' Company** (project partner)
  - Develop and to establish a scheme for internal evaluation
  - Outline approaches how to get access to SME and to motivate mentor companies
  - Participate in two meetings of the steering group
  
- **CSR specialized consultant** (subcontractor of Cefic)
  - Manage dialogue process and project organisation
  - Organize and moderate workshops of steering and project groups and ensure results
  - Work out a profile for “train the trainer” workshop
  - Moderate train the trainer workshops, including briefings of the referents
  - Draft self evaluation tool for companies
  - Develop profile for an online platform with a SME portal and blog



# SME<sup>2</sup> – Four Development Stages



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



## Project Justification



- Most of the companies visibly participating in Responsible Care are large companies often with established environmental, health and safety management systems.
- Better involvement of broad chemical sector (90% of an estimated 27,000 European chemical companies are classified as SME)
- SME engagement in performance improvement difficult to assess.
- SME lack time and resources to actively participate at association level.
- SME lack specialized environmental, health and safety experts to work in the Responsible Care networks of the associations.
- To invest into this work SME need to be convinced of the added business value to get engaged in Responsible Care.



# European Responsible Care Conference



“Raising capability and enhancing efficiencies  
in large and small chemical companies ”

*Manchester 22nd – 24th October 2008*



- Best practices from companies
- Focus on needs in small and medium sized companies
- Dialoguing with stakeholders



# RC Conference Programme Outline



## **22nd October**

Cocktail Reception & Dinner

## **23rd October**

### **1. Introductory Presentations**

### **2. Update on Responsible Care Programme in Europe**

### **3. Subject 1: Occupational Health Provision and societal concern**

Plenary presentations

1. J Takala, Director Bilbao agency on OHS (tbc)
2. R Reibsch, EMCEF (tbc)
3. Internal speaker small company
4. Internal Speaker large company

Breakout session

### **5. Lunch**

### **6. Feedback Subject 1**



## RC Conference Programme Outline (cont.)



### **7. Subject 2: Resources efficiency – bottom line opportunities (Climate & Water issues)**

- Plenary presentations:
1. External Speaker (NGO / UK or EU regulator)
  2. Speaker small chemical company
  3. Speaker large chemical company

Breakout session

### **8. Dinner in Manchester Industry Museum**

### **24th October**

#### **1. Feedback Subject 2**

#### **2. Subject 3: Product Stewardship – information down the value chain**

- Moderated panel discussion:
1. J Hackitt, HSE Commission UK (tbc)
  2. NGO representative
  3. Industry speaker on GPS
  4. Speaker small chemical company

#### **3. Feedback Subject 3**

#### **4. Moderated Collective Discussions identifying key progress points**

#### **5. Conference Close & Lunch**