

RESPONSIBLE CARE® - PRESERVING AN INDUSTRY

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1. Introduction

Who's CCPA, anyway? They are DuPont, Dow, ICI but also ... Blachford, Raylo, Betz ... and 57 others. What do they make? - ethylene glycol, shirts, butadiene, tires, styrene, computers, ethylene dichloride, vinyl siding, ... and thousands more

2. "70's" Ethic

- meet the law
- defensive approach to regs
- assumption of product innocence
- limit product obligations
- every company for themselves
- low profile
- downplay public concerns
- limited hazards communication
- ignore or fight advocates
- bottom line/laws guide decisions

3. Consequences

- public mistrust
- outrage over incidents
- restrictive legislation
- pariah status
- employee morale erosion
- hiring best difficult
- customer, lender, insurer concern

- shareholder concern
- risk seen to outweigh benefits

this leads to the loss of right to operate

4. Industry Action in Mid '80s

There was a need for change in the attitude regarding public relations. This is now ethically driven.

"Do the right thing ... and be seen to do the right thing"

5. New Ethic

- Rather than just meeting the law, companies now exceed the letter and spirit of the law.
- In place of a defensive approach to regulations companies must lead public policy.
- In place of assumption of product innocence, a precautionary approach (risk) is taken;
- Replace limited product obligations by life cycle stewardship;
- Instead of every company for themselves, appreciate the importance of mutual aid and peer pressure.
- Rather than a low profile, be seen to be doing the right thing;
- In place of downplaying public concerns, seek and address public concerns;
- Replace limited hazards communication by the public right to know approach;
- Those who advocated ignore or fight attitudes have had to learn the importance of seeking the advocates input;
- In place of the bottom line/laws guiding decisions, these have been integrated into the decision making process;

5. Change Agents

How are these changes being stimulated and affected? Through an activists advisory panel; the commitment of the executive officers of the companies involved; and through mutual aid and peer pressure.

6. What is Responsible Care®

- 7 Guiding Principles of "new ethic"
- 6 codes of practice (152 elements)
- CEO commits to implement within 3 years
- report progress quarterly to peers

7. Community Awareness/ Emergency Response Code

- community concerns and representation
- tested community emergency plan
- hazard information provided to the community

8. Research and Development Code

- hazards identification
- new product development
- customer follow-up
- laboratory "best practices"

9. Manufacturing Code

- hazard analyses
- emissions/wastes communication and minimization
- procedures & training

10. Transportation Code

- route, mode & carrier assessment
- emergency response
- route community communications

11. Distribution Code

- customer info & assessment
- distributor selection/assessment
- container management

12. Hazardous Waste Code

- waste avoidance & 3Rs hierarchy
- waste contractor assessment
- old sites assessment & follow-up

13. Where from here ...

The future will include:

- public and peer verification of compliance;
- performance reports to public
- advocates panel advice
- spread to other industries & countries (36 now)