

PROPOSED ASSOCIATION INITIATIVE:  
RESPONSIBLE CARE: A PUBLIC COMMITMENT

BACKGROUND

The CMA Board Public Perception Committee has proposed an initiative designed to help the chemical industry improve its performance in the management of chemicals. At the April and June Board of Directors and Executive Committee meetings, the committee described the need for the initiative and the committee's progress in framing the program.

This summer, the Public Perception Committee, in conjunction with CMA's Officers, held three regional Executive Contact meetings to discuss the Responsible Care proposal. One hundred eighteen industry leaders representing eighty-eight CMA member companies attended. There was widespread support for an initiative such as Responsible Care to help the industry improve its performance in health, safety and environmental quality.

Executive Contacts who were unable to attend one of the regional meetings or designate a representative were sent letters enclosing all materials prepared for the regional meetings. The letters urged the executives to review the materials and provide their feedback prior to the September Board meeting. A copy of the final recommendation has also been sent to every Executive Contact.

RECOMMENDATION

The Board Public Perception Committee recommends approval of the following:

I. CMA adopt the Responsible Care initiative which includes the following elements. A description of each element is attached (Exhibit A):

- o Guiding Principles for Responsible Care of Chemicals;
- o Codes of Management Practices;
- o Public Advisory Panel;
- o Member Company Self-Evaluations of Management Practices;
- o Executive Leadership Groups;
- o Obligation of Membership.

As the Public Advisory Panel, Executive Leadership Groups, and self-evaluation process program elements are developed, they will be brought forward for Executive Committee and Board consideration and approval prior to being implemented. As Codes of Management Practices are developed by the CMA standing committees, they must be discussed with the Public Advisory Panel and distributed for comment to the CMA membership, prior to being brought to the Executive Committee and the Board of Directors for approval.

II. Approve that participation in Responsible Care is an obligation of membership. This will require the Executive Contact of each member company to make a commitment to Responsible Care by:

- o Signing the Guiding Principles for Responsible Care of Chemicals statement (Exhibit B);
- o Communicating the commitment to Responsible Care to employees; and
- o Instructing management to make good faith efforts to implement the Codes of Management Practices, participate in the self-evaluation process, and meet the expectations of the Responsible Care Program.

III. Approve the Guiding Principles Statement (Exhibit B).

IV. Approve the proposed bylaw change and a Board Resolution implementing the bylaw change (Exhibit C) in order to make the endorsement of Responsible Care an obligation of membership. If approved by the Board, the bylaw change will be submitted to the membership for final approval.

V. Approve the announcement of the Responsible Care initiative to the membership during the Chemical Industry Conference in October -- and thereafter proceed to obtain individual member company commitment to the Guiding Principles Statement.

VI. Approve a budget not to exceed \$250,000 for the remainder of the 1988/89 fiscal year in order to provide the following additional resources the Association will require to begin implementation of Responsible Care:

- o A professional staff executive to coordinate the development and implementation of the initiative's elements;
- o A donated professional from a member company to assist during the initiative's start-up period;
- o Two support staff personnel;
- o Outside purchase service funds to develop and operate the Public Advisory Panel; and
- o Member company personnel to work through the standing committees to begin development of the Codes of Management Practices.

ACTION REQUESTED

Approval of recommendation.

CMA  
EC 9/12/88  
BD 9/13/88

CMA 076315