



RESPONSIBLE CARE®

THE COMPETITIVE ADVANTAGE

2nd Edition | 6 - 8 May 2018 | InterContinental Dubai - Festival City

Voices of stakeholders – a growing movement

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Voices of stakeholders...some principles



1. Stakeholders are diverse with different interests – individuals, government, businesses, NGOs
2. Identify who you care about most based on the issues you are having major impacts on
3. Lack of genuine 'intent' (ie. Greenwash) is easily identified
4. Major events leave a long-term mark on people (eg. Bhopal)
5. Being transparent and proactive to address major issues is the best approach
6. You can't please everyone
7. You can choose to partner with stakeholders, NGOs, other institutions



Why partner with stakeholders?



1. Proactively address key impacts and contribute to important global concerns
2. Create new sustainable business opportunities and products
3. Innovation and R&D to inject life into the economy and evolve business models
4. Brings disruptive and innovative thinking with new skills, perspectives and approaches that can change status quo
5. Improve reputation and brand positioning

Petrochemicals industry is diverse... with multiple positive and negative impacts



1. Economic diversification, job creation, GDP growth
2. Diverse products and processes
3. Impacts can be varied:
 - Environmental: GHG emissions & climate change; plastics in the environment, pollution
 - Social – health impacts and connection to environment



We are living in a time of major environmental change that is driving increased social pressures



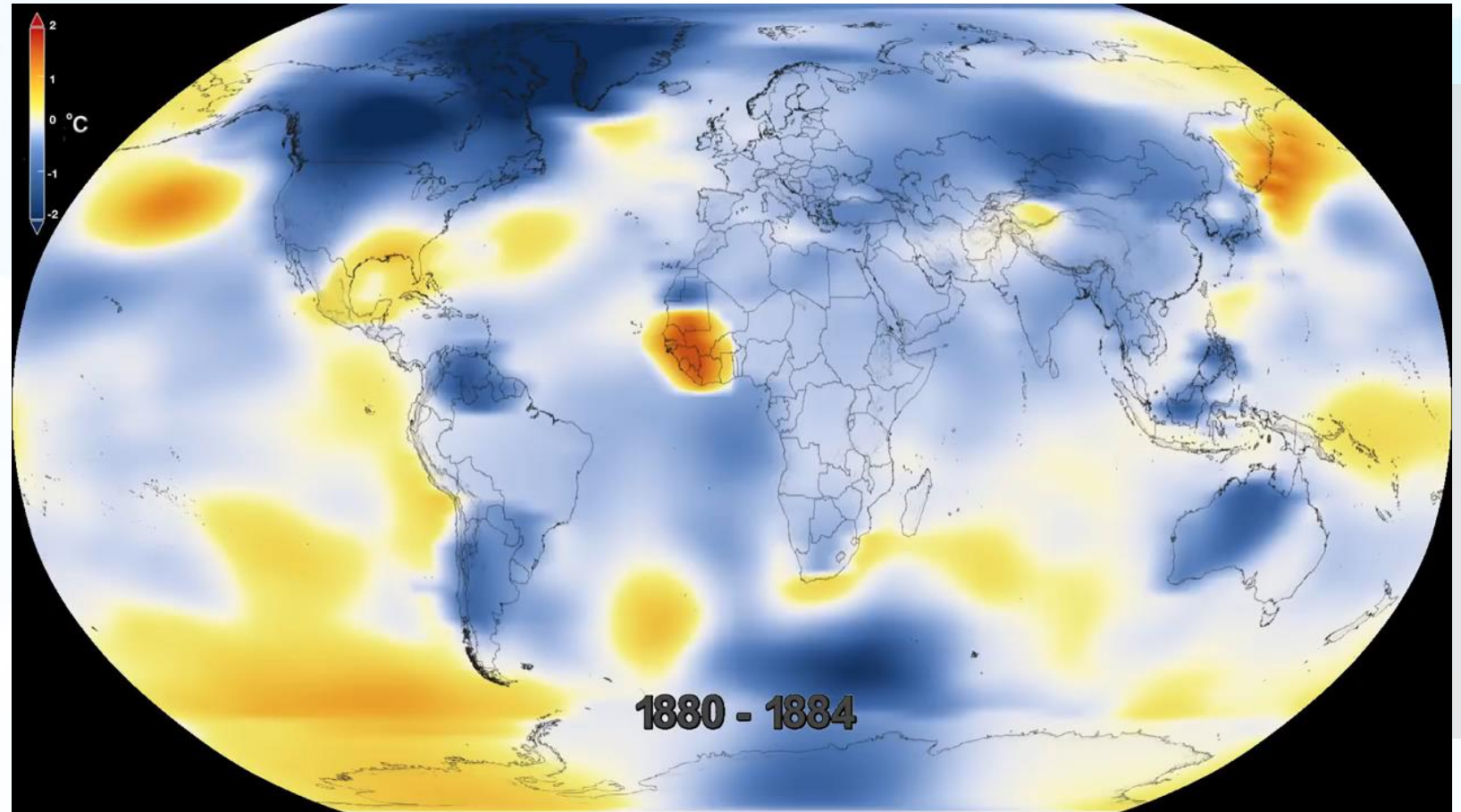
Climate Change...

Rising GHG emissions at levels not seen for at least 800,000 years

Temperatures reaching record levels

Projections for further increases with impacts on people, food, water, economies...

Emissions from energy sector and others



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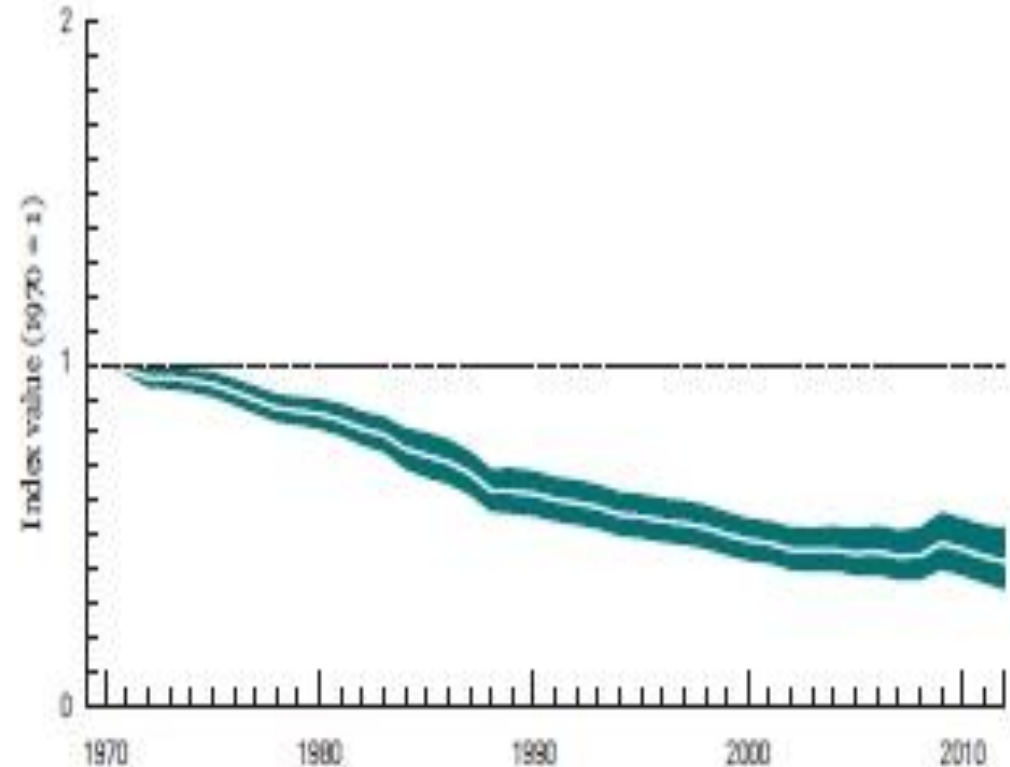


Major loss of wildlife

We are living through the sixth mass extinction of species

58% loss of vertebrate populations from 1970 – 2012

Figure 2: The Global Living Planet Index shows a decline of 58 per cent (range: -48 to -66 per cent) between 1970 and 2012. Trend in population abundance for 14,152 populations of 3,706 species monitored across the globe between 1970 and 2012. The white line shows the index values and the shaded areas represent the 95 per cent confidence limits surrounding the trend (WWF/ZSL, 2016).



Plastics movement...Greenpeace campaign



Photo from Greenpeace plastics campaign

GREENPEACE

Join us in telling Coke to stop choking our oceans!

Firstname*

Lastname*

Email address*

Address

Postcode

Phone

Next Step

If you sign up we'll keep you updated about our campaigns and other ways you can help, by email, post,

SAY NO TO *Choke* WITH

#EndOceanPlastics

Coca-Cola produce over 100 billion throwaway plastic bottles every year - and billions of these are ending up on beaches and in our oceans.

Campaigns are mainly targeting consumers to change habits and some consumer facing brands.

Plastics movement... other campaigns



World's oldest environmental campaign 'Earth Day', focusing on ending plastic pollution in 2018



Major coalition campaign with over 500 member organisations comprised of NGOs, businesses, research centres and numerous individuals with celebrities

Good practice examples: UK Plastics Pact



	AB WORLD FOODS			Allied Milling & Baking	

UK Plastics Pact (government, NGOs and businesses) aims by 2025:

- 100% of plastic packaging to be reusable, recyclable or compostable
- 70% of plastic packaging effectively recycled or composted
- 30% average recycled content across all plastic packaging
- Take actions to eliminate problematic, or unnecessary single-use packaging items through redesign, innovation, or alternative (reuse) delivery models

LEGO Group – case study & partnership



The LEGO Group targeted 2030 to reach zero waste in operations, and introduced sustainable paper pulp trays for the LEGO advent calendar, reducing plastic waste from going to landfill.

US\$150m investment over 15 years into a sustainable materials centre, to research, development and implementation of new, sustainable, raw materials to manufacture LEGO® elements as well as packaging materials. 100 employees.

First products made from plant-based plastic sourced from sugarcane will appear in LEGO boxes in 2018.

Partnership with WWF

- The LEGO Group partners with the World Wildlife Fund for Nature (WWF), as part of efforts to reduce CO₂ emissions in manufacturing and supply chain operations, and promote global action on climate change.
 - cutting the energy it uses to create each LEGO® element by 10% and become carbon positive by the end of 2016
 - reducing 10% of carbon emissions from our factories, the LEGO Group will remove approximately 10,000 tonnes of carbon emissions which is equivalent to taking more than 2,000 cars off the road annually.
- Through investments in wind power, the energy used to make LEGO bricks is balanced by the production of renewable energy.



Responsible Care: The Competitive Advantage



Extended Producer Responsibility – European Lighting Manufacturers



As part of their contribution to implementing the EU WEEE Directive 2012, European lighting manufacturers have invested in the creation of spin off organisations to manage collection and recycling of lighting products. These spin-off organisations are coordinated at a European level through 'Eucolight'.

Key concept: Extended Producer Responsibility.

EPR can be considered as product stewardship making producers financially or physically responsible for the collection, treatment and recycling of the products they place on the market once the consumers and end users decide to dispose them.

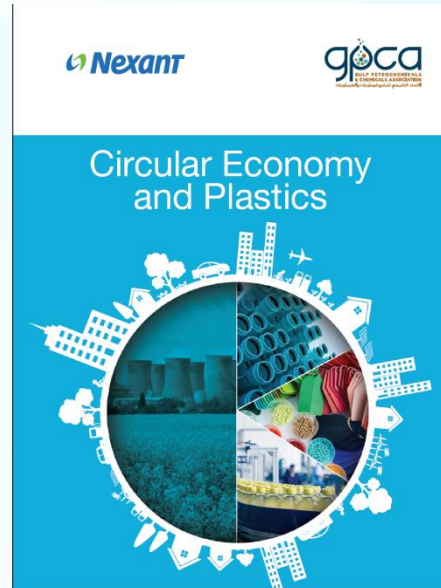
Impact:

- Eucolight members collect about 80% of the total lighting electronic waste in 18 European countries.
- Members have established 120,000 lighting collection points.
- In 2015, Eucolight members collected 50% of lamps put on the market, 37,000 tonnes of lighting products.

How can the petrochemicals industry be proactive?



1. Leverage opportunities and existing momentum (eg. circular economy and plastics white paper)
2. Learn from other industries... eg lighting manufacturers in Europe
 - *Is there an opportunity for a GPCA plastic collection and recycling initiative in the region?*
3. Build a comprehensive and proactive strategy to mainstream in your business
 - Climate change, measure and manage, set targets
 - Plastics
4. Identify possible stakeholder partners, engage them and build partnerships that are solutions orientated.





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Thank you

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