

Chemistry Industry Association of Canada
National Advisory Panel
Native Canadian Centre of Toronto, October 9, 2014
Sheraton Airport Hotel, Toronto, October 10, 2014

National Advisory Panel:

Cindy Jardine
Jane Lister
Pat McLean
Ken Ogilvie
Ron Ormson
Edwin Tam
Alex von Knobloch
Bruce Walker

Regrets:

Michelle Adams
Anouk Bertner
Nadine Gudz
Richard Janda
Gail Krantzberg
Brenda Lorenz
Errol Mendes
Keith Purves

PDA:

Francis Gillis
John Vincett

Aboriginal Issue Experts (October 9)

Clint Davis, TD Bank
Tim Gigliotti, Ontario Power Generation
Andre Morriseau, Canadian Council for
Aboriginal Business
Clayton Shirt, Native Canadian Centre

Minerva Board of Directors (October 9)

Peter Sturm

BASF (October 10)

Sue Carter
Oleta Larush
Carles Navarro
Denise Petersen
Vernon Schneider
Charlene Wall

Earth Rangers

Jessica Larochelle

CIAC:

Allister Hain
Bob Masterson

John Vincett opened the meeting on October 9th by introducing Clayton Shirt of the Native Canadian Centre, who made some remarks about Aboriginal culture and involved participants in a brief native ceremony.

John presented Edwin Tam with a decoy of a baby duck as a gift from the Panel in recognition of the recent birth of a son.

John announced that Anouk Bertner is leaving the Panel due to new responsibilities and a very full work schedule.

Agenda Item 1: Aboriginal Engagement: two case studies

Tim Gigliotti, Director, First Nations and Métis Relations at Ontario Power Generation, reviewed the evolution of an Aboriginal engagement strategy at OPG and its implementation on the Mattagami River (Appendix 1). Clint Davis, a Vice President at TD Bank, reviewed the history of the bank's engagement with and services to the Aboriginal market in Canada (Appendix 2). Also participating in the discussion as a resource person was Andre Morriveau, Senior Manager, Awards and Communications, the Canadian Council for Aboriginal Business (CCAB).

Panel members suggested key elements to be included in an Industry-Aboriginal Relations Guideline for Responsible Care:

Knowledge Base:

- Acknowledge Aboriginal interests.
- Aboriginal communities are a special category of stakeholder with Rights. They are, not just an NGO or community group, but more like a government.
- Know whose traditional land your facilities are situated on, and the First Nations and Rights Bearing Métis communities with a community interest in the location. Site should have this information available just as they do for local governments and fire departments.
- Recognize that First Nation Rights are themselves dynamic and can change with new interpretations of existing treaties, land claim resolutions and changes in government policies.

Potential Activities:

- Building Trust is a necessary step towards a functional relationship (look at a Swiss model which includes a review of past performance and the development of a set of shared values).
- Be aware that the engagement is not just over a single, strictly economic agenda, but includes a broader set of social circumstances for the community and a lasting relationship.
- Make a distinction between continuing operations and a construction project. Construction projects create many short-term jobs that disappear after the project is finished – but can still develop new skills in the community. Continuing operations create potential permanent jobs, and there must be an approach to longer term planning and training to make that work.
- Place priority on training needs for participation in employment and create an active strategy to engage with the local labour force.
- Create a partnership and mutually define what that partnership means. Understand that partnership means sharing power.
- Reinvest in Aboriginal communities to provide capacity building and to create more of a multiplier effect in the local economy through Aboriginal owned support businesses.

Tools:

- Identify items that are unique to Aboriginal groups (reference guidelines for dialogue involvement in the Accountability Code).
- Benchmark with Canadian Council for Aboriginal Business (CCAB) Progressive Aboriginal Relations (PAR) program, which offers instruction and a progressive learning cycle.
- Find some existing tools and list them: e.g. Forestry Stewardship Council Program check list.

Outcomes:

- Develop a measure of success even though it may be very difficult to quantify. (compare with existing Accountability guideline). Qualitative measures may be especially useful, and the definition of success needs to be shared by the community, as this is an important part of empowerment. In communicating with First Nations audiences, be aware that anecdotal information can be as powerful as statistics.
- Consider an independent review of the quality of your consultation process.
- Capture both mistakes and successful practices both to learn as a company and to share with other member companies.
- Be able to explain to verifiers the relationship to the Plan/Do/Check/Act format.
- Consider a business partnership, with an investment from the community that can generate profit that stays in the community.
- Where there is investment in the local economy, consider it a business investment.

Panel members were encouraged by a sense of significant progress in industry relations with Aboriginal peoples.

Bob Masterson heard the Panel saying that Aboriginal peoples are unique among stakeholders and that Responsible Care companies need measures of success in industry relations with First Nations.

Agenda Item 2: Minerva – Safety Management Education

In its letter to CIAC in 2012, the Panel challenged the industry to promote Responsible Care to undergraduate engineering students, particularly by partnering with initiatives in the educational field. One way that CIAC continues to meet this challenge is through its long-standing partnership and sponsorship of Minerva Canada, a not-for-profit organization focused on advancing health and safety education in post-secondary teaching schools. The main focus is engineering and business schools.

Minerva Canada Board member Peter Sturm described the organization and its educational programs (Appendix 3). He also talked about an opportunity for CIAC to assist Minerva to better position itself within Western Canada. Among the initiatives he mentioned, in which the Panel might also play a role, were a 2015 Learning Forum in Alberta or BC as well as input and/or review of future engineering student Health and Safety Teaching Modules. Bob Masterson noted that CIAC has a presence in Minerva teaching models and will work to get CIAC representatives to address university classes.

The Panel noted that corporations have significant monies to contribute to educational programs. It was suggested, for example, that a large member company with an interest in outreach to students in science and engineering be asked for \$1 million to endow a Minerva university chair for five years.

Other suggestions included offering a Minerva program for contract workers. Bob remarked that contractor safety would be a good topic for a future meeting.

The Panel viewed Minerva as a valid response to the educational outreach challenge in their 2012 letter to CIAC.

Agenda Item 3: CIAC Update

Bob Masterson presented an update on TransCAER, Transportation of Dangerous Goods (TDG) tank car standards, and other rail issues (Appendix 4). He noted that TransCAER is growing; six new partners have been added. A new website has been created: www.transcaer.ca.

Bob noted that CIAC did not fight tank car standards but that proposed new specifications were more of a problem. The Association has called for standards and retrofit schedules to be aligned with U.S. regulations.

A panel member remarked that the credibility and trust associated with TransCAER should be promoted to motivate companies to join the program.

Agenda Item 4: BASF

BASF Canada sponsored this meeting of the National Advisory Panel. The second day of the meeting focused on BASF.

As an ice-breaker, Jessica Laroche of Earth Rangers brought together Panel members and BASF representatives to participate in an exercise that helps school children conduct chemical experiments – BASF Kid's Lab (see press release in Appendix 5). The Panel enjoyed this activity very much and recognized its educational value.

Carles Navarro, President, BASF Canada, presented a high-level overview of the company. He began by showing a very creative video in which members of BASF employees' families talk about what the safety of those working for the company means to them. He then went on to talk about BASF as the largest chemical company in the world and its Canadian operations headquartered in Mississauga. Among the activities at BASF Canada he covered: innovation for sustainability, Responsible Care, and employee engagement.

Charlene Wall, Director of Sustainability at BASF, described how sustainability is integrated into the company's way of doing business. She noted that BASF does not see sustainability as something it can do by itself; it asks stakeholders for input, engages its employees around the world and partners with other companies and business networks. For example, it has joined with 11 different chemical companies in an initiative known as Together for Sustainability (<http://www.tfs-initiative.com>) to foster a sustainable supply chain. BASF has developed leading edge methods to consider the full life cycle of its products, upstream and downstream.

Sue Carter, Responsible Care Coordinator, presented an overview of the structure of the initiative at BASF. She talked about the 2013 verification of the company, describing it as a very good exercise for BASF. She also talked about internal measures of Responsible Care, including an annual internal review and a quarterly scorecard. Sue emphasized the importance of supporting the culture and ethic of Responsible Care.

Oleta Larush, Manager of Communications, talked about communicating Responsible Care and

sustainability at BASF, including such activities as community dialogue, stakeholder engagement, media relations, and branding of Responsible Care. Oleta also talked about eTV (employee TV), an internal video blog open to all BASF employees to record messages to their colleagues, including ideas for more sustainable approaches to conducting operations.

Vernon Schneider, Market Development Specialist, discussed the implementation of BASF sustainability solutions and partnership strategy in Canada. Among the products he mentioned was the Canadian innovation CAMOL®, advanced catalytic coatings for steam cracker furnace tubes that reduce energy requirements and CO₂ emissions.

Denise Petersen, Sustainability Manager at BASF, talked about the Care Chemicals Division as a case study in sustainability. Among the products she reviewed:

- A dedicated plant for producing ingredients based on certified segregated, sustainable palm oil for the home and personal care industries.
- Stormwater runoff project in Cincinnati where bio-swales are planted with native plants and grasses, including milkweed, that naturally filter the water as well as create habitat for migrating monarch butterflies.
- A BASF program that works with a women's cooperative in Morocco to supply argan oil.

The BASF Canada sustainability page is at:

http://www.basf.com/group/corporate/ca/en_GB/about-basf/worldwide/north-america/Canada/Sustainability/index. (see also press release, BASF: Sustainable Steering Solutions, Appendix 6)

Panel members commented positively about BASF's approach to Responsible Care and sustainability. A member who had been involved as a verifier of BASF, noted that Responsible Care language was embedded even in company contracts, a practice he described as “truly impressive.” Another Panel member complimented the company on innovating sustainability changes in its production proactively, without waiting for regulations. Asked how BASF compares to competitors and other industries in implementing sustainability, Charlene said that the company stands out in “thoroughness, authenticity and life cycle analysis.”

The Panel noted that, like many CIAC member companies, BASF has not been able to build much awareness of Responsible Care outside of the chemistry industry. Within the company, however, BASF does much to promote Responsible Care. Sue noted that BASF makes Responsible Care part of the company's language as much as possible, e.g. by using the Responsible Care logo in press releases. Oleta added that BASF does a lot to educate employees about Responsible Care, e.g. through the company newsletter.

To the extent BASF could get Responsible Care more branded beyond the company, a Panel member said, the more other companies could participate in the initiative. It's really important, he said, that CIAC member companies promote Responsible Care much more, especially in Canada. The more that other industry associations see companies getting recognition for Responsible Care, the more likely they are to join the initiative.

Asked how BASF engages local communities, Sue said that the larger sites have community advisory panels and indicated that smaller sites use other dialogue processes. She noted that, with the guidance

included in a corporate outreach procedure, the company allows site managers flexibility in meeting BASF community engagement goals.

Regarding the use of social media, Oleta noted that BASF has a twitter account in Canada to share information with the public. As well, a lot of community outreach is integrated into the company's incident response plan.

Panel members expressed appreciation to the presenters for providing such a complete picture of the company's activities and for responding to their questions in such a forthright manner. They thanked BASF for sponsoring the Panel meeting.

Agenda Item 5: Forthcoming Activities

John noted that CIAC is planning a webinar, probably in November, on how companies can engage the public through social media. He noted that, next spring, three CIAC member companies are launching social media efforts.

Among future Panel topics will be: transportation (there is a lot of unfinished business re TransCAER); railway engineer fatigue; pipelines and their integrity.

The next Responsible Care conference is designed to bring in other companies, not just Responsible Care ones. Entitled "Chemistry 2015: Safe, Secure, Sustainable," it will be held April 21–22 at the Radisson Admiral Hotel, Toronto-Harbourfront. Participants will joint industry and sustainability experts for two days of sharing best practices and lessons learned (for details go to: <http://www.canadianchemistry.ca/index.php/en/rc-conference-2015-home>.)

Agenda Item 6: Panel Retirements

Two long-time members retired from the National Advisory Panel at this meeting:

Cindy Jardine said that it has been a pleasure to work with everyone involved in the Panel. "It has been a learning experience for me," she said.

Edwin Tam has been the longest serving panel member. It's a "little sad" to be leaving the Panel, he said, but it has been "really rewarding. I integrate a lot of the Responsible Care message in the classes I teach."