The VCI‘s Services for Member Companies
VCI represents the interests of its membership regionally, nationally, in Europe and worldwide.

VCI

8 regional associations

~400 direct members

~1,250 members in 22 sector associations

over 1,700 Member Companies

BDI

Cefic

ICCA

8 regional associations

Berlin

Brussels
8 VCI regional associations – present in all areas of Germany
22 Sector Associations within VCI

All sectors of chemistry under one umbrella
The VCI’s Tasks

Representing and defending politico-economic and societal interests

- Forum for opinion-forming within the industry on chemistry-specific and cross-sector issues – such as energy, taxation, research, law etc.
- Bridge to politicians, public authorities, other industries, science, media and further stakeholders
- Maintaining and improving the image of the chemical industry
- Chemical Industry Fund to promote teaching of and research in chemistry

Supporting members with services

- Exclusive services for members
- Services - as the industry expects them
The VCI’s Service Portfolio

- Industrial policy framework conditions (advocacy/political communication)
- Image, acceptance
- Understanding of natural sciences, talents
- Communication with the public at large
- Promotion of science, young researchers and staff
- Interest representation
- Information services
- Cooperation services
- Networks, cooperation activities in purchasing
- REACH Platform Implementation aids

**Industrial policy framework conditions (advocacy/political communication)**

**Image, acceptance**

**Understanding of natural sciences, talents**

**Communication with the public at large**

**Promotion of science, young researchers and staff**

**Interest representation**

**Information services**

**Cooperation services**

**Networks, cooperation activities in purchasing**

**REACH Platform Implementation aids**
At the general assembly 2016 the VCI‘s Presidential Council concretised the self-perception of the association.

Result: positioning on vision, mission and values

This constitutes the link between the VCI‘s statutes, political work and the guiding principle of sustainability, which the VCI follows in its actions

Vision to be achieved through the mission; description of values that guide our actions

Link between VCI statutes and sustainability guidelines
VCI’s major political issues in 2019

- Endocrine disruptors
- Nanomaterials
- Grid fees
- Export control
- Sustainability
- Energy research
- REACH & CLP implementation
- Acceptance and speeding up of industry & infrastructure projects
- Compliance
- Emission trading
- Renewable resources
- Circular economy
- Digital infrastructure
- Energy single market
- Biotechnology
- Education policy
- REACH authorisation
- Fiscal research incentives
- Modernising buildings
- Grid expansion
- Globalisation
- OHS
- Sector coupling
- Inheritance tax
- Free trade
- Process safety
- Microplastics
- Chemistry 4.0
- Human biomonitoring
- Grid fees
- Bureaucracy reduction
- Energy research
- Regulatory
- Responsible Care
- Industry
- Future of the EU
- TA Air
- Energy efficiency
- Raw material supplies
- Competitiveness
- Poison information
- Collective redress
- BVT reference
- Supply chains
- Transport infrastructure
- Fiscal policy
- Hightech strategy
- Artists‘ social insurance
- Resource efficiency
- EEG amendment
- Energiewende
- Biopatents
- Fiscal research incentives
- International tax competition
- EEAG – Environmental / Energy State Aid
- Marine Litter
- Genome Editing
- Chemie³
- EU waste policy
- SDGs
- EU
- BREXIT
- Sector dialogue
- Digitisation
- TA Safety
- distance
- Climate act
- Innovation
- Climate protection/Decarbonisation
- Biopatents
- Water-polluting substances
- Innovation
- Artists‘ social insurance
- Resource efficiency
- EEG amendment
- Energiewende
- Biopatents
- Fiscal research incentives
- International tax competition
VCI thematic focus

Strategic approach

**Pres. Council:** Pol. top issues

**Committees:**
- Priority 1-issues
- Priority 2-issues
- Priority 3-issues

- Constant presence in political arena and media
- At all political levels, as necessary
- Focus on specific political fields and public agencies
- Low-intensity coverage
Committee Structure shows the large variety of topics

VCI-Presidential Council

General Committee

17 Committees

- Technology and Environment
- Energy, climate protection, raw materials
- Trade Policy
- Communication

- Research, Science and Education
- Legal Affairs
- Finance
- Independent Entrepreneurs

- Logistics and Transport
- Taxation
- Business and Market Analysis
- Political Committee Berlin

- Biotechnology
- Sustainability
- Business Administration
- Political Committee Brussels

- Biotechnology
- Sustainability
- Business Administration
- Political Committee Brussels

Sector committees, working groups, project groups
### Political work and communication 2019

<table>
<thead>
<tr>
<th>Area</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy and climate</td>
<td>Working for an industry-friendly climate protection act</td>
</tr>
<tr>
<td>Innovation</td>
<td>Incentive structure for innovations in chemistry and pharma</td>
</tr>
<tr>
<td>Industrial Policy</td>
<td>Accompanying the federal government’s industrial policy strategy</td>
</tr>
<tr>
<td>Agriculture</td>
<td>Active involvement in the societal debate on biodiversity</td>
</tr>
<tr>
<td>Taxation</td>
<td>Strengthening the competitiveness of the location Germany</td>
</tr>
<tr>
<td>Digitalisation</td>
<td>Driving forward infrastructure expansion</td>
</tr>
</tbody>
</table>
Advocacy packages for the political discussion

Comprehensive arguments for central political issues
Exclusive information for member companies

- [www.vci.de](http://www.vci.de) – The Members’ Section provides „around the clock“ information on business trends and political topics, latest news, guidance documents, position papers and much more
- Electronic newsletter ca. every fortnight
- Monthly: chemie report magazine
- Annually: report from VCI committees
Direct contact with political decision-makers
Advocacy in constituencies of Members of German Parliament and European Parliament

- VCI service for member companies
- As they are impacted directly, companies can describe problems more authentically and approach their MPs/MEPs with the relevant political positions - directly in local constituencies
- VCI provides support in the
  - selection and address of suitable MPs/MEPs
  - coordination and arrangement of face-to-face meetings
  - preparation of meeting content; participation of VCI experts where necessary
Available free-of-charge for VCI members: www.vci.de/reach

Clearly arranged presentation of topics covered by REACH

Information on CLP Regulation

Information on enforcement of REACH and CLP Regulations
Each of our regularly held REACH/CLP information events attracts up to 1,000 participants from member companies.

External organisers would charge between 1,000 and 1,500 euros per participant for a comparable one-day workshop.

Next CLP information event planned for autumn 2019.
VCI Service Platform „Technical sets of rules“

Range of topics:
- Occupational health and safety
- Plant safety
- Environmental protection
- Transport safety
- Product safety
- Standardisation

Content:
- Topical information, dates and deadlines, overview, rules in the focus, archives, info events, external offers of information, search function, glossary
Economic and business information for members

Economy
We provide information on the business situation of the industry in Germany, Europe, USA, Asia and worldwide, e.g.

➤ Chemie-Barometer (focus on Germany)
➤ World Chemistry Report
➤ Quarterly report (German chemical industry)
➤ Business Worldwide

Markets and trends
We analyse the long-term changes of the industry, observing the major chemical markets and assessing competitiveness:

➤ Industry portraits
➤ Country reports
➤ The German chemical industry in 2030
➤ Chemistry 4.0: Digitisation and circular economy, services for mid-sized businesses
Economic and business information for members

Data & Facts
We make available comprehensive data and charts on economic / business topics relevant to the chemical industry:

- Chemiewirtschaft in Zahlen (key data from the chemical industry)
- Investment
- Research & Development
- Energy & Raw Materials

Data service & support

- Individual information on trade, production, sales of chemical-pharmaceutical products – and much more
- Direct access to VCI databases with particulars relevant to the chemical industry
- Support in all questions regarding official statistics
Economic and business information for members

Networking and exchange of information
Benefit from the exchange of experiences with other companies:

- Economic and Market Analysis Committee
- Market Intelligence Committee
- Information events on chemical markets and economic topics relevant to chemistry

Keep up-to-date
Our online offer can be accessed at: www.vci.de/die-branche

Also, the weekly newsletter informs about economic/business topics relevant to chemistry. Subscribe directly for this newsletter at: www.vci.de/newsletter-wirtschaft
VCI cooperation activities in purchasing
<table>
<thead>
<tr>
<th>Business and commercial insurances</th>
<th>Commercial credit insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyber risk insurance</td>
<td>Top-up policies</td>
</tr>
<tr>
<td>D&amp;O insurance</td>
<td>Safeguarding political risks</td>
</tr>
<tr>
<td>Forwarding services</td>
<td>Package and express services</td>
</tr>
<tr>
<td>Air and sea cargo</td>
<td>Purchasing optimisation and supplier research</td>
</tr>
<tr>
<td>Hired vehicles and mobility solutions</td>
<td>Vehicles procurement</td>
</tr>
<tr>
<td>Electricity and natural gas</td>
<td>Energy efficiency consulting</td>
</tr>
<tr>
<td>Efficiency solutions</td>
<td>Advantages for staff</td>
</tr>
<tr>
<td>Office supplies</td>
<td></td>
</tr>
<tr>
<td>Coffee &amp; Catering</td>
<td></td>
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<tr>
<td>Workwear; PPE</td>
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Sustainability Initiative Chemie³

About Chemie³

➤ The joint sustainability initiative of the German Chemical Industry Association (VCI), the Mining, Chemical and Energy Industrial Union (IG BCE) and the German Federation of Chemical Employers’ Associations (BAVC)

➤ The forward-looking strategy of the sector for coming up to its responsibility at the location Germany and for securing its competitiveness

Goals of the initiative

➤ Enhancing the chemical industry’s position as a key industry for sustainable development

➤ Offering attractive jobs and work conditions in the chemical industry, today and in the future

➤ Creating a climate of transparency and trust through an active and open dialogue with politicians and stakeholders from economy and society
The Sustainability Guidelines for the chemical industry in Germany are at the core of Chemie³

1. Integrating sustainability into the corporate strategy
2. Achieving sustainable investments and value creation
3. Promoting economic stability and global cooperation
4. Driving sustainability through innovation
5. Implementing sustainability in operational processes
6. Securing decent work and an active social partnership
7. Managing demographic change and securing skills
8. Protecting people, the environment and biodiversity
9. Promoting resource efficiency and climate protection
10. Engaging with communities as good citizens
11. Creating transparency and showing integrity
12. Forstering a dialogue and enhancing participation

Linked with SDGs and NAP: Important requirements of the Sustainable Development Goals (SDGs) and the National Action Plan on Business and Human Rights (NAP) are already reflected in these guidelines.
Applying the guidelines: many support offers

Webinar series „Sustainability in corporate practice“

- Experts and practitioners explain examples of sustainable management in 1-hour webinars.
- Participants can interactively contribute to the shaping of the webinars.

Specific events on current sustainability topics

- In specific events, we look into the requirements of various aspects of sustainability and engage in an exchange with practitioners from companies.

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Applying the guidelines: many support offers

Guidance for sustainable supply chain management (German/English)

- Enables for companies a better assessment of risks and chances connected with purchasing and of the sustainability performance of suppliers
- Shows how suppliers can be motivated to put into practice sustainability standards
- Tried out by the participants in the Chemie³ pilot project „Sustainability in supply chains“
- Comes with a toolbox with a basic code of conduct and further implementation materials

Guidance for sustainable reporting

- Enables an easy start in sustainability reporting for mid-sized businesses
- Gives an overview of the most commonly used standards
- Demonstrates how companies can prepare a straightforward sustainability report with existing data
Chemie$^3$ sustainability check

- The instrument sharpens the view for the business case sustainability and highlights concrete approaches for action.
- Based on topical political requirements (such as SDGs) and industry-specific elements (e.g. the guidelines of Chemie$^3$).
- 32 fields of action give a well-structured overview of sustainability.
- At the core: a 1-day workshop with all executives and staff delegates.
- Designed for small and medium-sized enterprises (SMEs).
- Tried and tested in practice.
Progress indicators

- Chemie³ has developed 40 indicators for measuring the industry’s progress towards a sustainable development.
- The indicators comprise economic, ecological and social criteria.
- They range from the competitiveness of chemistry on global markets to greenhouse gas emissions and permanent employment of young people after completion of their apprenticeship.
- Publication of first data gathering in the progress report 2018 (online and short print version).

www.chemiehoch3.de/fortschrittsbericht
Companies act responsibly

Responsible Care is an important contribution to the sustainability initiative Chemie³
VCI enables companies to take part in the international Responsible Care Initiative

Benefits for companies:

- Well-known and protected RC-Logo
- Best Practice and exchange of experiences
- Tools for management and staff
- Cutting costs and strengthening competitiveness
- Practical risk management
- Concrete contribution to Chemie³, CSR and sustainability
- Contribution to the sustainable development goals of the United Nations
- Much appreciated along the value chain

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Globally operating member companies can sign the RC Charter of the International Council of Chemical Associations (ICCA):

In this Charter, CEOs of international leading companies commit themselves to six ethical principles:

- A Corporate Leadership Culture that proactively supports safe chemicals management
- Safeguarding People and the Environment
- Strengthening Chemicals Management Systems
- Influencing Business Partners
- Engaging Stakeholders
- Contribution to Sustainability

With their commitment, they become active at the highest international level – within the framework of the SAICM dialogue with the United Nations.
Full information about the industry is also available on the internet: www.vci.de

- Brochures and leaflets provide information on economic issues, safety, environment, transport or biotechnology – in a concise form
Media activities

Press conferences and press releases, guest contributions, interviews and positions

- Taking a stance on topics of the future
- Conveying core messages
- Steering discussions
Strong activities in social networks

Discussion contributions on Twitter & Co.

- Commenting topical issues
- Addressing stakeholders
- Building and expanding networks

"Kunststoffe sind sehr leistungsfähige, vielseitig einsetzbare und ressourcenschonende Materialien. Sie dürfen aber nicht als Abfall ins Meer oder in die Umwelt gelangen. Die internationale Allianz von Industrie und Handel will konkrete Lösungen für diese große Herausforderung vorantreiben."

Hans Van Bylen, VCI-Präsident

VCI-Redaktion @chemieverband - 23 Std.
Rund 30 international tätige Unternehmen gründen globale Allianz gegen Plastikmüll in der Umwelt und wollen dafür bis 2024 rund 1,5 Mrd. Dollar investieren. Mit dabei sind u. a. unsere Mitglieder @BASF_DE, @Covestro und @Henkel. ow.ly/3zx830nO84 #EndPlasticWaste

Alliance To End Plastic Waste
Transport and packaging of chemicals

VCI assistance „from chemistry – for chemistry“

➤ Guidance documents for the transport of dangerous goods
➤ Requirement profiles for transport by road and intermodal transport, by rail and for railway transportation providers
➤ Checklist for sustainability in logistics
➤ Toolbox for reducing plant-internal processing times
➤ Cargo Securing Information System
➤ Information event: New rules for dangerous goods
➤ Packaging Handbook
➤ Overview: Take-back systems for industrial packaging in the EU
➤ Checklist for the sustainability of packaging materials
➤ Guidance technical materials management

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TUIS experts provide assistance in accidents involving chemicals

The VCI’s Transport-Accident-Information-and Emergency-Response-System offers

- support around the clock, nationwide in Germany
- fast, qualified and non-bureaucratic assistance in transport accidents involving chemical products and in warehousing accidents, with the participation of 120 company fire departments and experts
- Total for 2017: 926 x support from TUIS experts (expert advice over the telephone or on the spot, technical assistance on the spot)
- Since 1982, TUIS has helped in over 30,000 cases
- Public fire departments can request TUIS support via the TUIS online database on the internet and/or via the TUIS app

© VCI/Angelika Becker
Chemical Industry Fund:

Supporting research and young talent (budget 2019)

- Research funding: 0.8 million €
- Funds for schools: 3.8 million €
- Funding of young scientists and scholarships: 7.0 million €

Total funding: 10.2 million euros

Conveying the fascination of chemistry to the next generation
Good success through continuous communication

Development of acceptance, image and trust

Source: CID: Best-fit trend curves from the surveys GfK, TNS-Emnid, Trend & Motives, for „population“
Kampagne: Ihre Chemie. Freuen Sie sich auf die Zukunft.
Campaign: Your chemistry. Look forward to the future.

Advertising motives 2018: Winter sports, football world cup, vaccines
Campaign: Deine Chemie / Your Chemistry
Opening up a new target group

© Endemol Beyond
Campaign: Deine Chemie / Your Chemistry
Target group and goals

Target Group

- Youngsters aged 14 to 20, the first generation who has grown up purely digitally (potential: 4.8 million persons)

Goals

- Position chemistry among youngsters as a future-oriented industry with great innovative strength.
- Open up youngsters for innovations, stir their enthusiasm and highlight the importance of innovations to them.
- Encourage the interest of youngsters in vocational training in the chemical industry or in university studies of a subject relevant to chemistry.

Strategy

- Attract youngsters of this target group through their own interests and in their own environment.
Results from the first 7 seasons

- **Jodie Calussi**: 38 videos
- **Bonnytrash**: YouTubers of the 7th season
- **Jay & Arya**: Over 20 million clicks in total
- **Izzi**: Joey’s Jungle

Over 20 million clicks in total
Conclusion: Strong Representation. Exclusive Services.

Representation of politico-economic interests

- Forum for opinion-forming on chemistry-specific and cross-sector issues
- The voice of chemistry in the political arena
- Bridge to public authorities, science, media, other industries and further stakeholders
- Image campaign
- Promoting young scientists and staff

Exclusive services for member companies

- Information on changes in legislation and support in implementation, e.g. for REACH and GHS
- Information on business developments of the industry and in selected regions
- Responsible Care
- Cooperation activities in purchasing
CONTACT

Verband der Chemischen Industrie e.V. (VCI)

Status: 08 October 2019

Mainzer Landstraße 55
60329 Frankfurt am Main, Germany

Phone +49 69 / 2556-0
Fax: +49 69 / 2556-1471
E: dialog@vci.de

Internet: www.vci.de

Registered Office: Frankfurt am Main