



*Your complimentary
use period has ended.
Thank you for using
PDF Complete.*

[Click Here to upgrade to
Unlimited Pages and Expanded Features](#)

Advocacy Review



Steve Elliott

18-19 February 2016





*Your complimentary
use period has ended.
Thank you for using
PDF Complete.*

[Click Here to upgrade to
Unlimited Pages and Expanded Features](#)



- 2015 Board-level sponsored review of CEFIC advocacy and its effectiveness
- National Associations represented through VCI (Utz Tillman as Chair, AFEM); CIA (Steve Elliott as Chair, CEFIC Comms Network and Federchimica (Marcello Accorsi as Advocacy Network rep)
- Updates to NAB and AFEM through 2015



*Your complimentary
use period has ended.
Thank you for using
PDF Complete.*

[Click Here to upgrade to
Unlimited Pages and Expanded Features](#)

ate



- “Evolution not Revolution”
- CEFIC operating structures to remain, with one key addition
- Focus on greater clarity of roles/responsibilities
- Some immediate changes and others to follow
- Good opportunity to raise national association representation
... but accountability too!



*Your complimentary
use period has ended.
Thank you for using
PDF Complete.*

[Click Here to upgrade to
Unlimited Pages and Expanded Features](#)

Proposals



- AFEM/NAB Chair
 - AFEM chair to become NAB chair
 - AFEM/NAB chair to become Executive Committee “guest”

- AFEM/NAB Programme Council Coordinators
 - Stronger ownership and accountability for national associations
 - Focused on key Programme Councils (Industrial Policy; Energy and Product Stewardship)
 - Magnus, Yves and Colette to serve as respective PC Coordinators



- Programme Council Steering Groups
 - A new structure
 - Supporting each PC (before and after meetings)
 - To help ensure clarity of advocacy objectives and consistency of performance

- ” CEFIC Advocacy Forum
 - Political “ground-force”
 - Communicating and checking on political feasibility of objectives, tactics and messages

- AFEM Communications Network
 - Joining forces with Advocacy Forum on “political communications”
 - Retaining independent focus on broader reputation agenda and sharing of best-practice



*Your complimentary
use period has ended.
Thank you for using
PDF Complete.*

[Click Here to upgrade to
Unlimited Pages and Expanded Features](#)

changes



- No structural changes (e.g. membership; frequency of meetings)
- Agendas to find right balance between updates/ intelligence sharing and key policy and related advocacy actions



Structural changes (membership; frequency of meetings)

- More efficient representation the aim (“cluster” membership)
- Composition:
 - A permanent representation from the seven largest chemical associations (BE, DE, ES, FR, IT, NL, UK)
 - Cluster 1:** “Scandinavian/Baltic countries”, to be represented by Magnus Huss and including Denmark, Estonia, Finland, Latvia, Lithuania, Norway and Sweden
 - Cluster 2:** “Eastern European countries”, to be represented by Tomasz Zielinski and including Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania and Slovakia
 - Cluster 3:** “Western/Central European countries”, to be represented by Sylvia Hofinger and including Austria, Greece, Ireland, Portugal, Switzerland and Turkey.
- 10 meetings /year
- Agendas to be balanced between the specific policy and advocacy actions and longer-term strategic considerations and actions



Your complimentary
use period has ended.
Thank you for using
PDF Complete.

[Click Here to upgrade to
Unlimited Pages and Expanded Features](#)

ations



- AFEM views, questions and (hopefully) support welcomed
- Conclusions reported to March CEFIC Board and fed into ongoing CEFIC Advocacy Review team exercise