

Advocacy and Communication

Cefic Governance

11 January 2011

This leaflet is aimed at guiding staff and the members involved in activities when communicating and advocating for Cefic, sector groups and horizontal groups.

Transparency in dealing with Institutions

Cefic, sector groups, member companies and federations must always be represented in a non-equivocal manner, on the basis of clear definition of aims and issues to be discussed. They should always introduce themselves immediately in a direct and transparent manner.

Staff, members or consultants may only represent Cefic or sector groups if they received an explicit mandate for this. They must act purely in the interests of Cefic or sector groups and not be influenced by their personal interests. Conflicts of interest must be avoided when nominating a representative.

Cefic representatives must behave with full integrity, with the highest ethical standards. Institutions' codes of conduct or recommendations on dealing with Institutions and civil servants, when existing (such as the European Transparency Initiative), will be complied with.

Information required must be obtained by lawful means. Any forms of active or passive corruption are strictly forbidden. Gifts and invitations which may be interpreted as an attempt to corrupt must not be offered. Similarly, any behaviour which may be interpreted as soliciting third parties with the intention to receive gifts or invitations must be avoided.

Staff and members must pay attention to their communication to the Institutions and always remember that access can be asked to any document sent to an Institution. Such access may only be refused based on specific limited reasons (the protection of commercial interests or intellectual property rights).

Requirements governing the protection of private life must be strictly complied with. This is especially important in relation to data banks, electronic networks, etc.

Statistics regarding the industry will be used in a strictly objective and transparent way.

One voice

Members and staff will work together to ensure consistency and cohesion of the advocacy. The objective is to ensure that their audiences receive the same message.

In accordance with the One Voice Policy, Cefic's positions reflect the general interest of the chemical industry, and members and staff must always align to these positions when speaking in the name of Cefic. For more information on the "one voice policy", see Cefic By-laws.

Members are expected not to use the Cefic name when holding diverging opinions. They need to ensure a clear distinction between Cefic positions and any diverging opinions which they may hold on behalf of the company or federation they represent.

Presentations made by members or staff in the name of Cefic, or one of its groups or sector groups cannot be detrimental to another group or sector group. Cefic will not defend an individual substance/use/technology to the detriment of other ones and will avoid conflict of interests. Cefic may provide horizontal and generic stewardship support.

