

# 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

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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

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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.



## Communication involving environmental and health considerations

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Communication must be framed in a way which does not abuse the audience's concerns for the environment and health, or exploit its possible lack of environmental and health knowledge.

Environmental and health or scientific terminology is acceptable only if it is relevant and used in a way that can be readily understood by those to whom the message is directed.

Descriptions, claims or illustrations about environmental and health impact must only use technical demonstrations or scientific findings when supported by reliable scientific evidence.

In view of the rapid developments in environmental and health science and technology particular care must be taken to ensure that testimonials or endorsements used to support environmental and health claims in communication are still valid.

Environmental and health signs or symbols must only be used when the source of those signs or symbols is clearly indicated and there is no likelihood of confusion over their meaning. Such signs and symbols must not be used in such a way as to suggest official approval or third-party certification if this is not the case.

Communication must not contain any statement or presentation likely to mislead the audience about the environmental and health aspects or advantages of products. Communication can refer to specific products or activities, but shall not imply without justification that they extend to the whole performance of a company, group or industry.

Environmental and health superiority of one product over another product shall not be claimed but objective differences may be presented when an advantage can be demonstrated. Claims shall not mention competitive products but may emphasise the presence of positive ingredients or effects as well as the absence of a harmful ingredient or a damaging effect in a given product.

## Communication on new and emerging technology

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The role of Cefic and its sector groups is to shape the debate on new and emerging technology with a scientific approach linked to potential risks, if any, leaving the authorities to play their part by adopting decisions and legislation.

Risk management, at the core of the debate, needs to be integrated in communication and advocacy – especially if there is a lack of scientific evidence on new and emerging technology.

Communication and advocacy must be objective, targeted and timely, emphasising the potential benefits of new and emerging technology without making extrapolations.

Communication and advocacy should centre on the technologies themselves, not on the promotion of uses or products deriving from them. That is for companies to do, acting on their own behalf and responsibility.

LRI principles on research can be referred to and applied when addressing research on these technologies:

**Scientific excellence** – support will be given to research that applies the most rigorous scientific approach;

**Open process, Results and Action** – the research process will be open and transparent; timely publication of the results will be expected and industry will act on the results in a timely and appropriate manner;

**Fair and Unbiased conduct** – sponsors will not influence the conduct of research; the research process will be conducted in a fair and unbiased manner that prevents conflict of interest and protects against biased decisions in decision making; confidential business information and intellectual property will be protected.

For Cefic, its members, groups and affiliated organisations: for further clarification and questions, contact Nicole L Maréchal, Cefic Senior Legal Counsellor & Governance Officer  
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