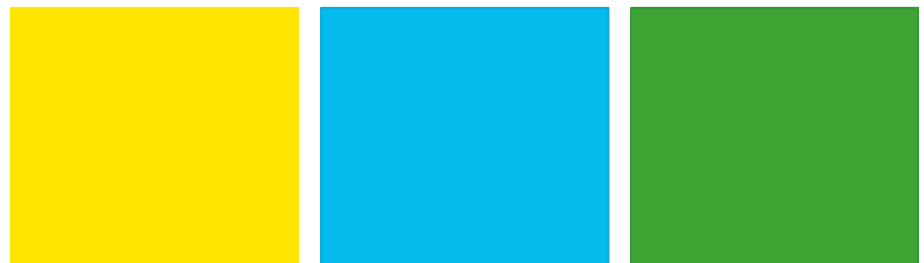




Regional reports - Europe

Dolf van Wijk – Euro Chlor

16 October 2014





Contents

- Energy
- Mercury – disposal
- Safety
- Reach & Biocides
- Communication of chlorine benefits



Energy and Competitiveness

- Commission report on energy prices and costs:
 - Includes CEPS study (2013); ‘electricity price is a crucial driver for **chlorine** production costs, affecting the competitiveness of the industry’
 - Energy price gap between the EU and other economic regions (USA) substantially increased
 - Heads of state recognise issue and call for measures to ensure **competitiveness** of Europe's energy-intensive industries
- Agreement on new policy framework for energy and climate 2020 to 2030 currently under discussion
- New Commission taking office November 2014



Emission Trading System (ETS)

- Emission Trading System (ETS) – carbon leakage:
 - Revision of exposed sector list - 2013 to 2020
 - Chlor-alkali remains ‘exposed sector to carbon leakage’
 - Adoption expected this autumn
- Carbon leakage post 2020
 - Commission stakeholder consultation (closed 31/7)
 - Equal treatment and regulatory certainty for indirect emitters - free allowances for CO2 emission, no state aid
- COM to publish proposal “well” before 2020



Mercury technology in Europe

- Key driver is Industrial Emissions Directive (IED)
 - Chlor-alkali BREF – mercury cell technology NOT BAT
 - Published in EU Official Journal December 2013
 - 4 years max to revise local plant permits
- **Drive to phase-out mercury cells by Dec 2017**
- Mercury technology now at 25%
- 2013/14 saw a spur in phase-out plans



Mercury – permanent disposal

- Permanent disposal/storage facility Germany
 - NQR - subsidiary of Remondis
 - Re-started mercury treatment in October
 - Need for a second option
- Implementation of Minamata Convention- no impact
 - Revision of EU Regulations
 - Involved as stakeholder
- Final acceptance expected in 2015

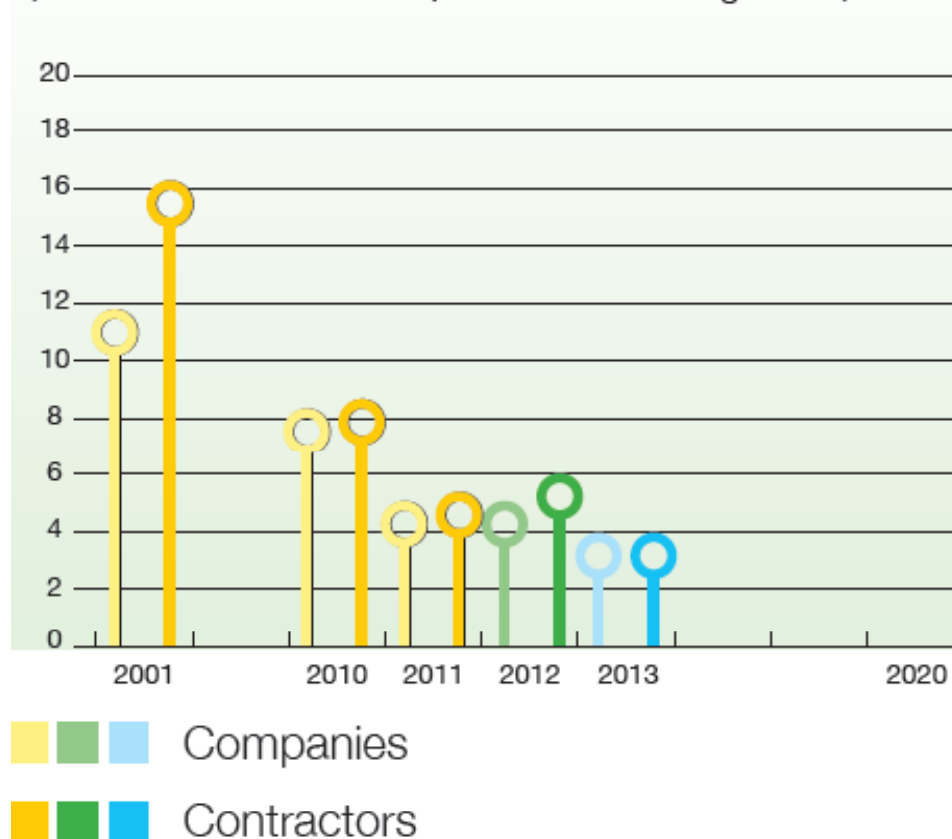


Euro Chlor Safety Initiative

- Improvement of safety (LTIs) needed
- Specific Task Force
 - Action Plan to improve industry safety performance
- High-level support in companies
- Build on existing industry & member programmes

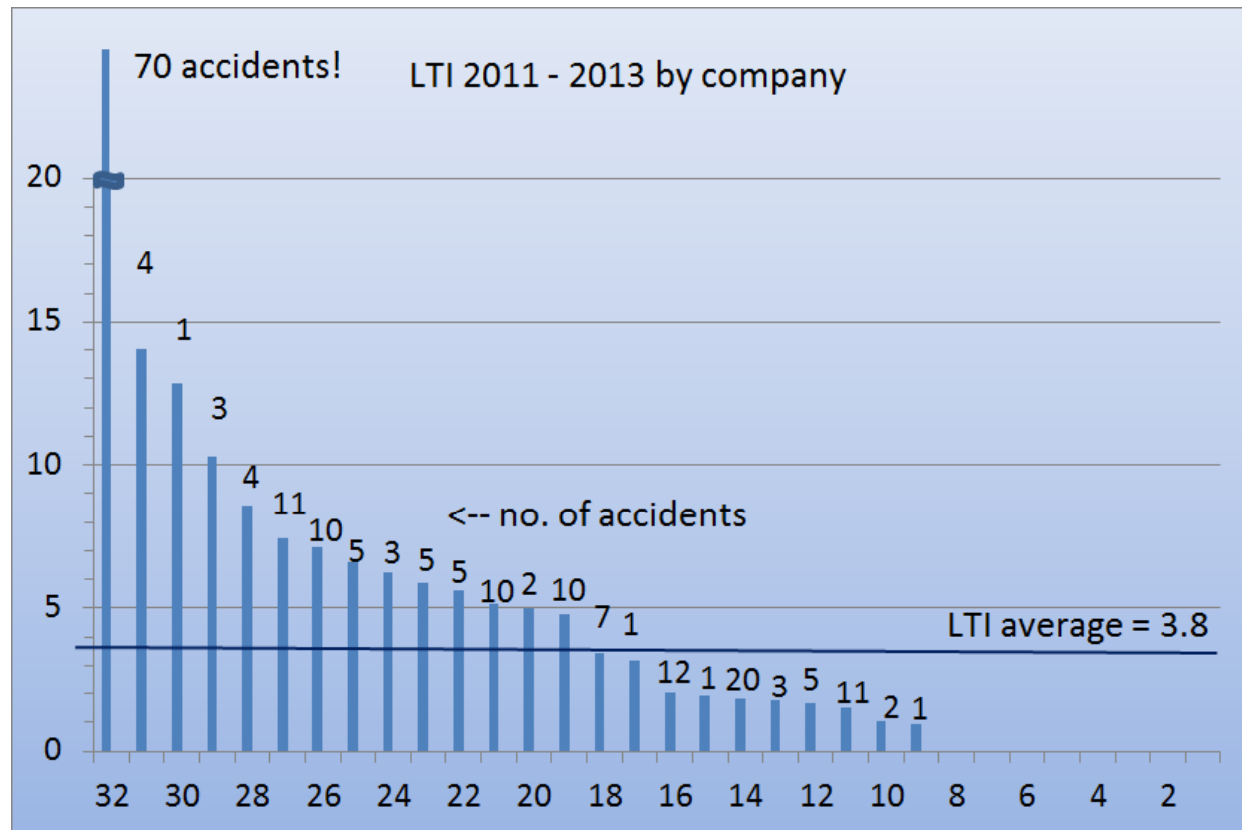
Euro Chlor - Safety Performance

Chlor-alkali Lost-time Injuries frequency rate
(number of LTI incidents per million working hours)



2013 trend reconfirmed, but further room for improvement

Euro Chlor Safety Performance



Need for action:

8 companies
reporting double
digit number of
accidents

8 companies
reporting zero
accidents



Euro Chlor Safety Initiative

Sound safety and environmental practices
are the basis of our
LICENSE TO OPERATE

Imagine the consequences of a serious incident for
your company and
the whole chlorine industry

Euro Chlor is expecting your co-operation



Euro Chlor Safety Initiative - How

- Focus on leaders: company executives, site/plant managers, EHS function
- Safety culture
- Offer support
- Encourage sharing information / best practices
- Peers assisting each other but also peer pressure
- Build on existing programmes



Euro Chlor Safety Initiative - Elements

- Enhance self-commitment of members
- Offer 3rd party training for leaders
- Improve reporting & sharing of safety information
- Establish a self-audit tool
- Encourage sharing of best practices & safety rules
- Offer support visits by Euro Chlor



REACH & Biocides

- REACH final deadline 2018 (10-100 t/y)
- Administrative and cost burden
- SVHC: Substances of Very High Concern
- CoRAP: Community Rolling Action Plan
 - testing requirements
 - Appeal against CTC and MCCP testing decisions



Biocides

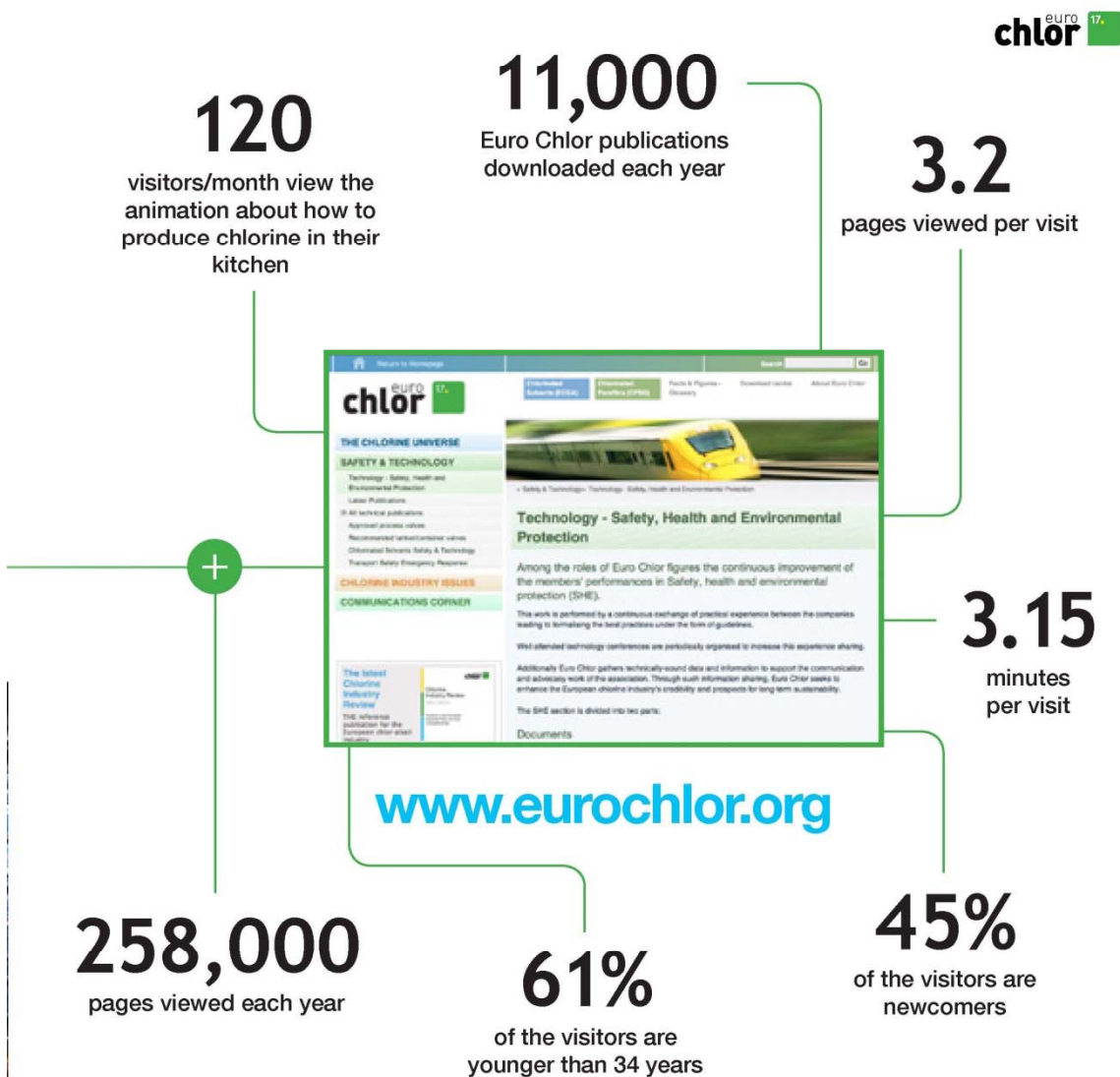
- New BPR since 2013
 - Major process/admin struggles
 - Very high cost for product authorisation
 - Active ingredient dossier assessment still pending (2016?)
 - Disinfection by-products risk assessment to be included at product authorisation stage



Euro Chlor Communications Plan

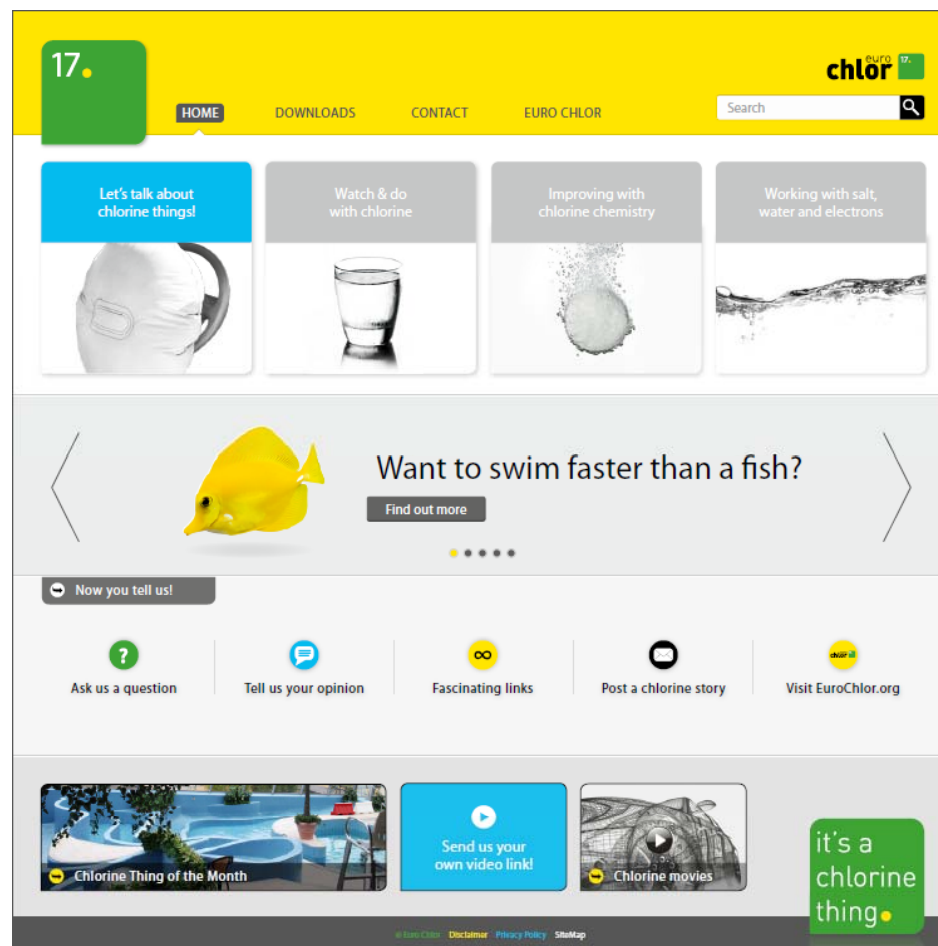
- Compelling stories about **benefits** of chlorine-based chemistry
- Mainly targeted at European political institutions
- Create positive Ahah! effect
- A mix of websites, targeted online advertising, targeted paper advertising
- A mix of tools

Euro Chlor Corporate Website



New Chlorine Benefits website

- Chlorine chemistry in 10 areas of everyday life: transportation, health, energy, construction etc.
- Interactive: asking questions, posting links, signalling videos ...
- www.chlorinethings.eu



New documentary video

- *It's a chlorine thing: video of 10 minutes*
- Chlorine as an element, in food, water, health care, construction, energy, sports, entertainment, salt & the sea
- On [YouTube](#), website & members use



Short, peppy videos: ChlorineThings

- Three already online and on YouTube

- [Communication](#)
- [Food & Water for the Planet](#)
- [Your good health](#)

- Coming on
 - Saving energy



European Voice weekly newspaper+online

- 19,000 copies circulate in European institutions
- 52,000 online registered users
- 29,000 Twitter followers
- 12,000 FaceBook fans
- Colour advertisements
- Full media plan for 2014



European Voice calendar November 2014

12,000 free calendars in
European Institutions



How does polyvinyl chloride reduce carbon footprint?

Polyvinyl chloride – better known as PVC – is essential to the production of highly insulating window panes, doors and flooring. Together with modern double or triple glazing PVC does a beautiful energy saving job. In Europe, one third of all chlorine production is used for making PVC.

It's a chlorine thing!

it's a chlorine thing.

chlor euro 17.

www.chlorinethings.eu | www.eurochlor.org

November 2014

EuropeanVoice www.europeanvoicemagazine.com/diary
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chlor euro 17.

Roll-ups

10 subjects. Offer to member companies: translation in their local language





Thank you for your attention !