

Welcome to 2015 message from the WCC Secretariat

Dear WCC Colleagues, dear Friends,

Let me start by wishing you all a very happy, joyful and successful New Year. 2015 is about one week old and our Euro Chlor crew is fully prepared to take the WCC helm for two years. I am honoured and pleased to lead the WCC activities and I look forward to this challenge, knowing that I can rely on you all, our global crew, to help achieving WCC's goals.

With your support I am confident that we will make 2015 another successful WCC year. We have many working group activities on the horizon which I will briefly review below. The highlight of the year will of course be the General Assembly in October in New Delhi.

Over the past years we were able to extend the WCC membership which means we now represent over 90% of the global chlor-alkali production capacity. In 2011 CCAIA brought our colleagues from China on board, in 2012 AMAI from India joined and later in 2012 RusChlor joined the ranks of WCC. As of 2015 all WCC members will be financially contributing to the WCC budget using a new allocation key based on different classes of production capacity.

The joint financing enables WCC to commission key projects supporting our agreed objectives with a clear benefit for all. Traditionally, and following Governing Council guidance, we will keep the WCC budget modest and we rely on 'sweat equity' from all our Associations to carry WCC forward. So please consider consciously the support your region can provide through your Association and your companies; WCC is all of us and WCC's success relies on all of us!

With our high level of global representation extending our membership is not a key priority anymore, although we will keep an eye open to all opportunities, of course. The coming year our attention and efforts should be allocated more towards progressing on our common issues, including our global science & advocacy, our communication and last but not least, our safety performance.

Below you will find a flavour of key issues of our working groups and an overview of this year's main events.

All of this will further develop along the way, so please embark and join me in keeping WCC on speed and on course!

GAST - Global Advocacy and Science Team

The GAST will continue to develop global strategic progress on chlorine as a prime disinfectant for key sanitation applications, such as drinking water and swimming pools. Further recognition of the importance of chlorine for sanitation at UN level and elsewhere are progressing well, and we should endeavour to expand the use of the WCC communication materials by our Member Associations and Member Companies even more. The fact that one of the themes of the 'India-day' during our General Assembly will be 'sanitation' demonstrates its importance and will be an excellent communication opportunity.

At UNEP level our industry is no longer in the full spotlights of POPs and mercury regulatory activities which means with a lower level of involvement we will have a challenge to ensure maintaining our good reputation.

GST - Global Safety Team

Basic data on our industry is essential to 'walk the talk' on transparency. Therefore we collect data on our production sites and name plate capacities and publish these on our web site. To the UNEP Partnership

we also report annually on several 'mercury use' parameters, the reporting of which can still be improved. The Secretariat will approach the regional representatives in the coming months, as the reporting is due by May this year.

Safety is of prime importance for our industry and underlines our license to operate. As a basis for improving our safety performance it is essential to share best practices and to learn from incidents. Improving the system of best practice and incident sharing will be a key objective for the coming year and we will report on this in the WCC Safety Letters.

Last but not least, the importance of safety to our industry and the important role of WCC in sharing best practices are demonstrated by the fact that 'Safety' will be another key theme of the 'India-day' during our General Assembly in October.

Communication

Last year the change-over from CVn to SharePoint was accomplished, which brought a major improvement to our ability to share information. There will be a continuing need to update the content and user-friendliness of the system, which we will experience with increasing use. Please share your experience and suggestions with us which will help to further improve its effectiveness.

Last year the WCC website had a major facelift and is again fit for purpose. In today's world our presence on the web and in social media is essential and all of us will have to develop its content to fit this need. Some ideas have been initiated last year and will now need to be put in practice. One of the ideas was to start a web-log (blog) to display contents from all our regions. It will be possible to publish all kinds of information, including pictures, text, videos, etc., so please remember posting on the WCC site whenever there is something worthwhile from your region worth sharing with your WCC colleagues and with the rest of the world.

With best wishes,

Dolf van Wijk

Governing Council	Face to face meeting during the General Assembly in New Delhi, 16 October 2015.
Management Committee	Face to face meeting in Houston, 12 (pm) & 13 (am) April 2015. Teleconferences in February and May/June (dates to be confirmed). Face to face meeting during the October General Assembly in New Delhi, 14 October 2015.
GAST Global Advocacy and Science Team	Face to face meeting during the October General Assembly in New Delhi. 2 or 3 teleconferences.
GST Global Safety Team	Face to face meeting during the October General Assembly in New Delhi. 3 teleconferences.
Communication	Face to face meeting during the October General Assembly in New Delhi. Teleconferences as needed.