



3RD
WORKSHOP

SUMMARY

On the Road to Climate Neutrality 2050

European Chemical Social Partners' Workshop

26 & 27 October 2022 – Budapest, Hungary



Background and aim of the workshop

The aim of the third workshop was to exchange good practices and develop tools based on the results of the [previous workshops](#). The first one was dedicated to the overall discussion of the project background and different scenarios of technological developments to allow carbon neutrality by 2050. The second one on the impact on companies and workers and the role of social partners in this process, as well as the political framework conditions.

Roundtable & short presentation by participants

Participants highlighted that climate neutrality has become a topic that is discussed every day. The way social partners discuss it differs largely across countries in accordance with the established industrial relations.

Cefic, the European Chemical Industry Council: Role and Activities

by George Kapantaidakis, Director Public Affairs

[See presentation.](#)

Social Partners' activities linked to the project theme

Presentation by ECEG and industriAll Europe

[See presentation.](#)

Green transition requires education and skills - The Danish tripartite system takes joint responsibility

Jannie Ottesen Bunk, 3F

[See presentation.](#)

The Role of Social Partners in the Decarbonisation of the Chemical, Pharmaceutical, Rubber and Plastics Industries

Presentation by the external experts wmp consult and Syndex

[See presentation.](#)

Development of 5 topics/tools: results from the World Café

1. Storytelling

What stories can we tell to draw a positive image of the chemical industry?

To whom should the story be told?

- To the public in a context of fear and uncertainty about climate change and its effects
 - Ignorance about the chemical industry and what it actually does
 - Most people are not aware how many products of the chemical industry they regularly use
- The young generation
 - Wants to be more involved and is more engaged in climate policies
 - Attracted to “green jobs”
- Children, grammar and elementary schools
 - Working with school programmes to change the narrative about chemistry

By whom should the story be told?

- The young generation within the industry
 - Young researchers, engineers, mechanics...
 - Role models and influencers
- One joint message by different companies
- Involving the workers + the employers + the government
 - Aligned in one simple message

How should the story be told? Overcome the accusation of “greenwashing”

- *Not from a defensive position*, but tell our own story with a:
 - Positive message
 - Informative message: facts and figures
 - Simple message: complex information made simple
 - Relatable message, connected to people’s lives
- An example of a punch line:
Today, we may be part of the problem (emitting CO₂) but we are solving it (CO₂ = feedstock for the industry).

Where should the story be told?

- Young people
 - Social media to reach the young generation
 - TED Talks and conferences
 - Collaboration with the art world (musicians): “the sound of a factory”
- Wider public
 - TV, campaigns, advertisements
 - Festivals and cultural events: providing concrete examples
 - (recycling plastic, etc.)
- Locally, in the factories themselves
 - Open door days
 - Family days

What story should be told?

- *No climate neutrality without chemicals*
- *Chemicals are the solution*
- *Chemicals are the key for climate neutrality*
- Show what a world without chemicals would look like
 - No toothbrushes, no soap, etc.
- Address every problem and show how chemicals can provide a solution
 - Energy → green energy, solar panels
 - Plastic pollution → recycling plastic, circular economy

2. Checklist for social partners at company level

How can management, employees and their representatives together put a company on a sustainable path towards climate neutrality?

- Framework conditions for a successful joint approach
 - Well-organised workers at company level as the basis for social dialogue
 - Joint actions of social partners (including willingness of management to sit at a table for negotiations with trade unions)
 - Awareness of each other’s actions
 - Starting with small steps, e.g. not introducing production change at once
 - Need for change management (e.g., [Kotter’s 8 steps leading to change](#))
 - Communication!
- Aspects to be tackled together
 - Strategy to be developed at management level with workers’ representatives to safeguard jobs (involvement before changing strategy)
 - Information at the shop floor, e.g., 5-10 minute clear/understandable videos from the management
 - Working conditions
 - Establishing a strategic personnel policy and strategic workforce planning
 - Skills development (see below)
- Involvement of employees
 - All should be involved on their respective levels
 - If decisions for changes have been taken, employees should understand what and why
 - Open communication between all stakeholders in a step-by-step approach: management and works councils → trade unions → members or trade unions → works councils → workers
 - Management deciding on its own will lead to failure
- Developing skills together
 - First, train local staff (management and workers)
 - Big companies share info with SMEs → trained workers
 - Involve VET schools

- Trade unions should inform and educate their members.
Formats for employee involvement:

- Information exchange in both directions is key
- In the format of official meetings at company and sectoral level: open and transparent
- Win-win situation: when introducing change processes, you should start from the shop floor
- Health and safety issues: safety notice from the shop floor, report to management

- Establishing a reporting system (App), exchange and encouragement, working both ways (shop floor to management and vice versa)
- Safe and Unsafe Acts (SUSA) Audit: By involving all employees and raising their awareness so that they become more aware of the dangers they expose themselves to, employees take an active part in the safety of the company
- PPE (personal protective equipment)
- Safety first, even when working under pressure

Q2 → involvement (empl. man. UC)
All should be involved in resp. level.
Changes → management
SLES → owner
approved by the board

behavior portfolio → communicate to TU+ we first
↓
workers

Employees should understand what & why.
If management decides on its own → failure
→ Open communication among all stakeholders
→ Step by step approach: 1. Manag + UC
↓
TU
situation

Q2 Skills
first train local staff - reskill
→ management → workers
big companies share info with
SLES → well trained workers.
Involve VET schools

CHECKLIST

Q1.
Small things
Two-sided actions
→ Not only one side
Workers organised on the company level → based on it you can dev. SD.
Management to set up goals. workers' rep can safeguard jobs.
See Jaber's ex. from 26.10.
→ Communication

Q2.
1. Working conditions
strategy - comp management level.
a) strategy b. working c. other aspects
2. Before changing strategy
3. Clear need for change (management prop.)
→ employees to be involved
e.g. → Kotter's 8 steps leading change
4. TUs to inform/educate their members
5. Personnel policy / strategic workforce planning
Dep. on company's size

Q3/4 Employee involvement → format
Information exchange is key ↓
In the format of official meetings:
company, sectoral level
→ Open & transparent
Win-win situation - when you introduce a change process - should start from the shop floor
→ this victory comes from the bottom
H&S issue - safety notice from the shop floor → report up → management
→ to have a system established and message from the management → info
→ report back to the shop floor
↓
best practice for climate res.
↓
SUSA - Safe & unsafe
→ how to communicate with workers employees →
PPE - pers. prot. equip. →
Safety first - even during working under

3. Glossary

How to make the terms and concepts often mentioned in discussions on climate neutrality understandable? We will compile a list of key words.

The following key words have been mentioned by participants:

2050 / respective national deadlines - all shades of hydrogen - Biofuels - fuels from waste - renewable fuels - Biomass based chemicals (what is biomass)? - waste-based chemicals - Carbon footprint/handprint - CBAM - CCS - CCU - CCR - "Chemical", - Circular economy - Climate neutrality/carbon neutrality - Direct/indirect emissions - Electrification - Energy Intensive Industries - ETS - Green Deal - Greenhouse gases (GHG) - GHG protocol - scope 1,2,3 - Green mindset - Green, blue, grey, red energy - "Green skills" - green jobs - green everything - Just Transition - Lifecycle assessment - Nature positivity (company risk assessment, what can a company do to improve nature?) - Package of EU Directives (Fit for 55 and importance for companies) - Paris Agreement + follow-ups + "translation" - Safe and sustainable by design - Separation/Collection/(all kinds of) recycling, reuse, incineration - Sustainability (three dimensions/„legs“) - Waste management.

CCS, CCU etc.
all shades of hydrogen
climate neutrality / carbon n.
2050 (and respective^{nat.} deadlines)
Paris agreement + follow ups
+ "translation"
biofuels
package of ^{EU} directives (Fit for 55* and
importance for companies)
"green skills", green jobs, green everything
circular economy
electrification
CBAM, ETS
fuels from waste: renewable fuels
2 kinds of recycling

CCS, CCU, CCR ...
ETS, CBAM
Carbon footprint / handprint
life cycle assessment
direct / indirect emissions
sustainability (three dimensions, "legs")
separation / collection / recycling
Just Transition
Energy Intensive Industries
green mindset
Green Deal
nature positivity (company risk assessment)
→ what can a company do to improve nature

4. Environmental coordinator

What can the role of an environmental coordinator be at company level?

■ (Legal) framework

- To be defined by law (as in Belgium) or by collective agreement (as in Spain)
- Not existing in Greece and Hungary
- Similar roles exist in FI, FR, UK
- Workers' representative covering issues in DE, IT
- Provisions for funding are needed
- Is a harmonised EU regulation needed?

■ Who should do it?

- Team of workers' representatives and management representatives
 - + supported by trade unions (e.g. through training, as in the UK: 5-day course)
 - + supported by employer/industrial organisations (e.g. through conferences/networks)
- Alternative: independent expert, taking independent decisions

■ Tasks

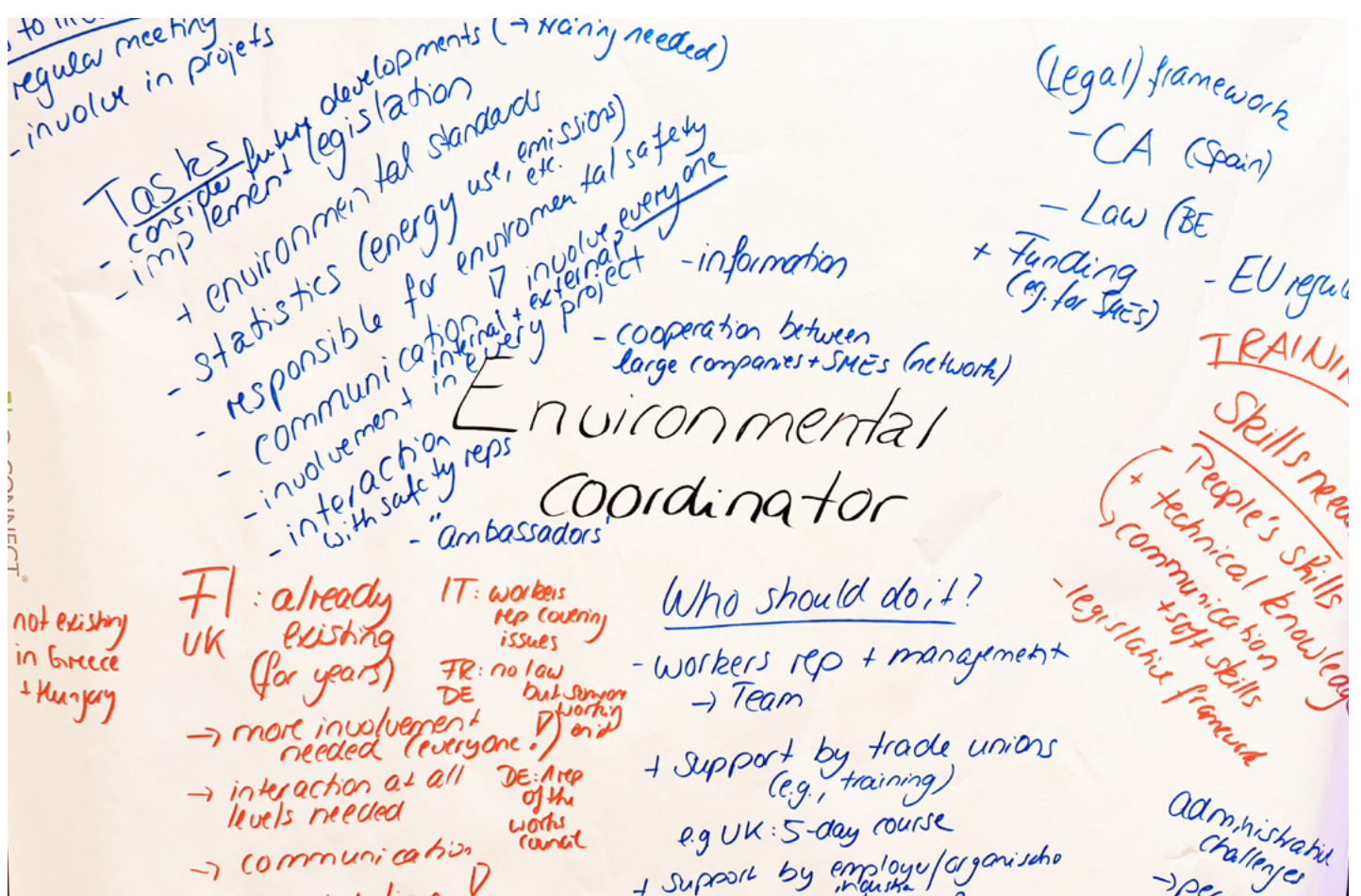
- Implement legislation and environmental standards
- Statistics (energy use, emissions, etc.)
- Responsible for environmental safety, interaction with safety representatives
- Internal and external communication involving everyone - interaction at all levels
- Involvement in every project
- Considering future developments (→ training needed)
- Cooperation between large companies and SMEs (network)

■ How to involve them?

- Regular meetings
- Involvement in projects
- Budget and time are needed!
- Transparency!

■ Skills and training needs

- Peoples' skills/soft skills, communication
- Technical knowledge
- Legislative framework

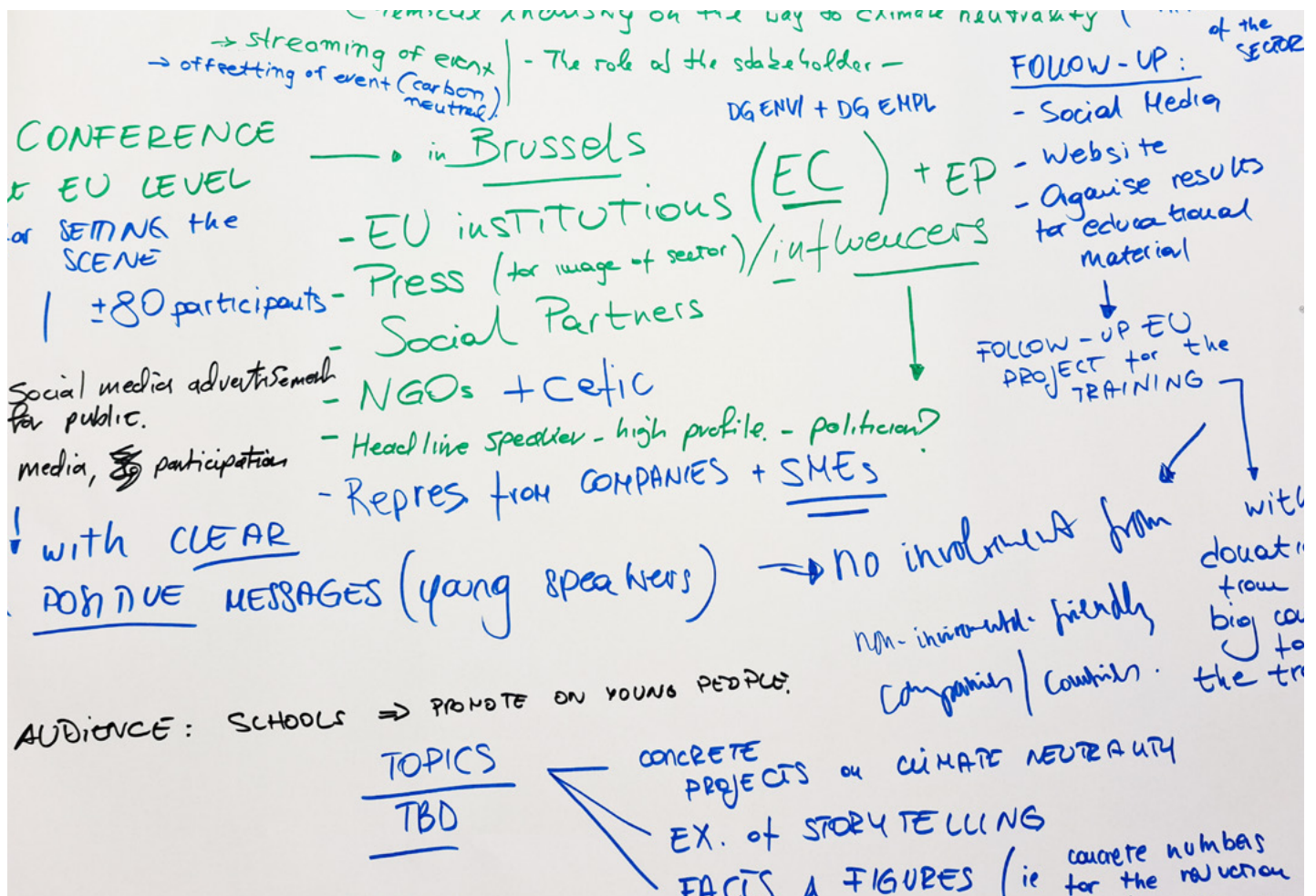


5. Kick-off event for regional coordination

How could cooperation be encouraged at regional level? What exemplary agenda(s) could an event have, building the basis for regional cooperation between relevant stakeholders (e.g. local company and employee representatives, trade union and employer organisation representatives, authorities, schools, other education providers, etc.)?

- Title 'The chemical industry on the way to climate neutrality: the role of stakeholders'
- Format: Conference at EU level for setting the scene
- More concrete events organised at national/regional level, according to the different realities of the different Member States - for example, for Germany, it makes sense to organise them at regional level, while for other countries, the national dimension is preferable.

- Speakers/participants
 - Institutions, e.g. ministries, especially from the European Commission
 - Social partners
 - NGOs + sectoral associations
 - Companies' representatives, especially from SMEs
 - VET providers
- Constructive discussions to establish regional roadmaps
- Topics to be discussed/presented:
 - Clear and positive messages
 - Concrete projects on climate neutrality
 - Facts & figures about climate neutrality in the chemical industry, i.e. concrete numbers for the reduction of emissions
 - Infrastructure needs
 - Changing competence profiles



Summary, Outlook and Feedback

Where necessary, the tools will be further developed by the project team and compiled with additional ones in a toolbox. The aim of the project is to collect and present concrete examples and tools. Participants, as well as others, are invited to share further examples of engagement and cooperation.

The final conference will take place on **07 and 08 March 2023** in **Rome**.