

26 February 2009

**To:**

**Sector Group managers and SIG managers**

### **Responsible Care – our commitment to sustainability**

Dear all,

The International Council of Chemical Associations, ICCA, has extended the Responsible Care logo by the tagline "Responsible Care – our commitment to sustainability". We encourage all our member associations and companies in Responsible Care to use the extended logo.

We took this decision

- To clarify that Responsible Care and Sustainable Development belong together. The reason for misunderstandings was the fact that RC was already well established as an initiative and concept in the chemical industry before 'Sustainability' emerged to become the prevailing concept of reference in all business sectors.
- To enhance the unique brand value of Responsible Care and align it with today's communication needs. No other sector established a comparable initiative and brand and heavily invested into it over many years. The brand value of RC has been reconfirmed in the 2008 Pan European Survey of the image of the chemical industry. Sustainability on the other hand is a top issue for the chemical industry without having a brand value in itself.
- To visibly align with the extension of RC as laid out by the RC Global Charter which is the commitment to go beyond EHS and also address Product Stewardship and Sustainable Development.

If you have any questions about the use of the new extended logo, please don't hesitate to contact us.

Yours sincerely,

Bernhard Thier  
Responsible Care Manager  
*(signed and sent electronically)*

Daniel Verbist  
Executive Director Build Trust  
*(signed and sent electronically)*

**Chemistry making a world of difference**

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