



## RC logo extension



*Trademark*

**Responsible Care<sup>®</sup>**  
OUR COMMITMENT TO SUSTAINABILITY

*Tagline extension*

„We encourage all Responsible Care associations and companies to use the new extended logo.“

*(ICCA, February 2009)*



## RC logo extension



- Logo extension = RC trademark + tagline
- Tagline below (1) or on the right side (2) of the logo
- Use of extended logo recommended (but not obligatory)
- No change to protected RC trademark
- No change in management of RC logo (logo guidelines)





# “Our Commitment to Sustainability”



- **To clarify that RC and SD belong together**
  - RC Initiative & brand launched in 1984 and established in Americas & Europe in early 1990ies (chemical industry only)
  - “Sustainable Development” concept coined in 1987 and established in 1992 at Rio Summit (today prevailing term in all industries)
  
- **To enhance the brand value and align it with communication needs**
  - RC is a protected trademark, its brand is unique. ‘Sustainability’ has no brand value on its own.
  - Sustainability is a top issue in communication. The extended logo aligns SD communication with the RC brand.
  
- **To express the extension of RC as laid out by the Global Charter**
  - “Responsible Care enables the global chemical industry to make a strong contribution to sustainable development.”
  - The industry will... identify additional opportunities to contribute to sustainable development through Responsible Care.”



# Global Charter



## Extends 3 dimensions of Responsible Care:

- ➡ **Geographic:** Implementation of RC in countries without national (RC) associations
- ➡ **Scope:** Extension from HSE matters to product stewardship & sustainability issues (e.g. tackling climate change, CO<sub>2</sub> life-cycle analysis, transparency etc.)
- ➡ **Value chain:** Addressing RC partnerships with other sectors

## Launched in 2006 to reinforce Responsible Care

**Signatories include CEOs from around the world and national associations**

***“An inspiring model of self-regulation that other industries should consider following.”***

*(UN Secretary General Kofi Annan on Responsible Care 2006)*