

Chemical Logistics Cooperation in Central and Eastern Europe

Logistical infrastructure is a decisive factor for the international competitiveness of the European chemical industry. Nevertheless, shortcomings in this field remain, especially between Eastern and Western Europe. Partners of the 'ChemLog' project develop ways to tackle these problems.

While in Western Europe highly sophisticated feedstock networks and supporting infrastructures serve as asset for the chemical industry, Central and Eastern European regions often lack feedstock networks and transport infrastructures to free up the whole potential of the European enlargement process. The integration of these transportation systems into the wider European transport system is a specific challenge. A main shortcoming are the underdeveloped connections from West to East. With improvements here, Central and Eastern European countries could have a gateway function between Western and Eastern European markets and towards markets in Russia and Asia.

It is for these reasons that several ECRN members, together with stakeholders in Central and Eastern Europe, have taken up the initiative to improve conditions for chemical logistics. From the very beginning the idea gained strong support from the European Commission, and after developing an implementation schedule the ChemLog project could successfully start its activities in November 2008.

"ChemLog – Chemical Logistics Cooperation in Central and Eastern Europe" brings together the following partners: Ministry of Economy and Labour of Saxony-Anhalt (DE), Ministry of Regional development and Transport Saxony-Anhalt (DE), isw Institute for Structural Policy and Eco-

nomic Development, Halle/S. (DE), Polish Chamber of Chemical Industry (PL), Association of Chemical Industry Czech Republic (CZ), Association of Chemical and Pharmaceutical Industry of Slovak republic (SK), Ústí region (CZ), Province Novara (IT), FHOÖ Research and Development GmbH/Logistikum Steyr (AT), Regional Development Holding, Budapest (HU).

The main objective of the consortium is to strengthen the competitiveness of the chemical industry by improving framework conditions for supply chain management in Central and Eastern Europe. Therefore the project aims to overcome barriers for



Logistical infrastructure in Europe

transnational transport in the West-East and East-West dimension by initiating a broad process of exchange of experience and by facilitating the development of transnational infrastructure projects with high relevance for the chemical industry. During the first period of the project, ChemLog partners have jointly implemented a SWOT analysis and identified strengths and weaknesses of chemical companies in general and in terms of chemical logistics in particular. The complete document including its summary and recommendations is published in hardcopy

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and at www.chemlog.info/news.html.

Until November 2009 partners will prepare a study on best practice solutions to initiate exchange of experience and knowledge transfer.

Next year the partners will complete several feasibility studies on pipelines, intermodal transport, railway and waterway transport to prepare investments in selected infrastructure projects with high priority for the chemical industry. Based on the results of the SWOT analysis and feasibility studies, the partners will develop a Joint Strategy and Action Plan in order to support the implementation of joint recommendations beyond the life time of the project. A Network of Central and Eastern European Chemical Logistics will be estab-

lished and serve as sustainable and effective cooperation platform. During the whole life time of the project all activities of the network will be widely disseminated and regular regional meetings in all partner regions ensure that all relevant stakeholders get involved.

The project receives financial support from the Central Europe Programme (INTERREG IVB) of the European Communities. Further information can be found on the project's website: www.chemlog.info



Daniela Bergelt

Ministry of Economy and Labour of Saxony-Anhalt

PLASTIWIN: Ever heard about the plastics and rubber Walloon value chain?

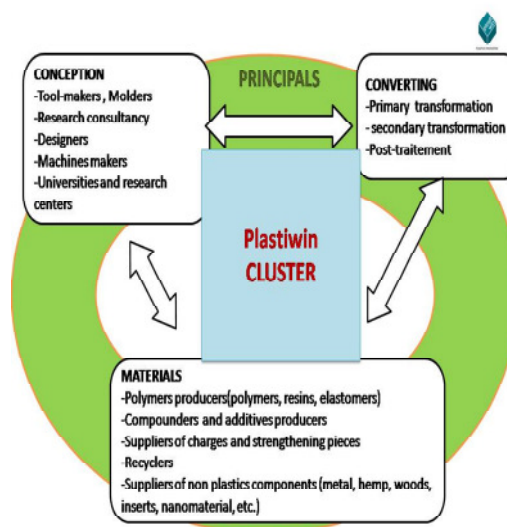
The importance of clusters and cross-area cooperation has been well understood in the European chemical regions. A recent successful example from member region Wallonia is PLASTIWIN.

On 1st December 2008, Plastiwin was settled by 27 Walloon entrepreneurs as a non-profit organization in order to foster cooperation between the Walloon plastics and rubber sectors. By the end of the year, the Walloon Minister of Economy, Jean-Claude Marcourt, already recognized Plastiwin as a success.

The key strength of Plastiwin is to unify three types of actors: 1. plastics converters which are being used in packaging, buildings, medical devices, household equipment, recycling etc. and secondary processors which are being used in cutting, bending, surface treatments, and distributors; 2. designers and developers of molds, tools and equipment coming from the metal manufacturing; 3. manufacturers of raw materials coming from organic chemistry and materials makers (like compounders and masterbatches and colors manufacturers), as Wallonia is an historical chemical region (e.g. Solvay, Total Petrochemicals).

It is for the first time that those three actors regularly meet and it is surprising for the participants to notice that the Walloon region counts for more than 250 companies involved in the plastic value chain, and that these companies give work to more than 19,000 people

and created a common turnover of 5.6 billion Euros in 2006. Universities, experts and research centers in Wallonia are specialized in plastic processing (Sirris), biopolymers chem-



Scheme Plastiwin: the Walloon plastics and rubber value chain

istry (Materia Nova Natiss) and chemistry of polymer and measures of emissions and air control (Certechn).

Plastiwin counts 40 members by now (July 2009). Six meetings are being organized per year around specific topics. In 2009, topics of conferences have been e.g. "REACH";

"Walloon financial support to innovation and R&D"; "removing of metal in favor of plastic"; "photovoltaic energy"; "packaging" and "recycling".

Plastiwin represents mainly SME's: 80% of Walloon companies count less than 50 workers. Those companies are very good niche markets entrepreneurs. Our systematic and regular meetings give a real chance to local entrepreneurs to reinforce their technical and economical potential. Plastiwin intends to become more and more the trump card of the

Walloon plastics and rubber value chain.

The cluster intends to get in touch with European colleagues and has already developed some contacts with Proplast (Italy), Institut für Kunststoff - Verarbeitung (Germany) and Plastipolis (France).

For more information on Plastiwin, please visit www.clusters.wallonie.be

Bruno Philippe

Moderator Plastiwin

ECRN in the second half of 2009 - innovation, logistics and skills in the focus

The work of the ECRN in the second half of 2009 is characterized by the special focus on innovation, skills and logistics.

Innovations are a key factor for the competitiveness of our member regions - and the impact of innovations influences the whole value chain. Especially in the currently challenging situation due to the financial crisis, new products and solutions are needed more than ever. Therefore, the ECRN Secretariat organized several events on this topic and some ECRN members applied for an INTERREG 4c project "ChemClust". Activities included among other things a seminar on (open) innovation in chemical regions - and our 7th Congress, which carries the title "Chemical Regions - Incubators for Innovation". The exchange of lessons learned, best-practices and methods are the essence of these events which are leading to concrete projects.

In the field of logistics, ECRN members work together in the INTERREG - project "ChemLog" (see lead article) and in the area

of "skills", where a number of ECRN members founded a working group to explore common fields of actions.



ECRN Team October 2009

The Follow-Up of the High Level Group (HLG) on Chemicals is

another main topic for the ECRN. Shortly after the publication of the final report of the HLG, ECRN has developed and analysed the situation in the member regions via a first ques-



Since October 2009, ECRN website has a new look and contains some new applications

tionnaire. As a review of the recommendations of the High Level Group is planned for the end of 2010, ECRN is currently drafting the concept of a follow-up event on the HLG in 2010.

On our newly designed website www.ecrn.net an overview of our planned events can be found as well as summaries of past ECRN events. The website contains actual information, presentations and best-practices of our member regions worth a regular visit.

Michael Hack

Director of the ECRN Network Secretariat

Scotland: Chemical Communications Create the Right Reaction

ECRN member region Scotland presents its successful communications strategy concerning the chemical sector.

Chemical Sciences Scotland (CSS) is a unique partnership of industry, from petrochemicals to pharmaceuticals, with Scotland's world-renowned academic sector and government agencies. It aims to ensure Scotland's chemical sciences have a vibrant future, creating high value opportunities for skilled people and innovative companies. In order to meet this aim, CSS has developed a strategy focussed on delivering ten objectives on five key topics, each of which impacts significantly on the sector: investment, innovation, skills, sustainability and reputation.

Improving the industry's reputation is a major



challenge in Scotland where the sector is very fragmented and disparate. As such, it had never presented itself to the media with a single voice. As the

second biggest exporter in Scotland after whisky with a 9.3 billion GBP (10.6 billion EUR) turnover, the industry certainly has a story to tell. In order to tell it effectively CSS employed PR agency Smarts to assist in developing a communications strategy. To ensure it accurately reflected the sector's views, a workshop was hosted bringing together a broad cross-section of participants including PR personnel from industry and academia. The event provided an invaluable platform for capturing and facilitating the existing appetite to raise profile nationally using CSS as a conduit to developing cohesive and consistent communications. Two campaigns were developed:

Scotland's Hidden Formula highlighted the sector's substantial contribution to Scotland's economy - with a GVA of over 180,000 GBP (205,000 EUR) it is one of the nation's most valuable industries. Its under-recognition was turned to its advantage and research commissioned which asked over 1,000 Scots to rank Scotland's highest value export businesses; inevitably chemical sciences rated well below its true position of second giving the campaign a simple yet powerful news hook to drive me-

dia coverage in press and internal company publications.

From the launch of the research to the promotion of CSS's inaugural conference in March 2009 to generating interest in the International Union of Pure and Applied Chemistry (IUPAC) Congress, hosted in Scotland for the first time this year, the key theme of the industry's true value was prevalent throughout ensuring that the campaign was not just a one hit wonder - building reputation is a long term process. Throughout the campaign a key focus has been profiling companies within the sector, after all no-one knows the industry like those who work in it. These people were also behind the second campaign - *The Right Mix*.

Attracting and developing a skilled and motivated workforce is essential for the long term success of the industry and the Right Mix campaign harnesses current media interest in the skills agenda to showcase the wide range of roles available in the sector. Science has been in the UK headlines with reports of falling numbers of pupils choosing to study it so the campaign was a key opportunity to position science as an exciting, challenging career choice with real prospects. Using case studies of young professionals in the industry allowed them to tell their story from their perspective adding real credibility to the messages. Profiling science teachers who had previously worked in the industry also allowed clear links to be made between the classroom and the workplace, making lessons relevant to pupils considering their future careers. The media campaigns form part of an integrated communications approach including a monthly newsletter sent to stakeholders from and outwith the industry, an informative and regularly updated website and events such as the hugely successful Chemical Sciences Scotland Conference.

Caroline Strain, Head of Scottish Enterprise's Chemical Sciences Team comments: "It was time for us as an industry to put our heads above the parapet and shout



Caroline Strain, Head of Scottish Enterprise's Chemical Sciences Team, and Sandy Dobbie, Chairman of Chemical Sciences Scotland



about our good news and our sector, which impacts upon every company and consumer in Scotland." While some organisations employ dedicated PR professionals who already proactively engage with the media, the campaigns provided a platform for smaller companies and

their stakeholders to get involved and highlight their organisations' contributions to both the industry and their local economies.

Caroline Strain, Head of Scottish Enterprise's Chemical Sciences Team

REACH in Novara

Novara has recently conducted a research project on REACH implementation and understanding in its region.

The correct implementation of REACH is affected by the level of its comprehension. Especially among SMEs, this level often is rather poor, also because of a lack of sufficient resources devoted to the new legislation.

In January 2009, the Province of Novara published a call for tender for a research project called "Knowing and enforcing REACH Regulation in Piedmont Region". The call was focused on the analysis of REACH support services provided to companies and the setting up of an orienteering tool for these companies based on the evaluation of their needs in relation to the features of the identified services and tools.

The project submitted by the temporary association of companies formed by Igeam S.r.l. and Itertech S.r.l. aimed to create an operative guide for enterprises for orientation in the universe of services provided by the market, and also to provide a comprehensive outlook of Piedmont's productive context, referring to companies' problems concerning REACH. The project was composed of four phases:

Phase 1: Identification of REACH impacts, aiming to differentiate industry sectors most affected by the regulation. Industrial districts, major accident establishments and technological innovation areas were also included in the analysis. REACH-affected enterprises were identified and divided into three groups: high attention, medium attention and zero attention to REACH impacts. This choice has been made in consideration of the market sector and the production cycle. Data collected has been crossed using Multi-Criteria Analysis, leading to a well-defined outline.

Phase 2: Analysis of services and tools regarding REACH requirements management. A comprehensive census of subjects who has designed useful tools to fulfil REACH obliga-

tions was conducted both at national and European level: the services have been compared using a methodology to consider the priority characteristics in assuring appropriate answers to enterprises in the specific productive context. In this way, critical issues and gaps in the existing system have been identified.

Phase 3: Research results have been shared on a website with free access for enterprises. This website serves as a tool that will guide through the existing REACH services system.

Phase 4: The last phase includes information and training activities that will be summarized in two workshops in Novara and in Torino, trying to involve all enterprises that are not yet ready to face REACH requirements.

On 30th October 2009, projects results were shown at the final conference in Novara, by the time of writing this article, however, the event has not yet taken place. Some conclusions can be anticipated, however: 68% of Piedmont's enterprises has a medium level of attention to the REACH impact, 17% high and 15% a zero attention level. Among the high attention firms, wood-sector tends to play a role. In Novara, dominated by the chemical sector, the plastics sector is very relevant. The existing system of services for REACH fulfilment is in general satisfactory, but it is perceived only by the few companies that have realized the importance of REACH. SMEs, in particular, seem to have a "potential demand" for services. The focal point is how to stimulate this demand. Another point is the level of autonomy in the management of REACH obligations: Usually, activities of companies are limited to an involvement while the services are being provided, whereas an enduring involvement would actually be required. Furthermore, the link between the system of services and the local enterprises is often poor.

Province of Novara

For further information: Silvano Brustia



'Chemistry - our life, our future': 2011 is the International Year of Chemistry (IYC)

Europe, where the chemical industry is one of the key industrial sectors, has much to gain from utilising the opportunities provided by IYC 2011.

Chemistry is a central science and has been a major contributor to the extraordinary rise in human life expectancy and in the material quality of life that has come about in recent decades. Therefore, chemists should be able to explain that many new advances in the field of chemistry are allowing us to develop more environmentally friendly molecules, materials and applications, while preserving the quality and the lifestyle we expect.

A very significant recognition of chemistry is the designation of 2011 as the International Year of Chemistry (IYC 2011). In December 2008, the 63rd General Assembly of the United Nations adopted the resolution proclaiming 2011 as the International Year of Chemistry, with UNESCO (United Nations Educational and Cultural Organisation) and IUPAC (International Union of Pure and Applied Chemistry) playing leading roles.

Thus IYC 2011 will see a worldwide celebration of chemistry in support of the theme "Chemistry - our life, our future" with the focus on the "achievements of chemistry and its contributions to the well-being of humankind".

This year-long global celebration has very clear objectives: to increase the public appreciation and understanding of chemistry in meeting world needs, to encourage the interest of young people in chemistry, and to generate enthusiasm for the creative future of chemistry. The IYC 2011 also aims to celebrate the role of women in chemistry and major historical events in chemistry, for example the centenary of the award of the Nobel Prize to Marie Curie in 2011.

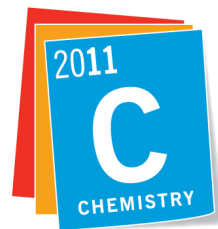
Celebratory and outreach events are being coordinated by IUPAC and UNESCO and supported by a wide range of international and national groupings, including EuCheMS (European Association for Chemical and Molecular Sciences). EuCheMS, a non-profit association, is well placed to help, having 50 member societies which in total represent some 150,000 individual chemists in academia, industry and government in over 35 countries

across Europe. With 17 scientific divisions and, importantly, the involvement of our European Young Chemists Network, EuCheMS intends to join forces with key European stakeholders, including ECRN, SusChem, CEFIC, and the European Chemistry Thematic Network, in stimulating activity.

Events and activities will be designed to emphasise to the general public that chemistry as a creative science is essential for sustainability and improvements to our way of life. Lectures, exhibits and hands-on experiments will enable an appreciation of the achievements of chemistry research in solving our most challenging global problems involving food, water, health, energy, transportation, etc.

IYC 2011 is an initiative in which anyone can participate. The organisers are inviting all those who are interested to join the virtual IYC 2011 Network that has been set up to foster contacts, share emerging ideas for projects and develop common interests. Selected non-profit-making events will be officially recognised and authorised by the IYC 2011 Management Committee to use the IYC logo.

Significant events in the IYC calendar are already being planned for Europe: The UNESCO headquarters in Paris will be the venue for the opening ceremony on 27-28 January 2011 and arrangements are being made for the closing ceremony to be held in Brussels at the end of the year. Europe, where the chemical industry is one of the key industrial sectors, has much to gain from utilising the opportunities provided by IYC 2011 as a springboard for a concerted year of outreach activity. EuCheMS member societies are active in most of the 20 chemical regions of ECRN and some useful collaboration can be envisaged. EuCheMS member societies are developing events and activities which could take place at local, regional, national or international level, making



IYC 2011

International Year of
CHEMISTRY

the most of this excellent opportunity for chemistry.

EuCheMS is represented on the IYC Management Committee by Wolfram Koch, Executive Director of the GDCh (Gesellschaft Deutscher Chemiker).

Now is the time to get involved, to share ideas

and to plan events. Further information about IYC 2011 can be found on the following website: <http://www.chemistry2011.org/>

Luis Oro

President, EuCheMS (European Association for Chemical and Molecular Sciences)

ChemDelta Bavaria

A region with future horizons is "ChemDelta Bavaria", the chemical triangle in Bavaria's southeast.

ChemDelta Bavaria manufactures thousands of different chemical products, with an increasing focus on specialties. They are processed by almost all industries: Foods, pharmaceuticals and consumer goods, but also plastics, engineering, building and automotive sectors. Currently 25 companies are based here and produce most

products in integrated manufacturing systems. What's more, all the services of a modern chemical park management are also available.



Highly Qualified Employees

The region has great potential of highly qualified staff, which is demonstrated e.g. by the large number of patents filed in the District of Altötting, which is twice as high as the German average. Local training facilities lay down the foundations for a high level of qualifications and skills, particularly in the natural sciences, metal industry, electrical and business professions. A major role in supplying the next generation of academics to fill the numerous technical and management positions will be played by the universities of Munich, Regensburg, Passau or Salzburg, and the universities of applied science in the region, e. g. Rosenheim.

All companies in the ChemDelta give top prior-

ity to environment, health and safety. High standards are kept

and improved continually, a fact which is proven by the results of frequent controls by regulatory authorities and independent inspections.

Pipelines

Numerous pipelines – the safest and most environmentally friendly means of transport – supply the production sites with products, energy and raw materials and network them with one another. For example, crude oil from Mediterranean ports reaches the Delta via the Transalpine Pipeline (TAL). Another pipeline supplies aviation fuel to Munich airport. In 2010, the new Ethylene Pipeline South (EPS) in Southern Germany will be opening access to the Northwest European ethylene network – as the hub of a pan-European pipeline system.

High Tech Meets Living Tradition

The chemical industry has been an integral part of life in Southeast Bavaria for more than 100 years. The region is one of the economically strongest parts of Germany. Around 25,000 people work in the companies located here. Around 50,000 other jobs have been created indirectly with suppliers and service agents. ChemDelta Bavaria is becoming even more attractive as a place to live, since, by paying business tax, companies are creating high standards of living and municipal infrastructures. The chemical industry is thus an engine for general regional prosperity.

Erwin Fellner

EPS Ethylen-Pipeline-Süd GmbH & Co. KG





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ECRN member regions in 2009

- Asturias, E
- Bavaria, D
- Catalonia, E
- Cheshire, UK
- Flanders, B
- Hesse, D
- Ida-Viru, EST
- Limburg, NL
- Lombardy, I
- Lower Saxony, D
- North Rhine-Westphalia, D
- Novara, I
- Rhineland-Palatinate, D
- Rhône-Alpes, F
- Saxony-Anhalt, D
- Schleswig-Holstein, D
- Scotland, UK
- Tees Valley, UK
- Ústí Region, CZ
- Wallonia, B

