

Turn Your Environmental Material Compliance into a Business Driver

Presented by:

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Communications



Your Presenters

Jim Kandler

- RoHS & REACH Expert
- Lead successful 125K part effort for Fortune 100 company
- Expertise in Product Development, QMS, 6 Sigma and Lean



Chuck Otto

- PR Agency & Corporate Communications Pro
- Experience with product sustainability standards, certifications
- Expertise in communicating the value of sustainability in business

What We Know:

People are becoming more interested in companies that act responsibly. RoHS and REACH can demonstrate this. Other companies are already making these communications.

Successfully attaining RoHS, REACH, and other material compliance regulations, then actively communicating your success can contribute positively to your company's profitability.

But like all successes, it requires the right combination of smarts and sweat equity. The last thing you want is to have gap identified and published on social media.

It's a Fact:

Collecting ALL Required Material Declarations for RoHS and REACH can be challenging for everyone involved...

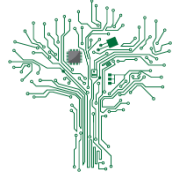
...but the upside is it's worth the effort, if you take the steps we will describe here today.

What We'll Cover Today:

- 1. Challenges experienced during Declaration Collection
- 2. Symptoms of the challenges & mitigations
- 3. Verification checks to reduce risks
- 4. Benefits of Communication
- 5. Methods to effectively Communicate your business successes

Let's Get Started...



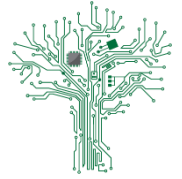


Typical Symptoms of Material Compliance Challenges

1. Declaration Collect is too slow, very delayed, or late completing, activity can't keep up with need
2. Frequently expediting important declarations
3. More money is required for unplanned efforts, since previous efforts didn't deliver
4. Your product releases are delayed by missing part declarations
5. Your customers are upset by late delivery of declarations



Tune Up your Collection Effort

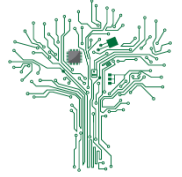


1. Determine your production rate (Man-hours/declarations)
2. Collect the issues identified by the team
3. Can the team keep up the flow? Backlog too big, etc.?
4. Are there other options to meet requirements?

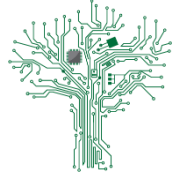
Activity is not an indicator
of progress



If You Apply Understanding & Knowledge...

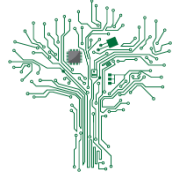


Verify that Your Processes are Effective



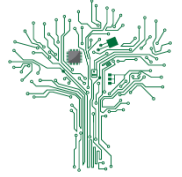
- Review processes of deliver outputs in a cost effective and timely manner. This is only positive if delivery is reliable.
- Declaration collection rate
- Supplier support
- Supplier and data exception handling

Verify Your Products are Compliant



- Review documentation of compliance with regulations. You don't want to promote your efforts only to find that your products are missing evidence.
- Archive of the initial report
- Sustaining procedures
- Handling of questionable situations
- Use of material test laboratories

Verify Your Procedures are Complete



Review processes for compliance with regulations. You wouldn't want to be promoting your efforts only to find that they miss the mark.

- Communications with regulators
- Communications with customers
- Established procedures

Now that you have robust, reliable and effective material compliance processes, consider how to maximize your impact through an effective **Communications Strategy**.

Why Communicate?

- To create a public record that shows you are in compliance with applicable laws.
- To establish an ongoing narrative that becomes part of your company's legacy.
- To differentiate your company from competitors.



To convey the significance of your efforts across stakeholder groups

- Customers
- Employees
- Affiliates
- Suppliers
- The surrounding community





- To lessen fears regarding Substances of Very High Concern (SVHC)
- To assume a leadership/expert role within your industry
- To promote transparency

- **For reputation and employee recruitment**

Seventy-six percent of Americans would not take a job with a company that had a bad reputation, even if unemployed.

This is a 5 percent increase from 2013.

Source: Corporate Responsibility (CR) Magazine Annual Corporate Reputation Survey, 2014

...and most importantly,

**To Show You're an
Environmentally Responsible
Company**



Places Where your Declaration Program Communications Live:

- Company website
- Annual Report / Corporate Social Responsibility Report
- Company Intranet
- Social Media (LinkedIn, Twitter, Facebook, etc.)

These public and company sites support your corporate transparency efforts across various stakeholder groups.

Communications Tools & Tactics

- News release targeting local and/or industry media
- Articles for trade industry publications
- Website videos
- Podcasts



How to Communicate Your Declaration Collection Program:



- Employ a narrative/storytelling approach
- Plain English, easy on the jargon
- Selective use of facts and figures
- In a conversational style

The Goal:

To create a clear understanding of the time and effort that has gone into bringing together this information, and why it matters.

Why it Matters


- Leadership
- Environmental Responsibility
- Transparency
- Education
- The Greater Good

To reach each of these touchstones truthfully and accurately, your company's material compliance program must be effective, robust, and reliable.

To Summarize...

- Tune up your data collection effort
- Verify That:
 - Processes are effective
 - Products are compliant
 - Procedures are complete
- Use communications to:
 - Reach out to all stakeholders
 - Establish leadership, transparency, reputation
- Use the right tools and tone:
 - Company website and social media
 - Keep it conversational

Congratulations! You now
know how to take what
some consider

A bright green comet streaking across a black background, moving from the upper right towards the lower left. The comet's head is a glowing, irregular shape with a bright white and yellow core, surrounded by a greenish glow. A long, thin, greenish-yellow tail extends from the head, tapering off towards the bottom left. The tail is composed of many small, bright green and yellow particles, giving it a sparkling appearance.

a money-sucking compliance
activity and turn it into a
business driver!

Questions and Comments



Thank You!



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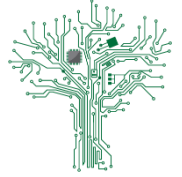
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Environmental Material Compliance References



- www.RoHSReady.org/Resources.html
 - Presentations
 - Useful Web Sites
 - CAS Services
 - Tools
 - Templates and Instructions
 - Reference Books

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