

# Public Affairs in the EU

PAC webinar - February 4<sup>th</sup>, 2016

# Overview

## 1. Presentation: Eastman Chemical

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1. Presentation: Eastman Chemical
2. Public Affairs in the EU
  - EU decision making: the EU institutions
  - How to work with the EU institutions: The co-decision
  - PA essentials to work with the EU
3. Conclusions

# 1. Presentation

# Who we are

- A global specialty chemical company headquartered in Kingsport, Tennessee
- Approximately 15,000 employees and 50 manufacturing sites around the globe
- Serving customers in approximately 100 countries

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- A global specialty chemical company headquartered in Kingsport, Tennessee
- Approximately 15,000 employees and 50 manufacturing sites around the globe
- Serving customers in approximately 100 countries
- A company dedicated to environmental stewardship, social responsibility and economic growth
- 2015 ENERGY STAR® Partner of the Year Sustained Excellence
- 2015 Ethisphere's World's Most Ethical® Companies
- 2016 Glassdoor Employees' Choice Best Places to Work (# 11)
- 2015 revenue of \$9.6 billion

# Our manufacturing locations



★ Corporate headquarters

● Eastman Manufacturing

Anniston, AL

Antwerp, Belgium

Canoga Park, CA

Chestertown, MD

Columbia, SC

Dresden, Germany

Fengxian, China

Fieldale, VA

Franklin, VA

Ghent, Belgium

Hefei, China

Indianapolis, IN

Itupeva, Brazil

Jefferson, PA

Jurong Island, Singapore

Kashima, Japan

★ Kingsport, TN

Kohtla-Järve, Estonia

Kuantan, Malaysia

Lemoyne, AL

Leuna, Germany

Linden, NJ

Longview, TX

Martinsville, VA

Middelburg, The Netherlands

Monongahela, PA

Nanjing, China

Newport, Wales

Nienburg, Germany

Oulu, Finland

Pace, Florida

Santo Toribio, Mexico

São Paulo Mauá, Brazil

Sauget, IL

Shenzhen, China

Springfield, MA

St Gabriel, Louisiana

Sun Prairie, WI

Suzhou, China

Texas City, TX

Trenton, MI

Ulsan, Korea

Uruapan, Mexico

Watertown, NY

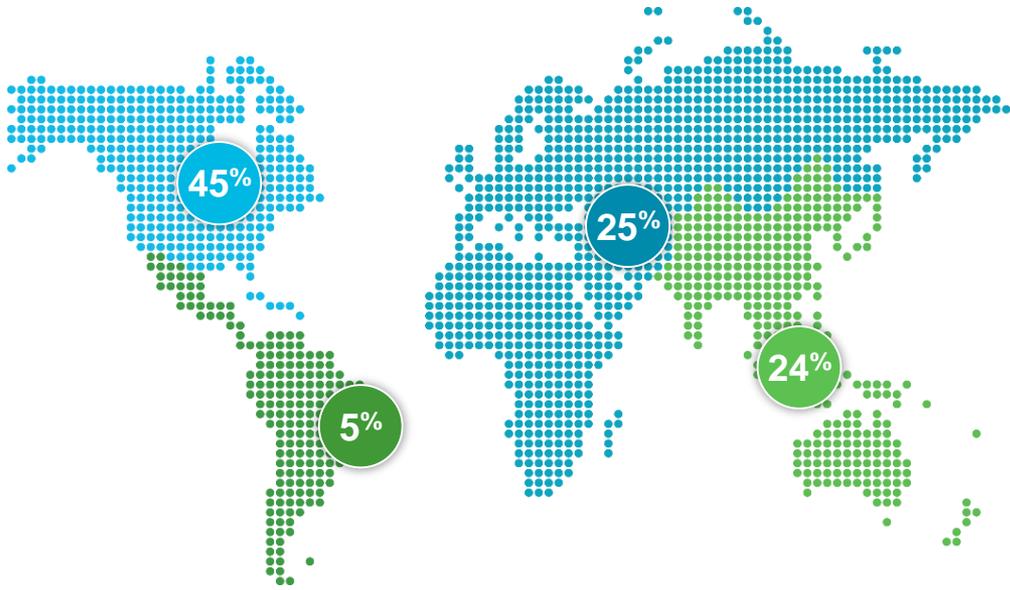
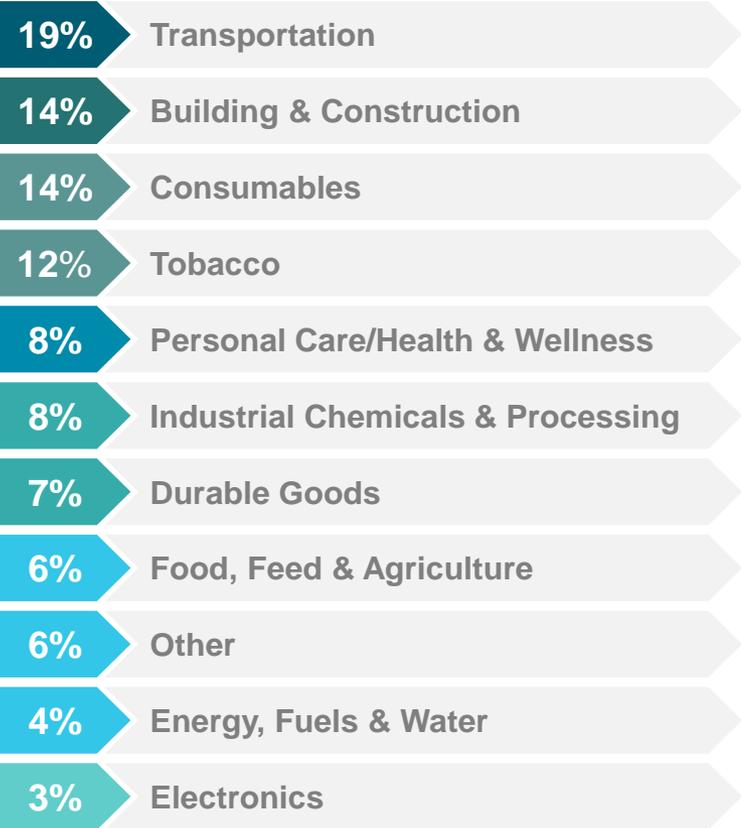
Wuhan, China

Yixing City, China

Zibo, China

# End-market and geographic diversity contribute to growth

## 2015 Sales Revenue



# A leader in attractive niche markets

**2/3** of our sales revenue is from product lines in **leading market positions**

Additives & Functional Products	Adhesives & Plasticizers	Advanced Materials	Fibers	Chemical Intermediates
				
#1	#1 or #2	#1	#1 or #2	#1 or #2
<ul style="list-style-type: none"><li>• Cellulosic polymers</li><li>• Insoluble sulfur</li><li>• Aldehyde derivatives/ ketones</li><li>• Heat transfer and aviation hydraulic fluids</li></ul>	<ul style="list-style-type: none"><li>• Non-phthalate plasticizers</li><li>• Hydrocarbon resins</li></ul>	<ul style="list-style-type: none"><li>• Copolyester</li><li>• PVB sheet</li><li>• Branded window film</li><li>• Cellulosic polymers</li></ul>	<ul style="list-style-type: none"><li>• Acetate tow</li><li>• Acetate yarn</li></ul>	<ul style="list-style-type: none"><li>• Oxo alcohols in Americas</li></ul>

## **2. Public affairs in the EU**

# EU decision-making



European Summit



European Parliament



The Council (of Ministers)

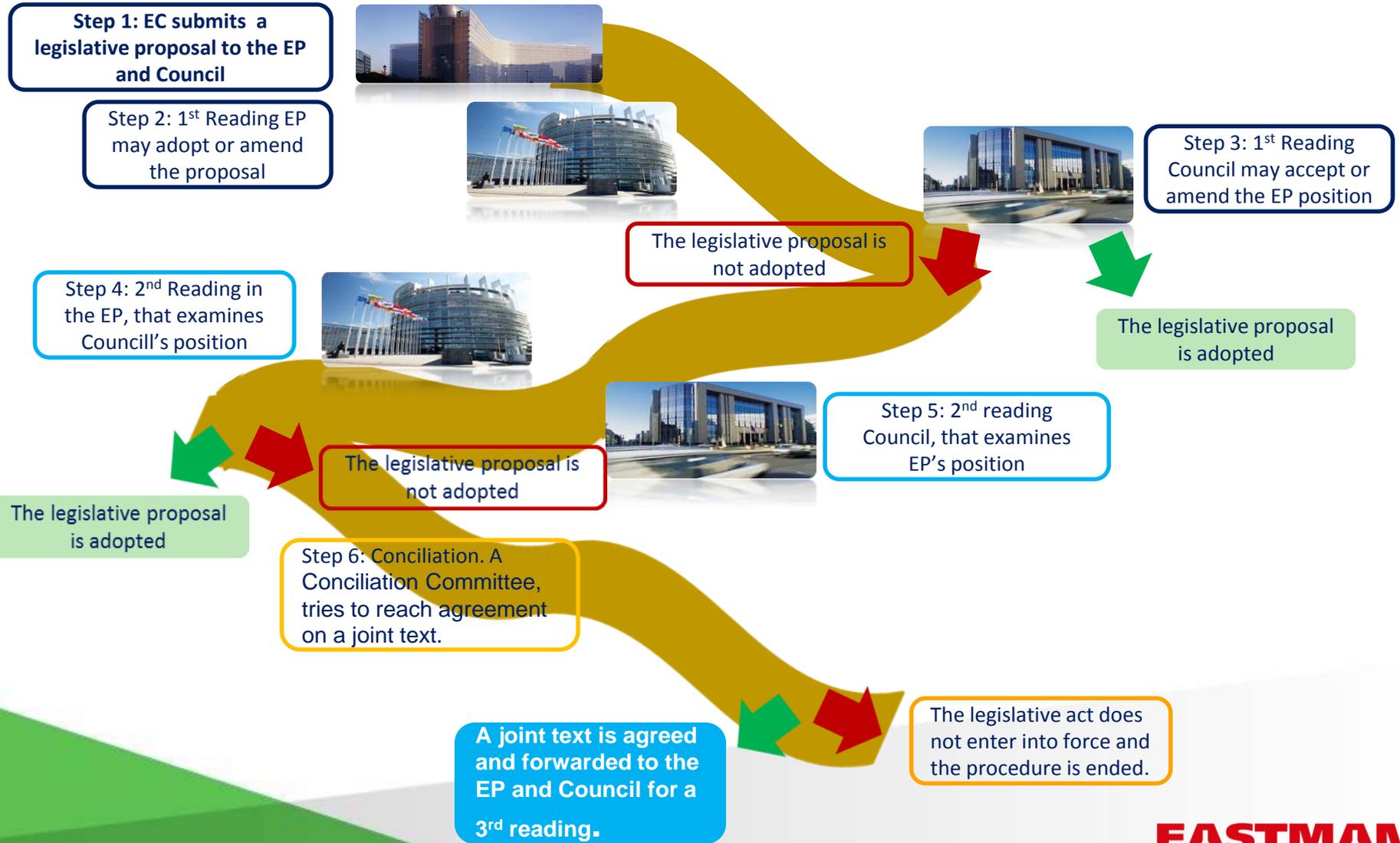


European Commission

Secondary law: regulations, directives, decisions, delegated acts and implementing acts

Agencies

# How does EU decision-making? The co-decision



# PA essentials to work with the EU



## Ethics and transparency

- Diversity, language, culture, religion
- EU Transparency Register



## Understanding of the legislative process



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## Early warning

- Act vs react
- The right people at the right time



## Strategic planning

- Define your position and check legal framework
- Identify allies and think politically

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## Advocating with political arguments

- Back up your arguments with scientific evidence



## 3 D

- European, national and regional dimensions
- Media (traditional and social)

# Conclusions

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- Remember every decision is a political decision, but be prepared to support it with scientific based arguments
- Review your plan against your objectives each time you collect new information
- Be creative with solutions

**Thank you for your attention.**