

# 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
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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

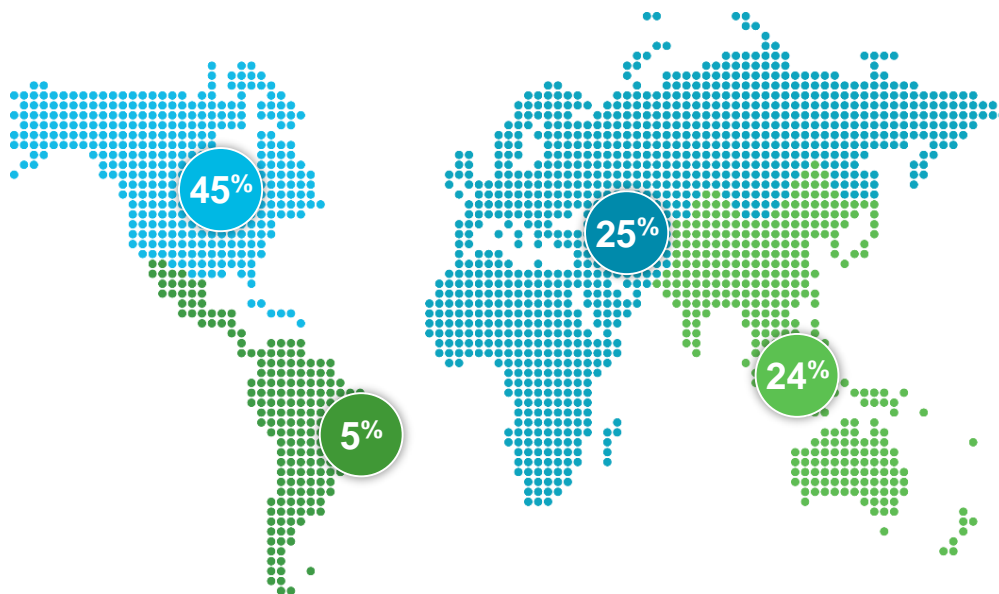
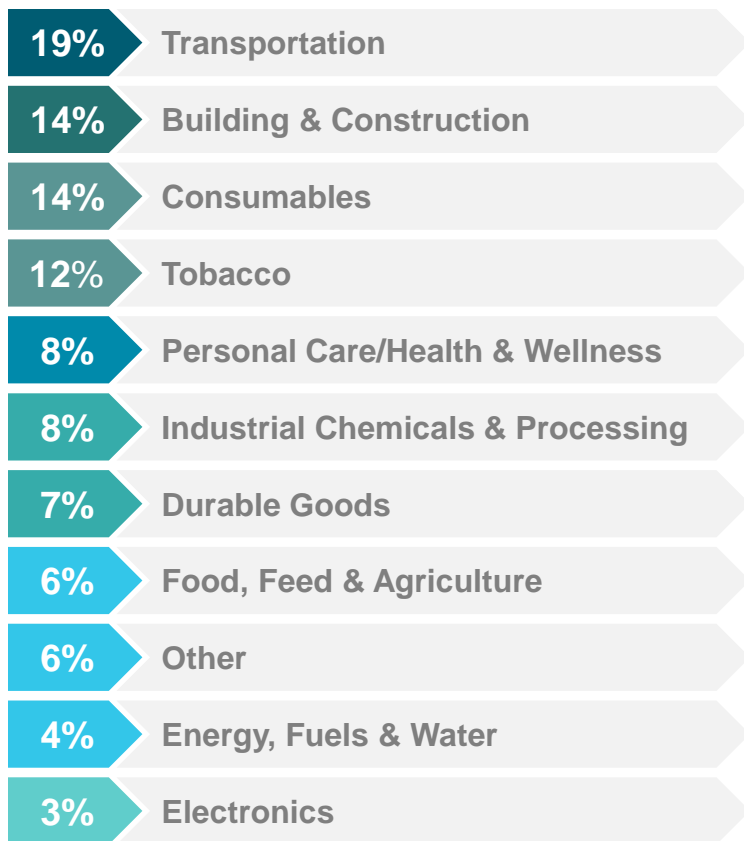


- ★ Corporate headquarters
- Eastman Manufacturing

Anniston, AL	Franklin, VA	★ Kingsport, TN	Middelburg, The Netherlands	São Paulo Mauá, Brazil	Trenton, MI
Antwerp, Belgium	Ghent, Belgium	Kohtla-Järve, Estonia	Monongahela, PA	Sauget, IL	Ulsan, Korea
Canoga Park, CA	Hefei, China	Kuantan, Malaysia	Nanjing, China	Shenzhen, China	Uruapan, Mexico
Chestertown, MD	Indianapolis, IN	Lemoyne, AL	Newport, Wales	Springfield, MA	Watertown, NY
Columbia, SC	Itupeva, Brazil	Leuna, Germany	Nienburg, Germany	St Gabriel, Louisiana	Wuhan, China
Dresden, Germany	Jefferson, PA	Linden, NJ	Oulu, Finland	Sun Prairie, WI	Yixing City, China
Fengxian, China	Jurong Island, Singapore	Longview, TX	Pace, Florida	Suzhou, China	Zibo, China
Fieldale, VA	Kashima, Japan	Martinsville, VA	Santo Toribio, Mexico	Texas City, TX	

# 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



**#1**

- Cellulosic polymers
- Insoluble sulfur
- Aldehyde derivatives/ ketones
- Heat transfer and aviation hydraulic fluids

## Adhesives & Plasticizers



**#1 or #2**

- Non-phthalate plasticizers
- Hydrocarbon resins

## Advanced Materials



**#1**

- Copolyester
- PVB sheet
- Branded window film
- Cellulosic polymers

## Fibers



**#1 or #2**

- Acetate tow
- Acetate yarn

## Chemical Intermediates



**#1 or #2**

- Oxo alcohols in Americas

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

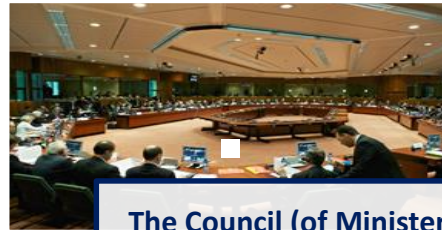
# EU decision-making



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

Step 1: EC submits a legislative proposal to the EP and Council



Step 2: 1<sup>st</sup> Reading EP may adopt or amend the proposal



Step 4: 2<sup>nd</sup> Reading in the EP, that examines Council's position



Step 3: 1<sup>st</sup> Reading Council may accept or amend the EP position



Step 5: 2<sup>nd</sup> reading Council, that examines EP's position



Step 6: Conciliation. A Conciliation Committee, tries to reach agreement on a joint text.

A joint text is agreed and forwarded to the EP and Council for a 3<sup>rd</sup> reading.

The legislative proposal is not adopted

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The legislative act does not enter into force and the procedure is ended.

# 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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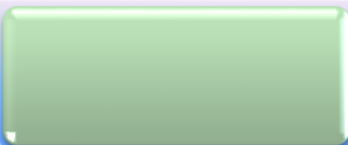
## Early warning

- 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)



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- Your knowledge should go beyond the Brussels' bubble
- 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.**