

### Introduction

Following the 2003 General Assembly in Ottawa, COCI entered a new phase of its development with significant changes in membership and a new funding model. In February 2004, a strategy meeting was held to map out the future direction and priorities for COCI. The main outcomes were:

- Establishment of a project structure with the titular members each responsible for a project area. These included:
  - Company Associates program
  - Trade Associations program
  - Safety Training Program and workshops
  - Public appreciation of chemistry (contribution to CCE program)
  - Liaison with NAO's and national chemical societies
  - IUPAC inter-divisional activities
  - Non- and inter-governmental (NGO/IGO) liaison
- Appointment of Aldo Alles as project coordinator
- Definition of a model for project working
- Development of a list of potential projects for future pursuance
- Review of strategic priorities in conjunction with COCI terms of reference

The 2004 Annual COCI meeting was held in Brussels in May. One of the outcomes of this meeting was **approval of the strategic priorities and the establishment of objectives for the COCI projects**. Selected outcomes are listed below, taken in line with the strategic priorities of IUPAC. The full details are available in the minutes for the two meetings described, both of which are posted on the COCI page of the IUPAC website. Visual aids presented at the meetings are also included here.

### COCI contributions to IUPAC's strategic goals

*a) IUPAC will provide leadership as a worldwide scientific organization that objectively addresses global issues involving the chemical sciences.*

#### **1. Farnham Strategy Meeting Feb, 2004**

- A key question for this meeting was to identify the **unique role of COCI** (and IUPAC) over and above national societies. With respect to COCI, many national chemical societies have highly successful industrial divisions which offer members a locally customised range of benefits.
- We concluded that our emphasis should be upon projects which share best practice **globally** and build upon, customise and disseminate the work of the national organisations in the following prime areas:
  - Capacity building (e.g. safety training)
  - Public perception of chemistry
  - Authoritative NGO role of IUPAC
  - Reputation and trust
  - Forum for public and political debates

Our focus for these topics should include economic development as well as societal and environmental factors.

In terms of the next steps:

- An updated brochure illustrating the benefits of IUPAC membership and COCI participation would be produced. This would be important as a tool for **recruitment of new Company Associates**
- **The Company Associate and Trade Association projects would be priorities for COCI for 2004/05**

## **2. Trade Associations program**

- Liaison and cooperation with Trade Associations has been recognised as a key priority for COCI. Its program is anchored by Colin Humphris of CEFIC. The appropriate global conduit for COCI for the chemical industries is the International Council of Chemical Associations (ICCA). We have recognized that the potential value in the relationship with the industry representative bodies comes through the global science perspectives of IUPAC.
- We are seeking support for existing projects (Safety Training and DIDAC; see below) from the ICCA, which through its support for Sustainable Development, has a commitment to capacity building
- We are using this as the start point for a dialogue for shaping new projects relating to public perceptions of science where we can seek alignment between the industry's global concerns with those of chemistry as a whole
- It has been suggested that IUPAC could play a greater proactive role as an NGO in brokering multi-partite debates on topics of public interest. Whereas such an event promoted by a trade association can be perceived to be biased and thus preclude attendance by certain groups (e.g. politicians), the independence and the formidable reputation of IUPAC could ensure wider participation.

*b) IUPAC will facilitate the advancement of research in the chemical sciences through the tools that it provides for international standardization and scientific discussion*

The chemical industry values IUPAC's work on standards very highly. COCI will emphasise this work in its reports to CA's and as part of its recruitment efforts.

*c) IUPAC will assist chemistry-related industry in its contribution to sustainable development, wealth creation, and improvement in the quality of life*

## **1. COCI Company Associates Program**

- Policy requires that recruitment of CA's is an NAO function whereas it is COCI's role to communicate benefits to the CA membership. In short it is COCI's job to provide a focus for CA members and to influence IUPAC activities to provide benefit to the CA's, whilst representing CA issues to the various IUPAC bodies. In practice, the situation is not fully effective in that it appears that the majority of NAO's are passive with regard to CA recruitment. In the first instance, COCI members have agreed to approach their local NAO to establish a cooperative mechanism for recruitment in cases where no

procedure exists. The revamped brochure explaining CA membership benefits will be used to promote recruitment drives.

- Akira Ishitani (Japan) leads the CA program. Japan has by far the largest number of CA's and Akira held a very successful meeting of Japanese CA representatives in July

## **2. Trade Associations Program**

- As indicated in a) above, COCI regards its developing links with trade associations as a key topic. We have established links through CEFIC with ICCA and in due course we intend to become involved with the separate trade associations of the pharmaceutical industry.
- A common point of interest between the Trade Associations and COCI is the area of Reputation and Trust. This is a potential future topic for pursuance.

## **3. Liaison with IUPAC Divisions**

- Alan Smith acts as the Divisions Coordinator for COCI. In this role, he is vetting projects in other divisions for particular relevance to the chemical industry. A twice-yearly digest will be produced of existing and new IUPAC projects of particular relevance to the industry, and dispatched as a booklet to CA's. A first contribution has been prepared by Alan.

*d) IUPAC will foster communication among individual chemists and scientific organizations, with special emphasis on the needs of chemists in developing countries.*

## **1. Safety Training Program and Workshops**

- Capacity building in developing countries is a key feature of COCI's future ambition. The Safety Training Program, led by Mark Cesa, is our current flagship program, the recent highlights of which are:
  - Mitsui Chemical Co. (Japan) to host two trainees in October 2004 and AstraZeneca (Sweden) has agreed to host two trainees during late 2004 - early 2005.
  - Update of Safety Training Program brochure, application form and Web site in progress.
  - Proposals submitted to IUPAC and to UNESCO for support for travel for trainees at Mitsui and for the Workshop on the Safety Training Program proposed for the Beijing IUPAC Congress. Six past trainees have expressed interest in participating, and up to three others may be included as available.
  - Three new candidate trainees for the Safety Training Program have submitted applications; to date one has been accepted and one rejected.
  - A presentation on the work of the STP is being prepared for September submission to ICCA for support and participation by European Host Companies.
  - A proposal has been submitted to IUPAC for support of Workshop on Occupational Health and Safety Management in East Africa (2005). This workshop is to be in conjunction with UNESCO and a proposal for UNESCO support is in preparation.

## **2. Teaching Materials**

- There has been significant recent progress with the production and dissemination of DIDAC teaching materials – see e) below. The assistance and funding by UNESCO, through the efforts of Alex Pokrovsky have been gratefully received. The material is of particular utility in support of teaching chemistry in developing countries.

*e) IUPAC will utilise its global perspective and network to contribute to the enhancement of chemistry education, the career development of young chemical scientists, and the public appreciation of chemistry*

### **1. DIDAC**

- The development of DIDAC as a project with the objective of producing chemistry teaching materials was initiated by Agfa Gevaert. IUPAC's formal involvement was initiated by \$4000 seed funding by COCI. A meeting was held with Agfa in February 2004 at which the DIDAC project was officially transferred to UNESCO.
- COCI, through its members and its links with UNESCO, has been the prime driving force within IUPAC of the development of the DIDAC teaching materials and their customisation and distribution. Monographs, CD-ROMs, transparencies and posters have been translated into several languages, with notable progress in China and Japan in recent months.
- The focus for DIDAC activities is now moving from production of materials to its use in teaching. Accordingly, it is considered that IUPAC's future interest in DIDAC is now more appropriately pursued within CCE. The transition has been organised with the CCE chairman, Peter Atkins. COCI involvement will continue, particularly with regard to fund raising.

### **2. Public Appreciation of Chemistry (PAC)**

- The public appreciation of science, and of chemistry in particular, has been recognised as one of the key elements of COCI's strategy. One of COCI's objectives here is to represent industry concerns and viewpoints within the wider IUPAC interest in this topic. The COCI project, which is led by David Evans, can report only limited progress within the IUPAC ambit.
- The formal contributions of COCI to this project include its support of the Value of Chemistry project and, in conjunction with CCE, the project in support of the UK resolution at Ottawa relating to the propagation of chemistry (reported elsewhere).
- Personal contributions of COCI members to this effort in a national context are at a significant level. One objective is to pool material and to make this publicly available via the COCI web-page.
- In the community at large, there is a massive amount of excellent PAC material available and consequently much duplication and dissipation of effort. A local initiative to coordinate activities is underway. In this light, it has been agreed that the leadership of PAC activities should rest with CCE, with COCI as a formal contributor with particular emphasis upon the industry aspects and concerns.

*f) IUPAC will broaden its national membership base and will seek the maximum feasible diversity in membership of IUPAC bodies in terms of geography, gender and age*

#### **National Representative (NR) Co-ordination**

- The COCI membership is notably diverse with regard to geography and its national representatives make a major contribution to this. Nevertheless, there are a number of appropriate countries which are not represented and with whom we have very limited contact. The committee is deficient with regard to gender and age balance and furthermore is lacking in members who are currently employed in the chemical industries.
- The leader of COCI's National Representatives program, Jonas Unger, recognises the imbalance and has formulated optimal criteria for future NR's. A program to increase awareness of COCI's strategy and objectives amongst the national societies is a future objective.

#### **Major Challenges facing COCI**

##### **1. CA recruitment**

- As indicated in paragraph c1) above, CA recruitment suffers from diffusely-shared accountabilities amongst the IUPAC community. It is also clear that the role of the NAO in recruitment has not been fully communicated, accepted or legitimised in certain cases.
- COCI clearly has a major role to play in CA recruitment and is energised to do so. Notwithstanding, a wider CA program could be a major mechanism to interact with chemistry's largest constituent body – namely chemists working in industry.
- We request that consideration be given to establishing a **Task Team with the objective of enhancing the benefits delivered to CA program members**. This Task Team should report to the Executive and include members of the Executive Committee.

##### **2. Public Appreciation of Chemistry**

- It is clear in most countries that the image of chemistry in the public eye is at best misunderstood and more often is distinctly negative. The responsibility for restitution of the good name for chemistry falls upon all who espouse the profession. It is proposed that this topic be addressed by IUPAC with **greater urgency and more resource** than hitherto.

##### **3. Funding Model for COCI**

- Michael Booth has been appointed Treasurer of COCI with responsibility for expenditure accounts, budgets, forward planning and funding routes.
- Given the geographic diversity of COCI's membership, the biennial grant is hard pressed to cover annual meetings, with two meetings per annum seen as essential to make progress. However, support from individual's organisations

has enabled two meetings (one involving only TM's) in 2004, in particular by provision of matching funds to augment COCI's contribution.

- COCI does not receive a grant to fund its own projects. In the past, profits from conferences have alleviated the situation but these funds have now been exhausted. As a result, the Safety Training Program is now fully dependent upon the IUPAC project round for funding.
- We request the **Executive to consider establishing a project budget for COCI** under the conditions enjoyed by other IUPAC groups.
- One of COCI's objectives is to attract funds from the industry to support IUPAC initiatives and projects. In this context, the provision and communication of the benefits to industry of IUPAC's work is crucial. Whereas we recognise that in today's industrial climate, donations are scarce, we are sure that significant funding will be available for relevant and beneficial projects.

David A. Evans

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