



# 4<sup>th</sup> European Congress of Chemical Regions

“Managing Change together”

- Congress Volume -  
Summary

09. – 10. November 2006

Tarragona, Catalonia

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# Agenda of the 4th European Congress of Chemical Regions



## “Managing Change together”

4<sup>th</sup> Congress of the European Chemical Regions Network

Tarragona, Catalonia

9 - 10.11.2006

### Agenda

#### 9<sup>th</sup> November 2006:

Morning: ECRN Working Group (only open to member regions)

Afternoon: ECRN Congress

15.00 – 16.30: *Opening session:*

- o Welcome speech by Mr. Francesc Xavier Grau, Rector of the Rovira i Virgili University and Mr. Jordi Valls, Minister of Employment and Industry of Catalonia

#### *“The European Research Agenda for the Chemical Regions”*

- o “European Chemical Regions Network – Achievements and perspectives for interregional cooperation”  
**Dr. Reiner Haseloff**, ECRN President, Minister of Economy and Labour Saxony-Anhalt
- o “Research and Innovation, a key success factor for chemical industries in Europe”  
**Mr. Alain Perroy**, Director General of CEFIC

Moderator: Mr. Joan Josep Berbel, Catalonia Secretary of Industry

Translation: Catalan, Spanish, English and German

16.30 – 17.00 Coffee Break

**17.00 – 18.30: Workshops (Topics 1 and 2)**

***Workshop 1: "Science and Innovation in chemical regions"***

Research, development and innovation for the European Chemical Industry in the 7<sup>th</sup> Programme framework.

- "Strengthening chemical clusters for the support of innovation and internationalisation of SME – Outputs from the ChemSME project"  
**Dr. Ian MacKinnon**, Acumys Ltd. for NEPIC, North East of England
- "Energy and Chemicals from renewable sources in Piedmont Region"  
**Prof. Giuseppe Sironi**, Regione Piemonte
- "The necessity of partnerships for R&D and Innovation"  
**Mr. Frans Pistorius**, President DSM Netherlands B.V.
- "The role of Scientific and Technological Parks in the creation of innovative environments"  
**Mr. Jordi Cartanyà**, Tarragona Science and Technology Park, Rovira i Virgili University

Moderator: Mr. Andrew Needham, Councillor, Cheshire County Council, ECRN Vice President

Translation: Catalan, Spanish and English

***Workshop 2: "Sustainable development in chemical regions"***

ECRN studies on Land Improvement in Chemical Regions and Science and Industry; Risk Analysis; Technical views and urban planning; Other impacts on the territory; Chemical Industry Logistics

- "Experience of Remediation and Sustainable Soils Development on Chemical Brownfield Sites"  
**Mr. David Kendall**, Chemicals Northwest, England
- "Contaminated land in Catalonia. Risk analysis as a measure tool"  
**Mr. Josep Anton Domènech**, Waste Agency of Catalonia
- "The Responsible Care CEFIC's Programme"  
**Mr. Josep Maria Bach**, CEFIC's Coordinator
- "Improve the Resource Efficiency in chemical supply chains by Public Private Partnership"  
**Dr. Peter Jahns**, Managing Director, Effizienz Agentur North-Rhine Westphalia, Germany

- o “An example of land improvement in Lombardia - Conversion of an oil refinery site into an exhibition and congress centre”  
**Dr. Luca Recchia**, Federchimica, Regione Lombardia

Moderator: Mr. Toni Richmond, Councillor Darlington Borough Council, ECRN Vice President

Translation: Catalan, Spanish, English and German

**18.30 – 20.00: ECRN General Assembly** (only open to member regions)

- o Report of the ECRN President
- o Election of ECRN Presidium
- o Adoption of ECRN Action Plan, Budget and Membership Fee System
- o Poss. Adoption of Changes to the ECRN statutes
- o Adoption of Congress Declaration

Translation: Catalan, Spanish, English and German

**20.30 Evening dinner hosted by the Chemical Industry Association of Tarragona**

Place: el Fortí de la Reina, Tarragona city ( [www.fortidelareina.com](http://www.fortidelareina.com) )

**10<sup>th</sup> November 2006:**

**Morning: Continuation of ECRN Congress**

**9.00 – 11.00: Workshops (Topics 3 and 4)**

**Workshop 3: “Dialogue with the chemical industry at regional level - Public Communication”**

Experiences with Strategy Dialogue of Chemical Industry; Communicating Risk Prevention; Voluntary agreements between Regional Governments and Chemical Industry; Review process of the IPPC directive; Risk Prevention at Chemical Parks

- "Strategic Community Communication - Examples of DOW's Program in Germany"  
**Mr. Rolf Nettersheim**, DOW Deutschland Anlagengesellschaft mbH, Stade, Lower Saxony
- "Collaboration between Chemical Associations and Regional Development Agencies. The example of Collaboration IDEPA-AIQPA in Asturias"  
**Mr. José Ramón Fernández**, Association of Chemical Industries of the Principality of Asturias (AIQPA)
- "Communication and petrochemical risk in Tarragona. From definitions to institutional practices"  
**Prof. Jordi Farré**, Rovira i Virgili University
- "Collaboration agreement between the Ministry of the Environment and Housing and the Chemical Industry Association of Tarragona to preserve and improve the environment"  
**Mrs. Maria Comellas**, Director General of Environmental Quality, Ministry of the Environment and Housing of Catalonia
- "Risk Prevention at Chemical Parks: Virtual Reality and simulators"  
**Mrs. Barbara Tosi**, Regione Piemonte

Moderator: Mr. Albert Roig, Subdirector General of Industrial Safety, Ministry of Employment and Industry of Catalonia

Translation: Catalan, Spanish and English

#### **Workshop 4: "Better Regulation for the Chemical industry"**

Impact of environmental legislation on chemical regions; ECRN study on Environment and Legislation; State of the Art of the EC Better Regulation Initiative; Better Regulation and better implementation: Pilot Action to implement REACH; Assessment of the 2<sup>nd</sup> allocation round on Emission Trading

- "Environment and Legislation in Chemical Industry"  
**Mr. Víctor Macià**, Environment consultant
- "The Better Regulation Strategy"  
**Mr. Klaus Berend**, EC Enterprise and Industry Directorate-General
- "Better Regulation in the Europe Union - a regional view"  
**Mr. Martin Feldmann**, Head of Unit, Ministry for Economic Affairs and Energy of the State of North Rhine-Westphalia
- "Assessment of the 2<sup>nd</sup> allocation round on Emission Trading: opportunities missed? Reflections current state EU ETS »

**Mr. Vianney Schyns**, SABIC-DSM (Limburg, Holland)

Moderator: Mr. Karl-Uwe Büttof, Head of Department, Ministry for Economic Affairs and Energy of the State of North Rhine-Westphalia, ECRN Vice President

Translation: Catalan, Spanish, English and German

**11.00 – 11.30 Coffee Break**

**11.30 – 13.00 Final Session of ECRN Congress**

*“Strategies for the chemical industry in Europe”*

- o Mr. Klaus Berend, EC Enterprise and Industry Directorate-General
- o Mr. Anton Valero, DOW CHEMICAL IBÉRICA
- o Mr. Fred du Plessis, European Chemical Site Promotion Platform

Moderator: Mr. Crisanto las Heras, Spanish Ministry of Industry

- o Closing Address of Mr. Xavier Sabaté, Minister of Governance and Public Administration and Dr. Reiner Haseloff, ECRN President

Translation: Catalan, Spanish, English and German

**13.00 Final lunch for all participants**



# Summary Report

*Lynne Brear, Tees Valley Joint Strategy Unit; Middlesbrough*

*Andreas Fiedler, isw GmbH; Halle*

*Nicola Johnston, Cheshire County Council, Brussels Office*

## Opening Session “The European Research Agenda for the Chemical Regions”

Opening Session: The European Research Agenda for the Chemical Regions: Moderation by Mr Joan Josep Berbel, Secretary of State for Industry, Catalonia

Welcome address was by Mr. Jordi Valls, Minister of Employment and Industry of Catalonia, Joan Miquel Nadal, Mayor of Tarragona and Mr Fancesc Xaxier Grau, Rector of the Rovira I Virgili University. They provided a brief insight into the chemical industry in Catalonia and welcome all the participants to the ECRN Congress. Dr. Reiner Haseloff, Minister of Economy and Labour of Saxony-Anhalt welcomed the participants as ECRN President.

### **Research and Innovation: a key success factor for chemical industries in Europe**

Alain PERROY, Director General, CEFIC

Mr Perroy presented the key views from Cefic regarding research and innovation, firstly by using the example of the Catalan chemical industry as a chemical cluster success story. He drew upon the Cefic Scenarios 2015 study issued in 2004, which highlighted innovation as one of the key drivers for a thriving and competitive European chemical industry.

The chemical industry is one of Europe’s most successful and international sectors. The EU is a leading chemicals producing platform in the world with roughly 30% of world chemicals output and exports, generating an impressive trade surplus of € 35 billion. The chemical industry underpins almost all the European sectors of the economy by supplying downstream users with products that are essential to their activities. The chemical industry thus constitutes an “innovation engine” for the most dynamic segments of the European industry and it plays a central role in the European economy and social life.

However, Mr Perroy went on to say that this success story should not be taken for granted. The first signs of a weakening competitiveness can be seen in recent sales figures. Europe has lost its first place in the ranking of world sales of chemicals to Asia, mainly due to the rise of China and India. Asia has a cost advantage for example through low labour cost and the Middle East has the advantage of low feedstock prices. Therefore, Europe must find new ways to maintain its advantage and that needs to be through research and innovation.

Central to the presentation was the topic of innovation as key for a successful future. However this is not the same as research and development, rather in simple terms the speaker summed up innovation as turning ideas into profitable business, bringing new products to the market faster and cheaper. Chemicals, including pharmaceuticals, are the sector in Europe that spends most on research and development. Chemicals alone comprises 8% of total EU manufacturing investment in research. However, there still is a long way to go if we compare our expenditure on R&D with that of the USA.

The overall business environment is also key for fostering innovation and unfortunately Mr Perroy did not paint a particularly rosy European picture. Ambitious environmental standards, a lack of liberalisation of the energy market which leads to higher energy costs, a costly regulatory and intellectual property environment as well as a continuing "brain drain" he felt could endanger Europe's position as an attractive place for investment and innovation in chemicals. For example, the current European chemical management system has often been cited as innovation unfriendly, as today it costs ten times more and takes three times longer to bring a new chemical substance on the market in Europe than in the USA. In that respect the new REACH regulation will indeed make it easier to bring new chemical substances on the market in Europe and that is welcomed by CEFIC. However, at the same time it risks hampering innovation as it may draw resources away from R&D and shrink the toolbox of existing chemical substances available.

As regards the science and skills base in Europe, there are also signs of an eroding position, with the top research centres increasingly located elsewhere. Questionably of even greater concern said Mr Perroy was the issue of declining numbers of university students in science disciplines which may lead to a shortage of trained chemists in the future. Equally alarming is that industry faces a European society which has a low empathy with science and technology and generally is averse to risk. This also translates into less entrepreneurial initiative.

Mr Perroy went on to consider 'Innovation' at a number of levels: company, industry, regional, national and Europe wide. While invention means turning money into knowledge innovation is the application and use of this knowledge in new products or services to generate profitable business solutions.

The industry federations can play a role at industry, national and European levels to advocate for conditions conducive and attractive to innovators. He also underlined the important role of industry clusters such as the constituent parts of the European Chemical Region Network as playing an important role.

Mr Perroy brought two interesting examples of new approaches to stimulate innovation to the attention of the audience: a national approach as taken by the United Kingdom and a company approach as pursued by Procter & Gamble. With governmental support the UK created a Chemistry Innovation Knowledge Transfer Network bringing together different actors – large and small – research and business – producers and downstream industries – and thus effectively acting as a national market for ideas. Procter & Gamble recognised that more ideas from outside the company were needed for sustainable innovation and growth. They set themselves the goal of getting 50 % of new product, process and service ideas from outside. This required (and was followed by) major changes in the company culture and leadership and led to the new process of Connect & Develop (C&D rather than the traditional R&D).

Cefic and its national member associations are working on the European and national levels respectively to improve the business environment for the industry and we are also actively seeking new ways of working with the value chain. For Cefic, it is a primary aim to gain better public recognition of the key role of the chemical industry and its innovation, for downstream industries, quality of life and sustainability. SusChem, the European Technology Platform for Sustainable Chemistry plays an important role to achieve this target. It provides a framework for all stakeholders to define research and development priorities and work on implementation on a number of strategically important issues for innovation and sustainable economic growth in Europe.

Mr Perroy bemoaned the lack of engagement in the 6<sup>th</sup> Research Framework Programme by the chemical industry as was one of the failures of industry in innovation. It is the goal now to improve the research infrastructure for chemistry related sciences in Europe, which includes, for example, appropriate funding and the definition of adequate networks and institutions. Therefore, Cefic has been making a great effort to put the chemical industry in a better position to engage in the 7<sup>th</sup> Framework Programme which will be launched by the end of the year.

Moreover, it is crucial for Cefic to achieve a supporting policy environment for innovation in Europe, with a special focus on chemicals as a high tech industry. To this end the speaker drew attention to a new integrated approach for industrial policy of the European Commission which aims at creating better framework conditions for manufacturing industries and put emphasis on innovation capacities. This approach includes the creation of a High Level Group on Chemicals. High Level Groups (HLGs) are put together by the European Commission to support better industrial policies. They are chartered to provide critical analysis and actionable advice on areas that are vital to the future competitiveness of key industries. They are made up of senior representatives including EU commissioners, ministers from Member States, CEOs from industry and representatives of civil society.

The European chemical industry welcomes this initiative and wants to seize this opportunity to firmly reposition our industry as an important provider of solutions to the needs and challenges faced by society through sharing views on how to enable innovation and skills to become key success factors for a solid basis of competitiveness, not only in our own industry but as the bedrock of all manufacturing industry. Cefic is therefore trying to address all the framework conditions affecting the capacity to innovate, such as environmental standards or high energy costs. It is expected that the High Level Group process will allow highlighting the key importance of the right policy actions in how to foster innovation, for European and national authorities as well as for the industry itself. He also stressed how CEFIC is looking forward to working side by side with ECRN in this High Level Group.

Finally Mr Perroy provided some outlook on some issues in the discussion on innovation in which the European Chemical Region Network could play a special role.

Small and medium sized enterprises do not only count for the overwhelming part of the chemical industry in Europe, they are also a key source of innovation. This holds especially for the specialty chemicals segment. Therefore, a special effort should be made to get them involved in innovation fostering activities. We need to better understand what they need to facilitate even higher levels of innovation.

But for various reasons it is not always easy to get SMEs involved. One possibility to target SMEs is through regional clusters, which frequently embrace a large number of SMEs. The importance of innovation clusters has also been recognized by the European Commission. Therefore, the recently published communication on the European Union's innovation strategy put emphasis on a new framework for State Aid to research, development and innovation, which will open up state aid especially for innovation clusters.

Under the new framework, Investment aid might be granted for setting up, expanding or animating an innovation cluster, for example for facilities for training and research centre or open-access research infrastructures, such as laboratory and testing facility. There are already some excellent examples of approaches which work in different parts of Europe, we need to clearly identify those and push for sharing of the good practices which really foster innovation.

He concluded by saying that although the chemical industry today is perceived as strong and vibrant, it is still not trusted or valued as it should be, and that competitiveness in the future can only be assured through innovation and repositioning as a solution provider. "Innovations will enable us to continue growing, providing valuable contributions to sustainable development of the society and remain a vital source of new applications in other sectors of the economy."

### **Workshop 1 "Science and Innovation in Chemical Regions"**

Moderator: Cllr Andrew Needham, Cheshire County Council, ECRN Vice-President

*Research, development and innovation for the European Chemical Industry in the 7<sup>th</sup> Research Framework Programme (FP7)*

**Strengthening chemical clusters for the support of innovation and internationalisation of SME-outputs of the Chem-SME project**

Dr Ian MacKinnon, Acumys Ltd. For NEPIC, North East of England

As part of the RFO –TourismSME project funded by the EU Community Initiative Interreg III C, North East of England were partners with Saxony-Anhalt (DE), Valencia (ES) and Limburg (NL) with the objective of strengthening of small and medium sized enterprises and tourism for sustainable and balanced development. Dr MacKinnon provided an overview of a sub-project within this called ChemSME.

He initially gave some background to the ChemSME project which had the objective to exchange information in the regions on the development and strengthening of chemical clusters for the support of innovation and internationalisation of SMEs and identify successful solutions and best practice for the development of chemical clusters with particular focus on SMEs. The project can boast several concrete outputs including:

Regional analysis, Cluster development, Sharing information and best practice, Proposals for future collaboration

One particular example of good practice highlighted during the presentation was that of the voucher scheme for innovation introduced in Limburg in 1998 to help SMEs take first steps in innovation and adopted nationally by the Dutch government. Saxony-Anhalt and NE England are now exploring ways of introducing their own schemes.

In finalising the presentation Dr MacKinnon stressed that any future collaboration projects will require a framework within which to take place and emphasised that it would be useful and beneficial to explore how the objectives and achievements of the ChemSME project could be efficiently integrated into the activities of the ECRN.

### **Energy and chemicals from renewable sources in Piedmont region**

Prof. Giuseppe Sironi, Piedmont Region

The speaker gave a detailed overview of 4 different projects ongoing in the Piedmont region relating to the topic:

1. Bio-Architecture and photovoltaic: *Environment Park – Torino*
2. Hydrogen generation and thermal utilization: *Giacomini SPA - San Maurizio d'Opaglio (NO)*
3. Biodegradable materials from renewable sources: *Novamont SPA – Novara*
4. Silicon wafers and polysilicon for solar wafers: *MEMC Electronic Materials Inc. - Novara*

### **Necessity of partnerships for R+D and innovation**

Frans Pistorius, President DSM Netherlands B.V.

The speaker started by providing an insight in DSM as a company. On a global level DSM is in the top 25 of the chemical industry and has topped the Dow Jones sustainability index for 3 years in a row:

- Net sales 2005: 8.2 bln (+ 4,6%)
- EBIT 2005: 808 mln (+ 44%)
- Approx. 75% of businesses among the global leaders
- 22,000 employees
- 250 locations on 5 continents
- R&D expenditure approx. 4% of sales (€ 290 mln), 2,000 R&D talents (almost 10% of total workforce)
- Healthy balance

Developing partnerships have brought about some concrete results such as the development of a new university campus aligned with the Chemelot chemicals park, which has revitalised the DSM R+D campus. The speaker also referred to the Chemistry Steering Group in the Netherlands which has objective of doubling GDP contribution of chemistry by 2010 and also aims at a 50% reduction of fossil fuels in 25 years by improvement of fundamental research and stimulus for innovative entrepreneurship. This will require a € 1 billion investment over 5 years. Detailed plans should be ready by the end of 2006. The speaker also emphasised some of the challenges that the industry is facing namely the decreasing number of knowledge-workers and the image of the chemical sector. He also provided a brief insight into several other partnership models and projects underway that could be regarded as good practice examples from the Netherlands.

He finished by presenting some thoughts on Europe and the EU's 7<sup>th</sup> Research Framework Programme (FP7).

There has been a worrying decline in industry participation from FP4 to FP6; however there is room for moderate optimism and hope that the chemical industry will, also through presence on the ETPs, become more involved in this new programme to kick-off in 2007.

**The role of scientific and technological centres in the creation of innovating scenarios**

Mr Jordi Cartanya, Tarragona Science and Technology Park, Rovira I Virgili University

The speaker initially set out views as to what drives innovation listing factors such as money, knowledge, human capital, research and structural funds, tax law and state aid, education and labour law, market regulations, H&S, procurement and demand. He also highlighted the importance of the policy environment as a key driver in fostering enterprise innovation. The speaker went on to discuss modern concepts of regional innovation and the 'open innovation' model which stresses development of partnerships.

Using Catalonia as a good practice example, Mr Cartanya also focused on science and technology parks as instruments to develop innovative environments at regional level and drew attention to the World Conference on Science and Technology Parks to be held next year in Barcelona on 2-4 July. The Rovira I Virgili University is one of the most accredited Spanish universities in chemistry and chemical engineering and Tarragona petrochemical site is amongst the most competitive in Europe.

Moving to look at the wider EU picture, Mr Cartanya underlined how regional innovation is at the heart of EU priorities and actions, policies and funding and that this is reflected within the new FP7 – the new programme presents priorities for Regions of Knowledge and research for SMEs etc.

To conclude, the speaker made the suggestion that the European Chemicals Regions Network could use the potential of Science and Technology Parks to foster company competitiveness and regional development within the framework of EU policies.

### **Questions & Answers**

A lively debate followed which touched on many pertinent issues relating to research and innovation for the chemical regions. One participant raised the point that whilst there is much excellent research going on in Europe, we seem to fail to get this research translated quickly and effectively into action in order to stimulate growth and wealth. A number of viewpoints were expressed in this regard, with some participants suggesting that Europe is rather risk-averse and also that entrepreneurship is not at the heart of university culture. One speaker also underlined that there is a lack of finance and that it would be fundamental for networks such as the ECRN to guide the regions on how to benefit more effectively from EU funds available to underpin research and innovation.

## **WORKSHOP 2 – Sustainable Development in Chemical Regions**

Moderator Councillor Tony Richmond

### **Experience of Remediation and Sustainable Soils Development on Chemical Brownfield Sites**

Mr. David Kendall, Chemicals Northwest, England

Mr Kendall co-ordinated a study by the ECRN Network on land and improving contaminated sites. He provided an overview of the study's findings and outlined some of the problems. One of the key findings is that public support is needed to deal with some sites where cost prohibits intervention by the private sector. Greening should be considered when remediation is not a sensible option. Difficulties are experienced in determining ownership of sites and in trying to enforce the polluter pays principal.

Risk Analysis needs to be considered as a way forward with increased access to indemnity insurance. A number of universities are working on sustainable soil and want to work with Local Authorities to research what needs adding to soils to promote sustainability and lock up carbon. Two separate proposals are to be considered to progress this work; 1) INTEREG – to share experience and 2) FP7 on sustainable soils. Partner regions are sought to progress this work.

### **Contaminated land in Catalonia. Risk analysis as a measure tool**

Mr Josep Anton Domènech, Waste Agency of Catalunya

In Catalonia a regulatory framework for contaminated land exists. It is based on risk assessment that set out how decisions are taken. The Spanish Royal Decree of 2005 has the same purpose as the recently published EU Draft Directive on the sustainable use of land. The Spanish Government assess the activities and the level of pollution and do studies on the quality of the soil, to determine if the activities are responsible for problems, by comparison to baseline levels. Risk to health and/or eco systems is determined. Several models of international Risk Assessment models were looked at and all were valid. What is required is in-depth knowledge.

### **CEFIC's Responsible Care Programme**

Josep Maria Bach – CEFICs Coordinator

The chemical sector has been considering pollution and sustainability for a number of years. People have become very much interested in these aspects of the industry as they began to fear that some substances could cause harm. A Responsible Care Framework was developed to improve health and safety and the environment and to promote better relationships and corporate responsibility and improve communications. It is an obligation to improve performance and reduce risk. Very few nations have not signed up to the programme. Participating companies find participation in the scheme can be used as both a marketing tool and to reduce insurance premiums.

### **Improve Resource Efficiency in chemical supply chains by Public Private Partnership**

–

Peter Jahns, Effizienz Agentur, North Rhine Westphalia

Resource efficiency can increase profits and protect the environment. A German project aims to support SMEs to improve efficiency and productivity through co-operation. Many SMEs have similar problems to larger companies but not the same resources to address them. Collaborative working has produced savings through the reduction of use of resources such as water. SMEs need extra support to be able to improve their processes, but partnership processes must be based on trust.

### **An example of land improvement in Lombardia –**

Luca Recchia, Federchimica

In Lombardia a former oil refinery site in Milan was turned into an exhibition and congress centre. A vast area was brought back into use using classical techniques. There was nothing extraordinary about the work except the extent of the work undertaken. Soil was washed and land cooked to absorb contaminants. Concrete was reutilised in new concrete. Lots of glass was used in the construction to reduce the cost of lighting and heat. Infrastructure was developed after the building was completed. The 750m€ project did not cost the local community. A consortia of building companies will regain their investment and make profits from car parking charges and the many restaurants and through fees etc.

### **Questions & Answers**

Questions were asked on whether there are lessons that could be learnt from the experiences of the Italians in bringing such a vast site back into use and solutions used in former East Germany on contaminated land and water.

It was felt that lessons could be learnt from the development in Milan, but that it would need to be in a similar type of city where land prices are high.

In peripheral regions with lower land prices it would not be economically viable and more public support would be required.

In former Soviet areas of Germany it was very difficult to assess underground water contamination. The initial priority was to contain and prevent from spreading. It took a couple of decades to reclaim land and water. Often remediation was done first where it was economical.

### **WORKSHOP 3 – Dialogue with the chemical industry at regional level – Public Communication**

Moderator: Mr Albert Roig from the Ministry of Employment and Industry of Catalonia

#### **Strategic Community Communication – Examples of DOW's Programme in Germany -**

Rolf Nettersheim, DOW, Lower Saxony

Open honest proactive communication is necessary to demonstrate loyalty and build trust and trust is essential in any business communication be it with the local authority, local communities or other companies. In Lower Saxony the Local Authority provide online emission data for all emissions. There is a voluntary commitment to provide data that is available to anyone. DOW also works with Local Authorities on estimating impact of proposed Legislation. A Community Advisory Panel has been operational for 10 years. It provides a communication conduit between the company and local residents. A bidding process is run for company grants to community groups and each successful applicant is supported throughout the life of the project. Previously the local community wondered what was being hidden behind the fences of the company. Open days and visitor programmes are now held.

These have made a vast difference to community perception of the industry. DOW's planned image is one of a glasshouse that is open transparent and visible to everyone. Image surveys are held every 3 years and the aim is a 90% positive response, but this is only viable if the site is safe and controls emissions.

### **Collaboration between Chemical Associations and Regional Development**

#### **Agencies in Asturias –**

José Ramón Fernández, AIQPA

IDEPA, the chemical association in Asturias developed from communication between universities and companies. The Association has produced handbooks on health and safety and on risk prevention for the industry. Very technical and complex information was provided in an easily understood cartoon format that is used for training purposes. Seminars exploring threats to the industry have been organised at the request of the Local Authority. The Association regularly carries out technical reports and analysis on topics of major interest to the industry. Work is undertaken with support of Regional Development Agency to support work of Local Authority. The Association is relatively young, but could not progress without the support it has received.

### **Collaboration agreement between the Ministry of the Environment and Housing and the Chemical Industry Association or Tarragona to preserve and improve the environment –**

Maria Comellas, Ministry of Environment and Housing

In Tarragona there are two major chemical sites one to the North and one in the South. There is a large population around these sites and a number of Local Authorities. The area also has a large tourism area. Chemicals and tourism co-exist in a fragile environment that is subject to droughts and floods and has the sea. Risks exist from chemicals, so it is important to protect eco-systems through close collaboration.

Prevention of problems is the most important aspect of this work. Two networks operate in the region the first measures emission levels and the second compares emission sources. The Ministry inspects, carries out surveillance and forecasts emissions. Measuring controls are spread over the hinterland and information is relayed via radio transmission. A framework exists to discuss the future and talk about technology available and the regulatory framework. Summer predictions allow negotiations with industry to reach voluntary agreements and take preventative measures at times of high risk.

At the moment emissions to water take place through an independent network. Lack of water and the rationalisation of its use are of political interest. Different options are being considered including the reuse of cooling water. A programme has been agreed to prevent waste. Tarragona is going beyond what regulations demand. Work is still continuing on providing environmental information to the local community, but was very pleased at DOW's idea of operating a glasshouse. Provincial Government and industry have a clear way of proceeding.

#### **Risk Prevention at Chemical Parks; Virtual Reality & simulators** – Barbara Tosi, Regione Piemonte

Chemical Parks prevent problem through training drills and checks and Piemonte work with each company to solve problems. There is an emergency plan for each site and for the public administration. Piemonte Region has worked in the field of training to develop low cost tools that will provide training to a large amount of people in a short time. An e-learning prototype software package has been developed. It provides virtual reality simulations of accidents. The package has been developed using Leonardo funding. Up to 10 people can play the simulation game at one time to create a reality exercise. Teams can communicate with each other e.g. the ambulance crew can talk to the fire-fighters or the police etc.

Virtual people are used in the simulation and the software provides information about them – (e.g. level of breathing etc.) for the medical team. Partner organisations are wanted to further develop and use the system.

### **Communication and petrochemical risk in Tarragona. From definition to institutional practice**

Jordi Farré, Rovira I Virgili University

Multi-disciplinary research was carried out on the communication of risk that was funded by the Ministry. Research is soon to be published. It investigated definition and perception of risk and intervention tools. Relationships are important to bridge the gap between actual and perceived risks. All too often Risk Communication policy hampers good communication. There is a difference between acute and chronic risk and it is important to know which one is being communicated. Risk Communication goes way beyond corporate excessive bureaucracy between local authorities and organisations; the content needs to be accessible to all. Often communication lacks any evaluation of the goals it is trying to achieve. There is no best practice or code of conduct, yet correct risk communication, particularly to the outside world is of major importance.

### **Questions and Answers**

A question was asked on the required legal distance between sites and inhabited areas. For new plant there are rules under the SVESO Directive. Any new site has to apply for permits. What tends to be the most common problem is when urban buildings encroach on existing chemical sites.

## **Workshop 4 “Better Regulation for the chemical industry”**

Moderator: Karl-Uwe Büttof, Ministry of Economic Affairs and Energy North Rhine Westphalia

Workshop four of the congress covered the discussion about the potentials of better regulation for the chemical industry. The initiative for Better Regulation was brought forward by the European Commission in an effort to simplify European legislation and to avoid bureaucratic regulations in the future. The chemical industry is especially subject to numerous pieces of legislation and regulations that can sometimes hinder economic development. As such there is a strong interest in participating in the debate and providing concrete examples from an industrial branch and regional view.

### **Environment and Legislation in Chemical Industry**

Victor Marcia, Environment Consultant

Mr Marcia presented the results of the ECRN Study on Environment and Legislation. The aim of the study was to identify the positive and negative effects on the competitiveness -and eventual common patterns- generated by the introduction of different environmental legislation affecting chemical companies established in the participating Regions. Four regions participated in the study: Asturias, Catalonia, (ESP) Ida Viru (EST) and Masowia (POL) The need for coherent legislation was underlined in the study. IPPC, Air emissions, REACH and waste and water have been identified as interesting topics for the future. Mr. Marcia recommended a deeper analysis of economic data involving a larger number of regions.

### **The European Commission Better Regulation Strategy**

Klaus Berend, European Commission DG Enterprise and Industry

Mr Behrend from the European Commission presented the Better Regulation initiative and the next steps in the process.

The initiative should have a positive feedback on framework conditions for growth, employment and productivity by giving right incentives for business, cutting of unnecessary costs and the removal of obstacles to adaptability and innovation. Three main tools will be used: 1. Impact assessments, 2. Consultation and 3. Simplification of existing EU legislation. He stressed that the Commission is interested to take on board views from all relevant stakeholders in the process and welcomed the active participation of chemical regions.

### **Better Regulation in the European Union – a regional view**

Martin Feldmann, Ministry of Economic Affairs and Energy, North Rhine Westphalia

Mr Feldmann from North Rhine-Westphalia presented the activities of his region in the Better Regulation area. NRW has been active in the REACH impact assessment, the European Qualification Framework and the Service Directive. •EU strategies and proposals are likely to lead to more red tape, which must be identified by regions at an early stage with a view to focused and well-grounded response. Mr. Feldmann stated that regions have many ways of contributing to the Better Regulation Initiative and an improved inter-regional co-operation and co-ordinated action is possible. The example of the REACH impact assessment proved that they are well suited for the development of sound and constructive proposals. For this purpose it is very important to find the right moment for initiative and to set up new networks.

### **Assessment of the 2<sup>nd</sup> allocation round on Emission Trading: opportunities missed? Reflections on current state EU ETS**

Vianney Schnyns, Sabic – DSM Limburg

Mr Schyns explained the latest developments in the area of emission trading and its impact on the chemical industry. Improvements in the area of windfall profits and new entrants must be solved.

Several other shortcomings have been highlighted such as the threat of reduced economic activity, a missing level playing field, insufficient stimulation of innovation and investment insecurity. It is the obligation to further develop the EU ETS by taking lessons learned into account and to prove to the global community well before 2012 that emissions trading can be a successful instrument indeed. The ECRN has proposed to use benchmarks with ex-post for this purpose. It is very important to further discuss this issue in the framework of the High-level Group on Competitiveness, Energy and Environment in order to achieve improved regulations for the post 2012 period.

## **Final Session “Strategies for the chemical industry in Europe”**

**Mr Klaus Berend, European Commission, DG Enterprise and Industry**

Mr Berend provided an overview of the background and state of preparation of the High Level Group (HLG) to enhance the competitiveness of the European chemicals industry. He initially provided some key figures for the European chemical industry which demonstrated that with 33 % of global chemical industry, the EU is still a very significant global player: 22 % of EU’s trade surplus, 5 of the 10 largest chemical companies are European, 1.9 million highly educated and skilled workforce, 27 000 chemical enterprises (96 % are SME’s representing 30 % of sales and 37 % of employment).

He referred to the CEFIC scenario study “horizon 2015” which predicts a falling European chemical industry market share, mainly due to rise of India and China. The speaker went on to stress the importance, in view of this changing global pictures and new challenges, of Innovative Technologies & the European Technology Platform (SusChem) in order to:

- Strengthen competitiveness of chemical industry;
- Boost sustainable chemistry, contribute to the Sustainable Development in Europe, increase chemical innovation;

- Meeting society's needs through cooperation with stakeholders & boost acceptance of technologies through knowledge & understanding;
- Contribute to the better regulation activity by generating sound scientific knowledge of technologies & closing of knowledge gaps.

He also referred to the establishment of the High Level Group on Competitiveness, Energy and the Environment, launched on 28 February 2006 with the objective to: Increase consistency of policy and legislative initiatives with regard to competitiveness, energy and the environment, fully exploit the synergies between the policies in these areas

Following the positive experience of other sectors (automotive, textiles, shipbuilding, etc.) it was proposed to set up a High Level Group (HLG) to enhance the competitiveness of the chemicals industry after the adoption of REACH. The speaker went on to detail the state of play in the preparations of this group. Two informal 'Brainstorming' meetings have already been held on 10/5/2006 and on 27/06/2006, with representatives of industry, trade unions and officials from national and regional administrations which have experience with similar exercises. Governments and industry have indicated strong support. Possible agenda items for the HLG could include: Societal demands / Sustainability of industry, Research and Development / Innovation, Trade and other external factors affecting competitiveness, Infrastructure / Logistics, Human Resources / Skills, Energy / Feedstock's.

Next steps will be the publication of a formal Commission decision for setting up the HLG determining terms of reference, expected end 2006 / early 2007. Following that, the composition of the group will need to be determined. There will be a limited number of members balanced between multinational companies and SME's, Member States or regions, MEP's, chemical sub-sectors and NGO's. The first meeting is planned for 3rd quarter of 2007.

The ECRN has been an active and valuable contributor during the brainstorming meetings.

Finally *Mr Anton Valero, DOW CHEMICAL IBERICA* gave a presentation setting out key challenges for the industry and potential strategies for the future and *Mr Fred du Plessis* provided an overview of the *European Chemical Site Promotion Platform* setting out challenging the perceptions of Europe as a chemical investment location and highlighting areas of concern (complex, bureaucratic, fragmented, expensive etc.). He went on to demonstrate how the ECSPP can assist in changing this perception to “put Europe back on the chemical investment map” through its strategy:

- To provide a one-stop shop platform for information on Europe which international chemical companies need to facilitate their evaluation process for potential new investments
- To pool knowledge and resources to identify and communicate Europe’s competitive advantages
- To develop a positive market-oriented story-line for chemical investment in Europe
- To focus awareness on the dangers of European introspection (national/regional solutions)
- To encourage a united pro-Europe promotion mindset amongst all relevant stakeholders

He finished off the session by concluding that by working together the chances of successfully attracting new investments to Europe will be enhanced. This is vital to ensuring the long-term viability of the European chemical industry. He underlined the added value of the ECSPP to actively develop further cooperation with other organisations such as ECRN, EPCA and CEFIC.

**Dr. Reiner Haseloff Minister for Economy and Labour of Saxony-Anhalt** concluded the Congress by stating the strong commitment of the Land Saxony-Anhalt for the further development of the network. The establishment of the ECRN Office in Brussels and the integration of new members is the focus for association in the year 2007. Furthermore, the participation in the preparation of the High-Level Working Group Chemical Industry will be the thematic priority of the ECRN.

# Declaration of the 4<sup>th</sup> European Congress of Chemical Regions





## Tarragona Declaration

Joint Declaration of the fourth European Congress of Chemical  
Regions  
9 November 2006

### Managing Change together

(final Version : 07.11.2006)

#### Introduction

On the fourth Congress of the European Chemical Regions Network (ECRN) in Tarragona high-level representatives from politics, science, industry and administration have discussed essential questions for the future development of the chemical industry at regional level and have agreed on the following declaration

#### **Creating a Strategic Framework for the needs of the Chemical Industry in Europe!**

The discussions about a better legislation in Europe, the future chemical policy, climate change or energy policy have made it apparent that the Chemical Industry as well as the Chemical Regions need a strategic framework to be able to make decisions about the future development of their locations.

Therefore the Chemical regions welcome the intention of the European Commission to initiate a strategic dialogue with the Chemical industry in the course of the next year to discuss challenges and possibilities for the future framework of the European Chemical industry.

The chemical regions emphasize their interest in participating actively in these discussions to ensure that the regional dimension will be focussed

#### **Adopting Chemicals policy - but with a sense of proportion!**

The discussion about the implementation of a new European regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals was an important factor in initiating the European Chemical Regions Network.

The central concern of the ECRN regions has always been the balance between the requirements of the protection of the environment, consumer protection and safety at work and the further stimulation of the competitiveness of the chemical industry in Europe.

In several statements during the last 3 years ECRN has pointed out the importance of implementing chemical regulations, which are easy to handle and fulfil the needs of the Chemical Industry. The European Commission and Parliament have adopted many of the proposals in the framework of the 1st reading. In the course of the current 2nd reading it is feared that some of the compromises might be recalled.

ECRN sees the Common Position of the Council as a workable legal instrument; further fundamental changes could disrupt the accepted balance. Only changes at technical level to support workability of the implementation should be in discussion.

Therefore the European Chemical Regions propose

- That compulsory substitution for certain substances should not be enforced, if no suitable substitute exists and a major economic loss is to be expected. The controlled and safe use of such substances should be the criteria for their continued use.
- To withdraw the demand for the limitation of authorisation to five years, because it could hinder general investments
- Not to come forward with the demand to automatically include nano particles in the process of registration, the REACH Regulation doesn't provide suitable criteria for an appropriate risk assessment
- To improve communication within the supply chain
- To fairly share data and costs
- To grant property rights for studies at least for 15 years

### **Ensuring future security of energy supply**

In the course of the last years the issues of energy and the sustainable supply has become increasingly important. The European Union has decided to adopt an energy agenda. Naturally Chemical enterprises and Chemical regions have a great interest in a sustainable and secure Energy supply.

Therefore the European Chemical Regions Network has also responded to the consultations for the Green Paper on Energy and demands

- The consequent liberalisation, that means the separation of network operation from production and supply on the European Single Market. This should be a priority for new measures.
- To strengthen the role of the existing structures of National Energy Agencies, International Energy Agency and European Commission. The establishing of a new European agency must be rejected. The EU should furthermore strengthen existing municipal supply structures in the future.
- The EU should within the framework of the Energy Research- and Energy promotion programs support innovative production and distribution technologies as well as the optimisation of cross border lead networks and their connections. This should be done with the utmost transparency throughout Europe

- That further activities of the EU should not concentrate on new plans, proposals of new laws or new administrative structures but on the equal implementation and development of existing regulations and programs throughout all Member States. At the same time the objectives that were chosen in the energy efficiency guideline in connection with a benchmarking of the member states should be transformed – if –successful - to other fields of regulation.
- That the EU funding of research and technology should support the diversification of the Energy supply by means of energy efficiency technology, renewable energy including energy from waste. . Concerning renewable energies there is a great need for research to improve its competitiveness.
- To avoid shortages in advance energy partnerships with important producer- and transit countries as well as with big energy consumption countries will play a central role.
- To develop the cooperation of the Member States within the framework of a European energy community. This energy community must be based on the following principles: Sustainability (e.g. climate protection, energy efficiency renewable Energy) Competitiveness (e.g. development of technology, functioning competition in the EU Single Market, interregional cooperation), secure supply (e.g. oil and gas reserves, negotiations for the development of energy and raw material resources)

### Mastering Environmental Policy as a global challenge

The future climate change policy of the European Union is of vital importance for the Chemical Regions. The national allocation plans for the 2<sup>nd</sup> trading period of the emissions trading scheme (EU ETS) put the focus on the future direction of emissions trading. Members of the ECRN have taken part in the discussion within the High Level Group (HLG) Competitiveness, Energy and the Environment taking a position on electricity windfall profits, allocation methodology, lack of competition and insufficient stimulus for innovation. The ECRN will continue to do so whenever it is required.

Matters to be dealt with:

- The consequences of climate change are not limited to individual states and can only be tackled by globally adopted measures.
- EU ETS threatens to reduce the activities of energy intensive industries in Europe.
- Present allocation rules cause the electricity producers to include the value of allowances in the selling price. The resulting “windfall profits” lead to the loss of competitiveness of industrial users and welfare of individual consumers.
- The level playing field is not assured by present allocation rules.
- Through the use of historical grandfathering and not rewarding early action with equal standards, innovations and investments to reduce emissions are not clearly stimulated and occasionally obstructed.
- Investments in new production plants and debottleneckings face insecurity in the allocation from finite reserves of allowances in most Member States.
- Present allocation rules hamper competition as they enhance frozen market shares.
- We support a common position for CHP regardless of its host sector
- Non-punitive treatment for CHP under Phase II
- Encouragement and support for the expansion of CHP capacity
- The provision of a stable long-term environment for CHP investment decisions

Therefore the ECRN intends to focus on the removal of the present central shortcoming of the EU ETS: the allocation methodology. The ECRN proposes as the way out of the impasse the application of output related standards (benchmarks with ex-post adjustment, performance standard rate – PSR) as an alternative to auctioning. Benchmarks stimulate innovation and provide security for new investments to reinforce the industrial base of Europe, in line with the Lisbon strategy. The ECRN welcomes the recent statements of the EU Commission in which expresses to aim at a robust, simple and predictable EU ETS.

### **Innovation**

A key demand of the chemical regions is to secure the competitiveness of the chemical locations in the long run. In this context the support of innovation is of essential importance.

The ECRN therefore welcomes the approach of the Competitiveness and Innovation Program (CIP). CIP, which is based on the Lisbon Strategy;; designed to unite previous programmes after its implementation on 9 November 2006, which can be summed up under 4 headlines:

- Strengthening the competitiveness of enterprises (especially SME)
- Innovation and Eco – innovation
- Competitive, innovative and collaborative society
- Energy effectiveness and new /renewable energies

Furthermore the future usage of CP will be of interest for the project work of ECRN.

### **Supporting Regional Policy on a large scale**

Regional policy plays a major part in many Chemical Regions in Europe. In these regions the operational programs for the next structural funds period have been prepared throughout the last weeks and months. And now for the first time interregional co-operation among the regions can be funded by the corresponding mainstream programmes. Furthermore with the establishing of the new objective 3 – Territorial Cooperation - the funding of interregional collaboration will be continued in the next period.

The ECRN emphasises, that the Initiative “Regions for Economic Change “,which was started by the European Commission, should take into account aspects of industrial policy. The ECRN asks the Chemical Regions to intensify existing contacts.

Furthermore the European Commission is expected to quickly approve of the financial framework of the structural funds which will soon be submitted.

### **Giving the Chemical Regions of Europe a strong voice**

The European Chemical Regions Network has been supported strongly in the last three years by the Interreg III C programme. As this programme will cease at the end of 2006 the ECRN now has to tackle the challenge of operating independently. For this purpose the ECRN association was founded at the third European Congress of the Chemical Regions in Milan.

Now it is of vital importance that as many Chemical Regions as possible join this association to enforce joint requirements with the necessary presentation and strength.

The ECRN therefore appeals to all Chemical Regions to become a member of the association.

Tarragona, 9 11 2006

## Press Releases

**Reiner Haseloff** Ministro de Economía y Empleo de Sajonia-Anhalt y presidente de la Red Europea de Regiones Químicas

## 'La industria química europea sólo puede sobrevivir si es fuerte en el territorio'

Reiner Haseloff preside la Red Europea de Regiones Químicas, una asociación que agrupa las 13 áreas de la Unión Europea con mayor concentración de industrias petroquímicas. Los pasados 9 y 10 de noviembre, esta red europea celebró en la Ciutat de Repòs i Vacances de Tarragona su cuarto congreso, al que acudieron unos 200 representantes destacados del sector.

RAFAEL SORRY  
TARRAGONA

Continuamente hablamos de añadir valor a lo que fabricamos. En el caso de la industria petroquímica de Tarragona, ¿cuál es el futuro a medio y largo plazo?  
La industria química es un tipo de actividad, según en Tarragona, pero también en Sajonia y en otras regiones de Europa, que necesita un montón de energía, de materias primas, y naturalmente puede estar afectada por las regulaciones.

¿Se refiere a regulaciones ambientales como el protocolo de Kyoto, o normativas europeas de control de sustancias como el Reach?

El objetivo general de la industria petroquímica europea es ser limpia y también alcanzar los objetivos de Kyoto. Naturalmente, hay una tensión entre estos objetivos y el objetivo de las regiones químicas europeas de ser competitivas globalmente. Esa es la razón por la cual tuvimos recientemente una reunión con la Comisión Europea, en la que tratamos de convencerlos de que ne-



Reiner Haseloff, el pasado jueves, en la Ciutat de Repòs i Vacances de Tarragona.

MANU OUBÉ

cesitamos una política proactiva común para la industria química europea.

La UE tiene problemas para acceder a las materias primas energéticas. ¿Cómo podemos mejorarlo?

La Red Europea de Regiones Químicas está tratando de desarrollar, junto a la Unión Europea, una política exterior común, pero es cierto que no se está haciendo demasiado deprisa. La energía es una de las principales razones por las que la industria petroquímica europea está tratando de reducir sus consumos energéticos, y pasando de la química básica a la química fina, para dar productos de mayor valor añadido. En segundo lugar, el objetivo es lograr contratos de larga duración con los suministradores, para asegurar las materias primas.

¿De cuánto tiempo?

Por ejemplo, las compañías de gas de Alemania están negociando en este momento contratos de más de 30 años con suministradores rusos, para asegurar el futuro de la industria. Piense que más de la mitad de la demanda de gas en mi región, donde viven dos millones y medio de personas, proviene de la industria que fabrica fertilizantes, y esta industria depende directamente del gas ruso. Si no hay acceso a él, no hay industria.

Parece que en los Estados Unidos de América tienen mejor resuelto su acceso a los recursos naturales.

La manera de hacer de la UE no tiene por qué ser la misma que la de EEUU. En principio, nuestra forma de afrontar este problema es negociando contratos con los suministradores. La única pregunta es cuánto se está dispuesto a depender de esos suministros.

“Es más fácil para un polo petroquímico atraer inversiones si todas las empresas tienen la misma dinámica

Reiner Haseloff

Actualmente, la Unión Europea importa un 50% de sus consumos de gas. Calculamos que en diez años, esa dependencia del gas que se encuentra fuera de nuestras fronteras rondará el 70% de nuestro consumo.

También la dependencia del petróleo es significativa. La situación del petróleo es algo distinta, porque tenemos los suministros mucho más diversificados que con el gas, y la industria petroquímica no necesita el petróleo para quemarlo, sino para producir cosas con él. Creo que es darle un mejor uso que quemándolo.

En este proceso de cambio de la industria química europea hacia el valor añadido, ¿habrá que cerrar fábricas?  
Alemania es un ejemplo de ello, aunque no completamente. Tras la reunificación, hubo un proceso de reconversión de una industria nada competitiva, en el Este de Alemania, hacia un modelo de industria competitiva. El cambio es posible. Un montón de compañías cambiaron por completo sus

procesos de producción, y eso es un mensaje importante. La industria química puede adaptarse a los cambios, y los principales polos petroquímicos de la Unión Europea deben hacerlo, para lograr nuevos productos con mayor valor añadido en el futuro.

¿Se dan las condiciones para afrontar esos cambios con éxito?

Se necesitan políticas públicas y apoyo de las administraciones, pero no todo debe quedar en sus manos. Las empresas deben saber combinar el ahorro energético con la implementación de nuevos productos, para afrontar cambios de mayor valor añadido. Es más fácil atraer inversiones si todas las empresas que forman parte de un polo petroquímico están implicadas en la misma dinámica.

¿Qué entiende por Responsabilidad Social Corporativa y cómo deben ser las relaciones entre la industria y la región en la que está implantada?

La industria química quizás sólo sea comparable a la industria automovilística. Con una dimensión global, tiene una afectación local muy fuerte. Nuestra industria sólo tiene la oportunidad de sobrevivir si es fuerte en el territorio, porque necesita personal cualificado. Si compute con otras industrias que también necesitan personal cualificado, la única forma de conseguir la fuerza de trabajo que necesita es llevando a cabo acciones contundentes de Responsabilidad Social Corporativa.

## ECONOMÍA

CONGRESO ■ TARRAGONA, CAPITAL POR DOS DÍAS DE LA RED EUROPEA DE REGIONES QUÍMICAS

## La patronal química europea alerta de que la UE pierde competitividad

Alain Perroy, director general de la patronal Cefic, asegura que Asia ha arrebatado a la UE el liderazgo de la industria química

POR RAFAEL SERVENT

La Ciutat de Repts i Vacances de Tarragona albergó ayer a más de 200 congresistas en el cuarto encuentro de la Red Europea de Regiones Químicas, una organización que agrupa las 13 áreas de la Unión Europea con mayor presencia de la industria petroquímica. Las jornadas, que concluyen hoy, se desarrollaron en torno a diversos talleres de trabajo, que trataron, entre otros aspectos, de la innovación o el desarrollo sostenible.

Alain Perroy, presidente de la patronal química europea Cefic, resaltó en su intervención la importancia de la innovación como «una de las claves del éxito para la industria química en la Unión Europea», a la que atribuyó «signos de baja competitividad». Sobre este descenso, Perroy alertó que «después de el año pasado, Europa ha perdido el primer lugar en el ranking mundial [de la industria química], en beneficio de India y China. Europa ha de encontrar la clave, que no es otra que la innovación».

Transformar ideas en productos y llevar estos al mercado es el objetivo principal que debe acometer en Europa la industria química, según Perroy. En su opinión, las bajas cifras de inversión en I+D+i en Europa contrastan con los elevados desembolsos de esta industria en los Estados Unidos de América del Norte, o incluso en Japón.



El consejero de Treball i Indústria, Jordi Vilà (a l'esquerra), ayer con Andreu Pulzet, presidente de AEQT. FOTO: HERNÁNDEZ

**'Nos hemos acostumbrado a que los Nobel de Química vengan de fuera de Europa'**

Alain Perroy  
Director general de Cefic

«Nos queda un largo camino para recorrer en el gusto en innovación, pero hay normas medioambientales muy ambiciosas», explicó Perroy en alusión a la nueva normativa europea de control de sustancias Reach, que se convierten en una carga para las empresas, en aspectos como la pro-

piedad intelectual o la fuga de talentos».

En su opinión, «se está erosionando nuestra posición, y ya nos hemos acostumbrado a que los Nobel de Química vengan de fuera de Europa. Los centros de investigación más excelentes a menudo están fuera de la Unión Europea, y el número de estudiantes en Química disminuye en Europa del orden de un 10% anual».

Hay otros indicadores desalentadores. «La sociedad europea parece que no tiene demasiada simpatía por la ciencia y la tecnología». Alain Perroy citó ayer en su ponencia estudios de la Unión Europea según los que «más de la mitad de los europeos creen que la ciencia y la tecnología son responsables de los problemas medioambientales, y eso también frena el espíritu empresarial».

«La innovación es convertir los conocimientos en dinero», prosiguió Perroy, «y Europa necesita crear un mercado más dinámico para sus ideas. Iniciativas como la Red Europea de Regiones Químicas tienen un papel importante».

Perroy concluyó una de las intervenciones más aplaudidas de la jornada con una defensa de la relación Universidad-Empresa y del papel de la pequeña y mediana empresa: «Las pymes no sólo son la parte más importante de la industria petroquímica, sino que son fuente de innovaciones». Sobre ello, reclamó la creación de una red europea de transferencia de conocimiento que permita dar a estas pymes herramientas para competir e innovar.

» » »

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PAÏSOS CATALANS

3

## Dos-cents experts debaten a Tarragona la normativa de control de productes químics

La celebració del IV Congrés de la Xarxa Europea de Regions Químiques aplega membres de tretze regions del continent

● **GERLA PLADEVEYA / Tarragona**  
 El conseller de Treball i Indústria, Jordi Vallès, i Francesc Xavier Grau, rector de la Universitat Rovira i Virgili, van inaugurar el IV Congrés de la Xarxa Europea de Regions

Químiques, que se celebra des d'ahir i fins avui a Tarragona. «Aquesta trobada és molt important perquè reuneix representants de les tretze regions que concentren bona part de la indústria química

al continent», va dir Vallès. També va afegir-hi que «l'acte servirà per veure quin paper jugaran els governs regionals respecte de temes que s'estan discutint a la UE, com ara el reglament del Reach

(que afectarà els sistemes d'avaluació dels productes químics)». Grau sobretot va destacar que «el sector petroquímic de Tarragona ha afavorit i impulsat el bon desenvolupament científic de la URV».

«En aquests moments, la principal preocupació del sector químic és l'aplicació del reglament Reach: la normativa que permetrà fer un control més exhaustiu dels productes químics que es produeixen a Europa, i que es començarà a aplicar a finals del 2007», va indicar ahir Jordi Vallès, conseller de Treball i Indústria. Així mateix, va remarcar que la nova eina legislativa canviarà les formes d'avaluar aquestes substàncies: «Fins ara, les administracions eren les encarregades de valorar la perillositat d'un producte i, d'aquí a pocs mesos, seran les indústries les que hauran de demostrar si una substància és nociva per a la salut o per al medi ambient abans que aquesta surti finalment al mercat».

A partir de l'1 de gener vinent, també es posarà en marxa InfoReach: un servei d'informació i ajuda a les empreses que inclourà un diagnòstic i assessorament personalitzat sobre com els afectarà la normativa a cadascuna d'elles. Això es complementarà amb tallers pràctics, xerrades i amb la publicació d'una pàgina web en que es recollirà el reglament. A Catalunya, es preveu que s'hagin d'adaptar a aquest repte més de 1.000 indústries, que registren una facturació anual de 20.000 milions d'euros.



D'esquerra a dreta, Berbel, Hasselhoff i Perroy, en l'acte d'obertura del congrés. (A. ROCA/AGF)

### Un sector industrial molt unit

● Les empreses petroquímiques solen crear una xarxa de treball comú. Així ho va afirmar Joan Josep Berbel, secretari d'Indústria de la Generalitat de Catalunya. Berbel va subratllar que les indústries del sector han de treballar de valent per crear un projecte comú, i per «parlar una sola veu que ajudi les fàbriques de la UE a enfrontar-se als gegants americans i asiàtics». Els últims

anys, els països que no formen part de la UE també han aconseguit un gran desenvolupament en aquest camp. Per tant, els membres que van participar en la jornada d'ahir van insistir que han de continuar enfortint els seus llaços i trencar la dinàmica que el premi Nobel de Química se l'emportin sobretot persones de fora del continent des de l'any 1971.

### La formació científica

● El rector de la Universitat Rovira i Virgili, Francesc Xavier Grau, va argumentar que la creació del complex petroquímic de Tarragona durant la dècada dels 60 i dels 70 ha afavorit el bon nivell científic de què gaudeix avui en dia la URV. Igualment, va recordar als assistents que la carrera d'enginyeria química que s'imparteix en aquest centre d'estudis superiors ocupa la segona posició estatal pel que fa a prestigi acadèmic. Grau, a més, va explicar que la URV és una de les universitats catalanes amb «més presència i visió internacional». Amb tot, va constatar que perquè el sector científic es continuï desenvolupant i continuï millorant, és imprescindible que els alumnes optin pels estudis químics. Una petició que es contraposa amb la realitat, ja que des de l'any 1996 hi ha una baixada del 10% anual del nombre d'estudiants de la UR que escolten fermar-se acadèmicament en aquesta àrea.

### L'Àsia lidera el rànquing

● «L'any 2005, Europa va perdre el lideratge mundial en productes químics i, des de llavors, l'Àsia ocupa la posició capdavantera», va alertar Alain Perroy, director general del Consell Europeu de la Indústria Química (CEPIC). Perroy va aprofundir la xerrada per apostar per la «investigació i innovació» com a factor clau per recobrar l'èxit de la indústria europea. D'aquesta manera, va aconsellar que es continuï fomentant aquest sector perquè «és un dels més internacionals» i, a més, «genera un superàvit de 35.000 milions d'euros a la UE». És per això que va lamentar que els països europeus encara destinin poca inversió en investigació i desenvolupament: «Europa donava l'1,8% del PIB en I+D l'any 2004, mentre que el Japó ja hi invertia el 2,6%». En un altre sentit, es va mostrar satisfet d'intervenir en aquest congrés perquè va declarar que «no sol participar en actes on hi hagi tanta presència de representants polítics d'alt nivell» i, sobretot, va agrair que «aquesta política ja estiguessin convençuts que cal impulsar la indústria química».

### El pes de la demarcació

● El conseller de Treball i Indústria va sostenir que és lògic que el IV Congrés de la Xarxa Europea de Regions Químiques se celebri a la ciutat de Tarragona, tot al·legant que «la demarcació representa entre el 40 i el 50% de la producció química de l'Estat». A més, va afegir que les comarques tarragonines tenen una gran capacitat per atraure inversions: «Fa un mes, per exemple, hi va haver una competició fraternal entre Catalunya i Alemanya, en què es van disputar la ubicació d'una nova planta de l'empresa Lanxess I, finalment, els seus líders van decidir instal·lar-la al nostre territori». En un altre sentit, el congrés ha aplegat 200 empresaris i experts que es dividiran en diversos seminaris que girin al voltant de 4 eixos bàsics: la compatibilitat de la indústria amb el desenvolupament sostenible, la posada en marxa de la normativa Reach, la innovació i la comunicació de riscos al públic.

Els experts debaten a Tarragona el control de productes químics

PAÏSOS CATALANS 3

## Valls reclama als empresaris de l'Ebre que inverteixen en innovació

Unes 200 persones participen en el I Fòrum Xarxa d'Innovació que se celebra a Tortosa

LURDES MORENO / Tortosa  
 ● Unes 200 empresaris de les Terres de l'Ebre participen en el I Fòrum Xarxa d'Innovació, organitzat per la Xarxa de Prevenció Integrada amb el suport de la Cambra de Comerç de Tor-

tosa i el viver d'empreses del Consell Comarcal del Baix Ebre. L'objectiu d'aquesta jornada, queahir al vespre va inaugurar el conseller de Treball i Indústria en funcions, Jordi Valls, és debatre en profunditat els factors determi-

nants de la innovació empresarial. En aquest sentit, el conseller va reclamar a tots els sectors empresarials, des de l'industrial fins a l'agroalimentari, que inverteixin en innovació per ser realment competitius.

El conseller de Treball i Indústria, Jordi Valls, va inaugurar ahir la primera jornada d'innovació empresarial organitzada a les Terres de l'Ebre per la Xarxa de Prevenció Integrada, un col·lectiu que agrupa una setantena de professionals de la qualitat, la prevenció de riscos laborals i el medi ambient.

«Des dels anys 80 fins ara el país ha aprofitat bé els recursos econòmics, però cal canviar el model i assumir el repte de la internacionalització, la immigració i la innovació», va dir Valls. Una innovació que el titular de Treball i Indústria considera que s'ha d'implantar en tots els sectors productius. Amb tot, el conseller va evitar promunciar-se sobre el centre



El conseller Valls va presidir la inauguració del fòrum. (L.M.)

de difusió tecnològica de l'agroindústria que impulsa l'Ajuntament de Tortosa. «S'ha de tancar el cercle de centres tecnològics

perquè no en podem tenir quaranta de repartits pel territori, s'ha d'apostar per l'especialització», va assenyalar Valls. A més del

conseller va intervenir en la inauguració del fòrum el president de la Cambra de Comerç, el president del Consell Comarcal del

Baix Ebre, l'alcalde de Tortosa i el delegat de la Comissió Europea a Catalunya i les Balears. Les ponències i els debats, però, començaran avui amb la participació de directius de Llar, Agrofruit, Olisef, Plàstics Castellà i Sinfines Miralles en l'àmbit industrial; de MRW, Hotel Miralles i Derotrovel en el sector serveis i d'Arossaires del Delta, Mistral Bonàs, Soldebre i Agustí Roig, en l'àmbit agropecuari. «La major part de les subvencions que poden rebre les empreses s'han eliminat i ara es dirigeixen exclusivament a millorar la competitivitat en innovació», va explicar Josep Miralles, un dels membres de la Xarxa de Prevenció Integrada.

Baix  
 Divendres, 10 de novembre de 2006

TORTOSA ■ LES JORNADES TÈCNiques SE CELEBRARAN AVUI I DEMÀ AL VIVER DE CAMARLES

## El conseller de Treball i Indústria inaugura el I Fòrum Xarxa d'Innovació

El conseller de Treball i Indústria en funcions, Jordi Valls, va ser l'encarregat ahir al vespre de donar el tret de sortida al I Fòrum Xarxa d'Innovació de les Terres de l'Ebre, en un acte que es va celebrar a la sala d'actes de la Cambra de Comerç de Tortosa. L'objectiu del fòrum és debatre a fons les experiències i els secrets de la innovació al territori per posar en comú les fórmules de gestió. Valls va des-

tacar la importància que des dels diferents àmbits territorials es prengui consciència que cal incorporar la innovació com a valor afegit per subsistir.

El programa d'avui i de demà, que se celebrarà al viver d'empreses i centre de negocis Baix Ebre Innova de Camarles, inclou fins a dotze ponències de diversos empresaris de les Terres de l'Ebre i de representants del món

econòmic i del govern, que giraran al voltant de la innovació i la qualitat. Quatre taules rodones versaran sobre els sectors agropecuari, industrial, serveis i joves emprenedors.

Xarxa de Prevenció Integrada, entitat organitzadora d'aquest fòrum, treballa amb l'objectiu de debatre idees i conceptes, conscients que la innovació és el motor del progrés econòmic i social.



Acte inaugural del Fòrum Xarxa d'Innovació, ahir a Tortosa. FOTO: JOAN VELLAS



Entre els assistents, destacava la presència del Conseller de Treball i Indústria, Jordi Villos, del sector de la UE, Xavier Guiso i del director del Govern de la Generalitat a Tarragona, Jerry María Sobirà. [AQU]

TARRAGONA • CONGRÉS DE REGIONS QUÍMIQUES

## L'elit química debat el futur del sector

La normativa que permetrà un control més exhaustiu dels productes i substàncies químiques que es produeixen a Europa, el Reach, és l'eix de debat del quart congrés de la Xarxa Europea de Regions Químiques.

ACN | Tarragona  
redaco@oqu.cat

El Reach, acrònim anglès de registre, avaluació i autorització de substàncies químiques és un dels reglaments més importants que està elaborant la Unió Europea per fer front al nou i necessari control dels productes químics que es produeixen a Europa. Es tracta d'una eina legislativa que permetrà avaluar més rigorosament totes aquelles substàncies que surtin de fàbrica per sa-

ber si són aptes per a la seva comercialització tenint en compte la salut humana i la del medi ambient.

La seva entrada en vigor, a finals del 2007, ha posat en alerta al sector químic i les autoritats que hauran de fer complir. Així, no és gens estrany que sigui l'eix del debat del Quart Congrés de la Xarxa Europea de Regions Químiques que se celebra a Tarragona i que sigui ara per ara «principal preocupació del sector» segons va explicar el conseller en funcions de Treball i Indústria Jordi Villos. Ara es discutirà sobre el protocol de Kyoto i la seva aplicació.

**El Reach i el protocol de Kyoto, principals preocupacions del sector químic**



El Congrés de Regions Químiques va aplegar moltes personalitats implicades en aquest sector a nivell europeu. [AQU]



A la dreta, el President de la Xarxa Europea de Regions Químiques, Néstor Rodríguez. [AQU]

### 13 regions europees

El Congrés aull un total de tretze regions europees que concentren tota la producció química del continent. Hi ha uns 200 empresaris i experts que es dividiran en diferents comitès o grups de treball per a discutir el futur del sector i la seva competitivitat de la indústria amb el desenvolupament sostenible. L'anomenat Better regulation o la posada en proues de la normativa Reach, la innovació i la comunicació de riscos al públic.

Pictures





## 4th European Congress of Chemical Regions

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