

Chlorine Conference

December 1, 1992

Coalition Building

- Each association to expand interfaces at national and local level
- Report on coalitions or relationships built when doing broadcasts and alerts (if needed)
- What needs to be done on global basis? Who is to do it?
- Do we (on a unified basis) need to network with [1] global industry groups (water purification and pulp and paper for example) and [2] global NGOs friendly to our cause such as WHO, UN, World Bank, Red Cross, etc.
- If so, who would do the interfacing?

Action Item: On Global Organizations

1. Assess the benefit to us of having a relationship with them and they with us (the benefits of chlorine chemistry to third world)
 2. Inventory of potential relationships and gather information on the organizations
 3. Set priorities for future actions
 - Points from discussion of item (1)
 - ▶ organizations frequently comment on our chemistry; therefore, we need to communicate with them on our chemistry
 - ▶ need to show how chlorine chemistry is essential to third world countries (show benefit in developed countries as well as third world countries in the communication)
 4. Mechanisms to make this happen!
 - ▶ work group of communications company people and agencies to do (1), (2) and (3)
 - ▶ Will make assignments for company and agency people to do assessments and build strategies (ICC thought)
- Need to know how to enter into relationships -- understand groups, entry points, why they would want to hear from us.

CTL008148