[redacted]

Community Dialogue

Community Advisory Panels

DSM 137337

STLCOPCB4037294

What is a Community Advisory Panel ?

A Community Advisory Panel serves as a liaison between a facility and its community. Community members can convey their questions, comments or concerns to the facility, and the facility can directly respond.

DSW 137338

STLCOPCB4037295

[redacted] *Growth of Community Advisory Panels*

According to the Chemical Manufacturers Association, the number of community advisory panels has steadily risen over the past four years:

- 56 in 1991
- 128 in 1992
- 215 in 1993
- 244 in 1994
- 262 in 1995

DSM 137339

STLCOPCB4037296

[redacted]

Community Advisory Panels
U.S. Monsanto Plants

YES	NO
Carondelet	Anniston
Chocolate Bayou	Augusta
Decatur	Avon
Fayetteville	Delaware River
Fort Madison	Diamonex
Greenwood	Earth City
Indian Orchard	Enviro-Chem
Krummrich	Fovil
Luling	Kelco - CA
Muscatine	Kelco - OK
Pensacola	NutraSweet - GA
Searle - GA	NutraSweet - Manteno, IL
Soda Springs	NutraSweet-University Park,IL (Closing)
Trenton	Ontario
	Queeny
	Searle - Mt. Prospect, IL
	Searle, Parkway, IL
	Westport

DSM 137340

STLCOPCB4037297

[redacted]

Community Advisory Panels Ex-U.S. Monsanto Plants

YES	NO
Antwerp, Belgium	Ghent, Belgium
LaSalle, Canada	Kelco - England
Newport, U.K.	Kelco - Scotland
Ruabon, U.K.	Kelco - Scotland (Closing)
Searle - England	Laguna, Philipines
Searle - Korea	Lerma, Mexico
	Morden, Canada
	Pasir Gudang, Malaysia
	Sao Jose dos Compos
	Searle - Australia
	Searle - Canada
	Searle - France
	Searle - Germany
	Searle - Japan
	Searle - Mexico
	Searle - Puerto Rico
	Searle - S. Africa
	Tangerang, Indonesia
	Zarate, Argentina

DSM 137341

STLCOPCB4037298

[redacted]

Community Advisory Panels
No Response

Incheon, Korea
Lonavla, India
Melbourne, Australia
NutraSweet - France
Searle - Taiwan
Searle - Venezuela

DSW 137342

STLCOPCB4037299

Strengths and Weaknesses of Community Advisory Panels

Strengths

CAPs can:

- Create opportunities for dialogue.
- Provide links to key audiences.
- Create credible allies and supporters.
- Satisfy desires, demands or requirements that community members be consulted.
- Provide a means for identifying community concerns.
- Provide opportunities to test ideas.
- Build trust and credibility.

Weaknesses

CAPs can:

- Result in loss of control and outside intrusions in facility decision making.
- Provide a platform for critics
- Create unrealistic expectations.
- Result in disclosure of confidential or proprietary information.
- Create preception that facility is attempting to manipulate community opinion.
- Lead to a loss of trust and credibility.
- Have difficulty reaching broader community.

DSW 137343

STLCOPCB4037300

[redacted]

Community Advisory Panels Can Add Value By:

- Improving our reputation as being open and listening.
- Helping us earn the right to operate.
- Providing some insurance.
- Helping reinforce our commitment to the Monsanto Pledge and Responsible Care.
- Providing a vehicle to help prepare for worst case scenarios.

DSM 137344

STLCOPCB4037301

[redacted]

The Monsanto Pledge

It is our pledge to:

keep our plants open to our communities and involve the community in plant operations.

DSM 137345

STLCOPCB4037302

[redacted]

Responsible Care

Community Awareness and Emergency Response

The goal of the Community Awareness and Emergency Response code of management practice is to assure emergency preparedness and to foster community right-to-know. It demands a commitment to openness and community dialogue.

DSW 137346

STLCOPCB4037303

[redacted]

Anecdotes

- Chocolate Bayou, Texas
- Motco Superfund Site
- Anniston, Alabama
- Searle -- Augusta, Georgia

DSW 137347

STLCOPCB4037304

[redacted]

Monsanto sponsored One-Day Workshop on Community Dialogue

Proposed concurrent session topics:

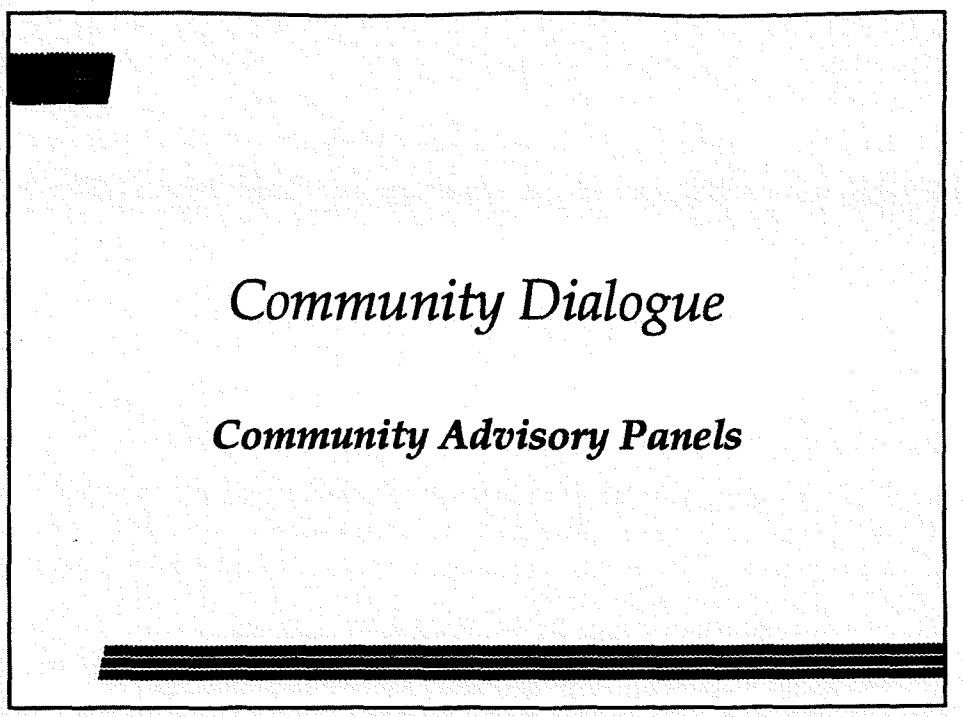
- *CAPs*
  - How to get a CAP started.
  - Reinvigorating and Energizing your CAP.

- *Worst Case Scenario/Risk Communications*
  - Planning for Worst Case scenario case studies.
  - Lessons learned from Worst Case scenario case studies.

- *Community Outreach Strategies*
  - Evaluating the effectiveness of community outreach.
  - Effective outreach strategies.
  - Environmental Justice.

DSM 137348

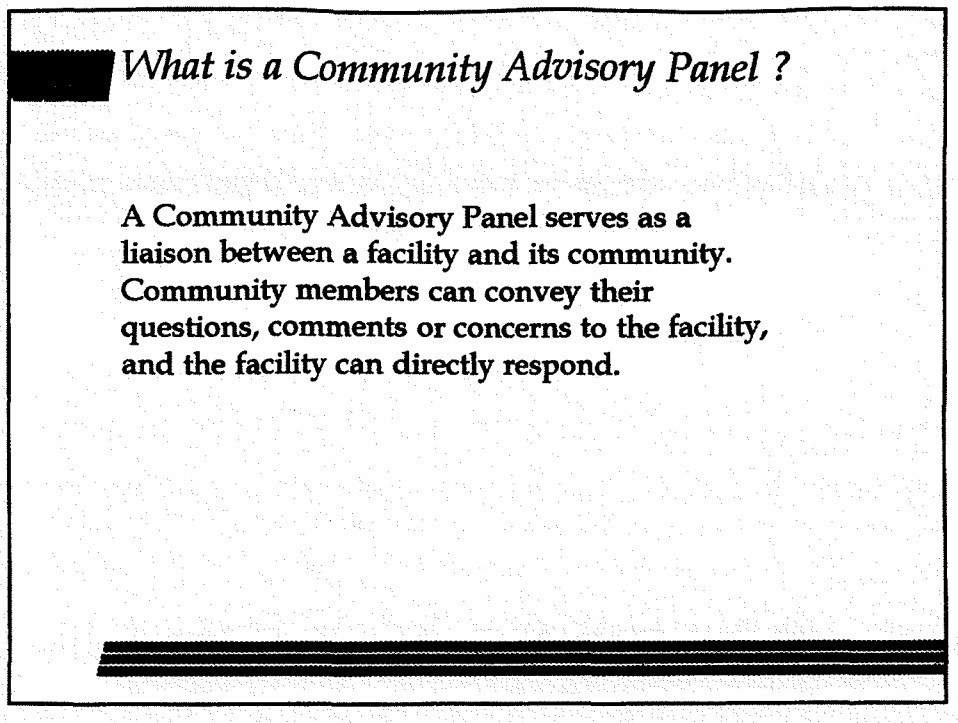
STLCOPCB4037305



In the last 20 years, there has been a noticable increase in the push for dialogue with communities. All indications are that this pressure is increasing, not decreasing. For example, just recently a book that relates chemicals to endocrine disrupters and ferticity problems -- called 'Our Stolen Future' -- relates more to openness with communities than anything else. People are demanding openness and dialogue in all sorts of ways. Our right to operate is dependent on community support. Only through open dialogue and by building trust will we maintain that right.

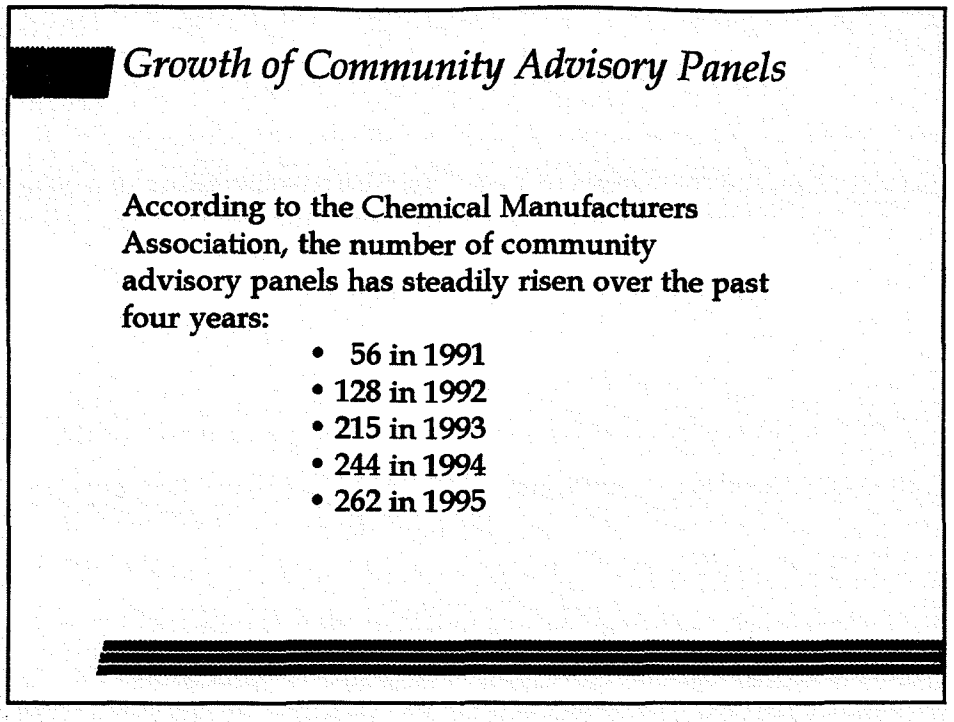
Keeping that in mind, I am here today to talk about community advisory panels. As I pointed out, community dialogue is critical to ensuring our right to operate. An effective community advisory panel can be an outstanding tool.

DSW 137349



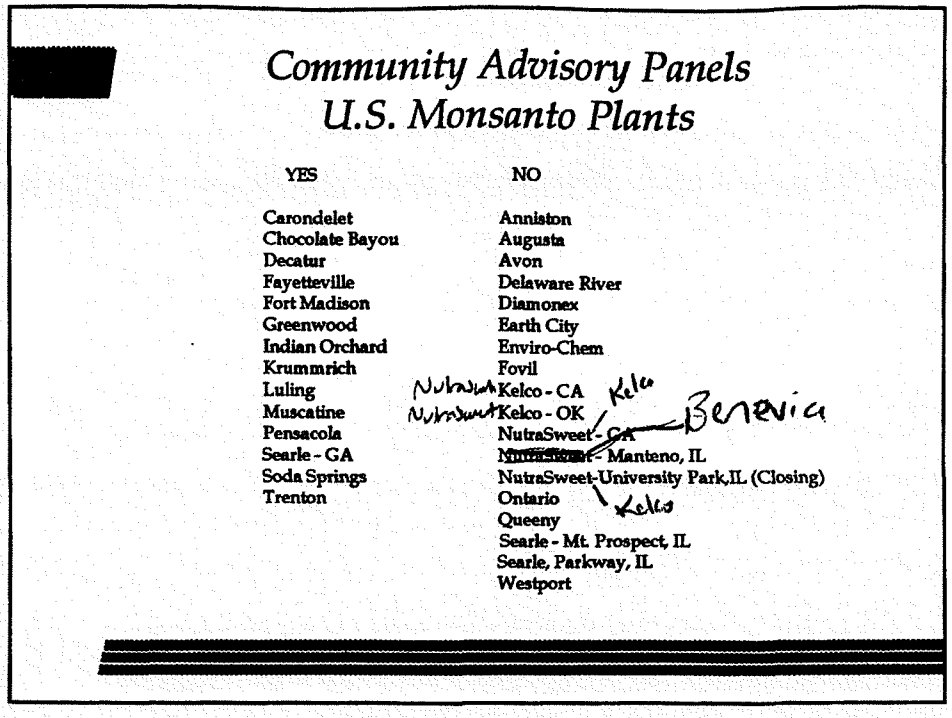
Although a community advisory panel should not be the only mechanism for talking with the public, it is a very effective way to regularly communicate to a select group of people.

DSW 137350



We've also seen an increase in the number of Monsanto plants with community advisory panels.

DSW 137351



Now I want to focus on Monsanto's community advisory panels. I'm no expert on the needs of each of these communities, nor can I tell you specifically what each of these communities does to maintain dialogue. I do know there is a great deal of evidence that community advisory panels can be very effective in helping maintain open dialogue. I have put together a list of sites with CAPs and those without.

DSW 137352

Community Advisory Panels
Ex-U.S. Monsanto Plants

YES	NO
Antwerp, Belgium	Ghent, Belgium
LaSalle, Canada	Kelco - England
Newport, U.K.	Kelco - Scotland
Ruabon, U.K.	Kelco - Scotland (Closing)
Searle - England	Laguna, Philipines
Searle - Korea	Lerma, Mexico
	Morden, Canada
	Pasir Gudang, Malaysia
	Sao Jose dos Compos
	Searle - Australia
	Searle - Canada
	Searle - France
	Searle - Germany
	Searle - Japan
	Searle - Mexico
	Searle - Puerto Rico
	Searle - S. Africa
	Tangerang, Indonesia
	Zarate, Argentina

Number of CAPs in U.S. = 14
W/out = 18

Sao Jose do Campos
Sup have CAP
- double check

Number of CAPs ex-U.S. = 6
W/out = 19

Not all of these plants may find a CAP beneficial. For example, sites that are isolated from neighbors may find it difficult to initiate a CAP. The plant's management knows the community and really needs to assessment the value of forming a community advisory panel.

Rebecca Peterson - plant mgr. in San Diego

DSW 137353

Community Advisory Panels
No Response

Incheon, Korea
Lonavla, India
Melbourne, Australia
NutraSweet - France
Searle - Taiwan
Searle - Venezuela

DSW 137354

Strengths and Weaknesses of Community Advisory Panels

Strengths	Weaknesses
CAPs can:	CAPs can:
• Create opportunities for dialogue.	• Result in loss of control and outside intrusions in facility decision making.
• Provide links to key audiences.	• Provide a platform for critics
• Create credible allies and supporters.	• Create unrealistic expectations.
• Satisfy desires, demands or requirements that community members be consulted.	• Result in disclosure of confidential or proprietary information.
• Provide a means for identifying community concerns.	• Create preception that facility is attempting to manipulate community opinion.
• Provide opportunities to test ideas.	• Lead to a loss of trust and credibility.
• Build trust and credibility.	• Have difficulty reaching broader community.

DSW 137355

Community Advisory Panels Can Add Value By:

- Improving our reputation as being open and listening.
- Helping us earn the right to operate.
- Providing some insurance.
- Helping reinforce our commitment to the Monsanto Pledge and Responsible Care.
- Providing a vehicle to help prepare for worst case scenarios.

What I mean by insurance is that community members are lot more open to listening, believing and trusting what you say when open dialogue is going on and relationships and trust are in place before there is an issue or crisis. It's a lot harder to get anyone to listen to you once a problem or concern is identified.

Both the Monsanto Pledge and Responsible Care require that we have an open dialogue with the public. (Show slides of the lines from each)

In the next couple of months we should know the requirements of worst case scenario. Members of a community advisory panel is a great mechanism for sharing the requirements of worst case and testing messages. The worst case communication program held in Kanawha Valley, West Virginia, last year worked closely with community advisory panel members to communicate the worst case scenarios and develop messages to the reach the rest of the community.

The Monsanto Pledge

It is our pledge to:

keep our plants open to our communities and involve the community in plant operations.

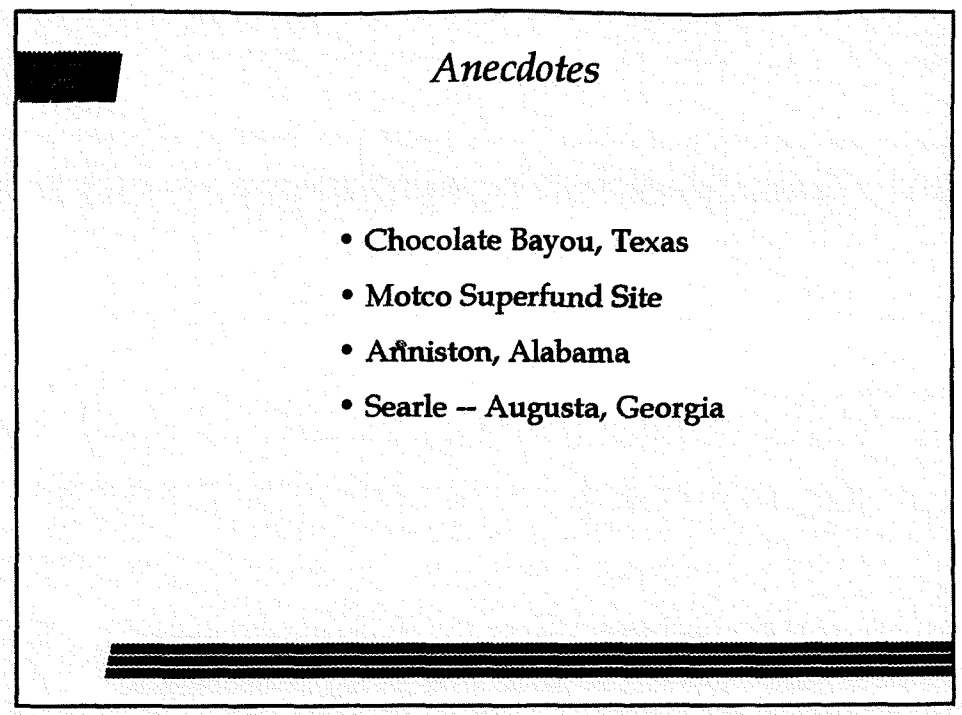
DSW 137357

Responsible Care

Community Awareness and Emergency Response

The goal of the Community Awareness and Emergency Response code of management practice is to assure emergency preparedness and to foster community right-to-know. It demands a commitment to openness and community dialogue.

DSW 137358

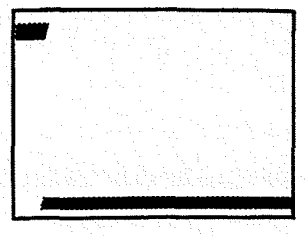


Now I would like to share a few stories pertaining to community dialogue with you.

The Chocolate Bayou plant in Alvin, Texas, has probably one of the best stories around to tell about what an open, trusting relationship with a community can do for a plant. In 1991, the Chocolate Bayou plant made the number one largest volume polluter list by Citizen's Action. A no. 1 that everyone could live without. USA TODAY headed to Alvin to see how the town was reacting to the USAs greatest toxic polluter. What they found, and I quote, was a "rousing 'so what'." The interviewees felt Monsanto had been open and honest and were committed to doing something about being the no. 1 polluter. In fact, one of the individuals interviewed was on the Bayou's CAP.

An open, honest relationship, CAP members that were respected and shared information with the community, all led to a positive story about the Bayou -- which is recognized as positively contributing to the community.

DSW 137359



The Motco Superfund site is located in LaMarque, Texas, just south of Houston. Early on in the remediation process, a community roundtable was formed. It was established to represent the three surrounding communities. Highly respected community leaders were chosen. This group has been very supportive of the work being done. They pushed EPA for decisions when things weren't progressing, they supported us when a contractor walked out, and they supported a change in remedy that saved a sigificant amount of money. Again, open and honest dialogue, along with an effective community group has made the difference.

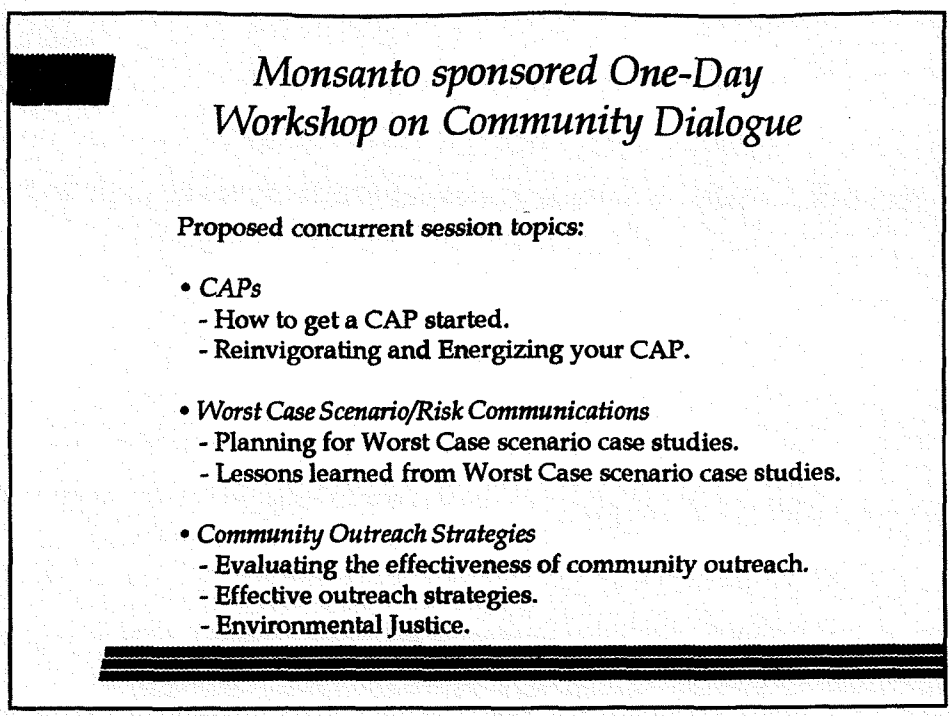
Anniston, Alabama, is an example of a site without a CAP. As I am sure you are aware, Anniston is experiencing some challenges. Now, I'm not here to second guess past decisions. Hind site is always 20/20. But if a CAP had been in place before things became difficult, it might have been easier for the plant to continue a dialogue with the community. Now there are lawyers involved and in many cases the plant can no longer speak directly with the community members.

While a CAP would not have solved Anniston's problems, having an open dialogue in place would have certainly been beneficial. Quiet times are a luxuary, so we should use them to our advantage.

Many of the arguements I hear about reasons not to start a CAP are because a site has no real issues or it is perceived that the community has no real concerns. Tom Van Laar and Pat Tante from Searle's plant here in Augusta is here to tell you their story.

DSW 137360

STLCOPCB4037317



The thought was to include community advisory panel members in the workshop and to hold some informational and discussion sessions as well.

DSW 137361