

## STATE OF THE CHEMICAL INDUSTRY 2015



brussels



france



germany



italy



spain



uk



us

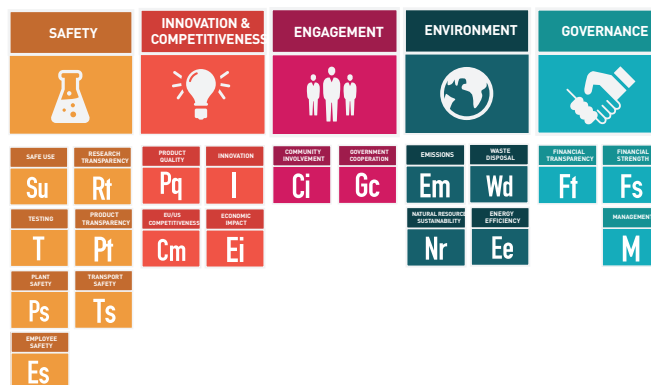
### APPROACH

The Return on Reputation (ROR) Indicator is a product of APCO Worldwide and its research consultancy, APCO Insight. The ROR Indicator helps companies understand and address the expectations of its stakeholders. The "State of the Chemical Industry 2015" report helps answer business critical questions, such as:

- What is your reputation among key stakeholders compared to other chemical companies?
- Which expectations are most important for your company to protect and enhance reputation?
- What is the impact your reputation has in driving positive business outcomes?

### REPUTATION MODEL

A comprehensive model of the chemical industry's "reputation elements":



### AUDIENCES AND GEOGRAPHIES

#### opinion leaders



Total n = 5,983  
Company n ~500

All Markets

A segment of the general public who are most informed and active around chemical industry issues

#### policy leaders



Total n = 396  
Company n ~40-60

U.S. and Brussels Only

Senior officials in legislative and regulatory chemical policy-making roles; key influencers from advocacy, business and trade groups, NGOs and media

#### financial leaders



Total n = 220  
Company n ~30

U.S. Only

Institutional investors and analysts in the chemical sector

### COMPANIES ASSESSED

- |                  |                       |                             |
|------------------|-----------------------|-----------------------------|
| • Air Liquide    | • DSM                 | • Lanxess                   |
| • AkzoNobel      | • DuPont              | • Linde                     |
| • BASF           | • Eastman Chemical    | • LyondellBasell Industries |
| • Bayer Chemical | • Evonik Industries   | • Praxair                   |
| • Borealis       | • ExxonMobil Chemical | • Solvay                    |
| • Dow Chemical   | • Huntsman            |                             |
| • Dow Corning    | • Ineos               |                             |

## OUTCOMES

The ROR Indicator provides the following information for each participating company:

- Company-level benchmarking
- Relative importance of reputation drivers for your company
- Performance on reputation drivers
- Reputation strengths, threats and opportunities
- Key audience comparisons
- Key geographical comparisons
- Impact of reputation on key business outcomes

## ROR MEMBERSHIP

For current members and companies seeking to become members, you will receive:

- Custom reputation matrices highlighting core reputation strengths and vulnerabilities, by audience and geography
- Detailed comparative ratings on each reputation driver compared to a competitive set, by audience and geography
- Custom ROR analysis that models the precise impact of reputation on each business outcome
- Reputation blueprint that provides a strategic roadmap for how to build reputation

Additional benefits of membership include:

- Half-day strategy session with experts from APCO's chemical industry team
- Up to three in-person presentations of ROR findings and strategic recommendations
- On-call support from APCO Insight's research team
- Complimentary access to regular insights from APCO thought leaders
- Up to five additional custom questions in subsequent annual tracking survey

For more information, please visit [www.rorindicator.com](http://www.rorindicator.com), or contact:

**Chris Levy**  
director, research  
90 Long Acre  
London WC2E 9RA  
tel: +44 (0) 77 8820 9768  
[clevy@apcoworldwide.com](mailto:clevy@apcoworldwide.com)

**Katie Holzwart Sprehe**  
director, reputation research & strategy  
700 12th Street, NW, Suite 800  
Washington, DC 20005  
tel: +1.202.778.1703  
[khsprehe@apcoworldwide.com](mailto:khsprehe@apcoworldwide.com)

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