

**From:** Penelope Naas  
**To:** Ford, Charles; Levine, Henry  
**Date:** 2/10/03 5:56PM  
**Subject:** Proposed Outreach strategy for the MAC/Office of Europe

Below is a proposed outreach strategy Don Wright and I drafted today. Please review and offer any additional thoughts or comments.

#### DRAFT OUTREACH STRATEGY

##### Member State Outreach

- MAC/OEURA send e-mail note to the 15 EU Post offering to arrange possible travel, video conferences, or calls with groups of "stakeholders" in the EU countries.
- Stakeholders would be EU SMEs and Large Corporations, U.S. Subsidiaries, and End Users, as well as other interested parties (press/legislators/government officials/other stakeholders particular to the country)
- MAC also prepares package of information to distribute to Post for "wide circulation." Information would include: EPA description of the US system; a one-page sheet of #'s on impact on jobs, economic growth, etc.; description of the White Paper and proposed changes; description of the old EU system; and a sample article that Posts could use in publications.

##### U.S. Outreach

- Identify wide-range of publications for the chemical's industry, and submit short article for newsletters/magazines/etc. on the proposed EU system. Use the same list when the draft regulation is open for comment.
- Place all relevant articles on the new Office of Europe website, including the "package" sent to posts
- Export America article

##### Outreach to Accession Countries/Third Countries

- MAC/OEURA briefs other MAC offices on the Chemicals issue - works with other MAC desks to distribute information to Posts.
- MAC/OEURA works with MAC offices on broader outreach strategies for their region.

##### Congressional Outreach

- MAC/OEURA works with OLIA to identify relevant Congressman and then brief any that may be traveling to Europe this spring.
- Brief relevant committees on the issues, particularly those involved in transatlantic parliamentary groups.

##### Outreach Trips

- Pursue meetings for A/S Lash's trip and O/D Naas' trip with significant chemical component, including: Committee on Toxicology staff, DC Enterprise, DG Environment/DG SANCO/DG Research/DG Trade, Competitiveness Council, CEFIC, US Companies Representatives in Brussels, Parliamentarians, Downstream Users
- Also look into meetings with the group drafting the new constitution, and maybe environmental groups/animal rights/etc?

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