



# Commission for Environmental Cooperation of North America

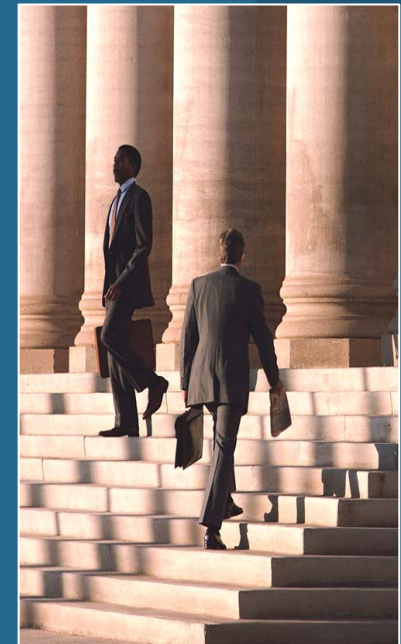


October 2005  
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**Prepared by Marisol  
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# CEC Capacity Building

- Survey of Community Outreach Tools of Industry in North America
- Prepare for increase in public awareness, knowledge, and concern regarding pollutant releases and transfers in Mexico
- Build on experiences in the three countries



# Background

- CEC launched an informal research project to learn about the public outreach approaches of companies in North America.
- ✓ Interviewed 16 companies.
- ✓ EPA, SEMARNAT and ENV CAN made recommendations.
- ✓ 10 in Canada, 3 in the United States and 3 in Mexico.



Conducted by Marisol Romero, CEC Summer Intern



# Results

## ✓ How companies interact with the public regarding human health and environmental risk issues

- Company open house day
- Annual reporting on environmental performance and sustainability
- Encourage employee participation in the company's outreach efforts
- Work closely with the media
- Deliver presentations to local groups
- Toll-free number
- Sponsorship activities
- Partner with formal stakeholder groups (Community Advisory Panels)
- Work with colleges and universities



## Interview Results cont.

✓ **According to companies, the key components of effective public outreach or community relations are:**

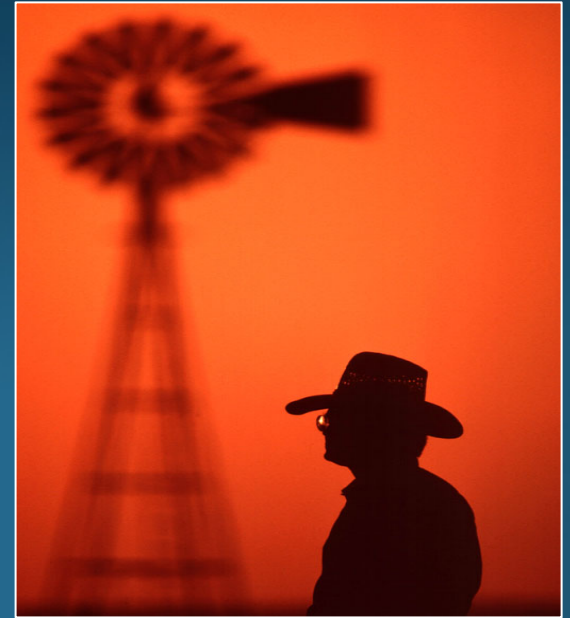
- Constant and open communication
- Communicate what is important to stakeholders
- Avoid overloading the public with information
- Public relations employees should have their personal integrity vested in the work
- When acquiring a new facility, quickly promote a culture of environmental protection
- Monitor the outreach program
- Ability to demonstrate tangible progress



## Interview Results cont.

### ✓The benefits of publicly reporting emissions data

- Data helps to eliminate misinformation
- A company is able to compare its performance with other companies
- It has a positive effect on production processes and sales
- When companies are among the first to be transparent, they are viewed as leaders
- Data has a positive impact on sales. One company stated that, “*nine times out of ten reducing emissions has a positive influence on the bottom line*”.



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