



**Chemical Sciences Scotland Conference 2009
Reputation Breakout Sessions Feedback**

1. How do you feel about the issues raised?

- What about the 50% indifference in MORI poll? (neither favourable nor unfavourable)
- No link between (chemical industry) products and everyday life for many people
- What would life be like without ink, plastics, solvents etc?
- Dupont make tights and they are a chemical company (perception)
- Tabloids and magazines not interested in running good product stories from industry – only interested in scare/sensational stories
- What is our main objective?
 - Is it changing the favourability rating on a MORI poll or
 - Is it tackling misconceptions or
 - Is it achieving recognition?
- Why is pharma perceived as good?
- Do we remove the 'toxic' word 'chemical'?
- Does the public perception matter? (50% of those polled aren't bothered)
- Need to maintain our 'licence to operate'



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2. What ideas or steers would you provide to CSS?

- Find the right 'hook' – does my iPod work underwater?
- Establish real link between our products and everyday life
- We need to link stories throughout sector and promote ourselves better
- Celebrity endorsement?
- Young people endorsement?
- Ambassadors
- Use the consumer shopping basket to link our products to everyday life
- 'A day in the life of...' (working mum)
- Act now – fill void left by 'fallen financial heroes'
- Science + education = well paid jobs
- Should we be selective in what we target?
- Target mainstream tabloids and magazines – not everyone reads The Scotsman
- Portray 'chemicals' as solution not problem
- Show how far we have come
- Show 'green' solutions
- More links into schools, especially primary
- Keep 'chemicals' on the agenda
- Link chemicals to everyday life in a positive manner
- Move away from 'lab coats and test tubes' towards mainstream consumer products
- Run two campaigns in parallel:
 - General 'chemical' reputation
 - Celebrate sector success
- Raise profile and attract right people
- Should we 'brand' ourselves differently?
- Be clear about what we are selling and to whom
- Prepare appropriate messages for each audience



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3. What would you like CSS to do as a result of this?

- Target primary schools – inspire the future
- Support teachers with good material
- Focus on broad issues
- Show you our products are:
 - Solutions to problems
 - Sustainable and play to green agenda
- Show examples of 'substitution' that is greener in long run, e.g. light plastics in cars
- Technology allowed Mark Beaumont to cycle the world solo, chemicals kept him on the road – cut to everyday, child safety etc
- A day in the life – today and 50 years ago
- Nominate a CSS day
- Challenge people to live a day without chemicals