



INEOS
THE WORD FOR CHEMICALS



60TH ANNIVERSARY | INEOS IN COLOGNE

CELEBRATE & DONATE

GWA 2018 – FINALIST

CELEBRATE & DONATE

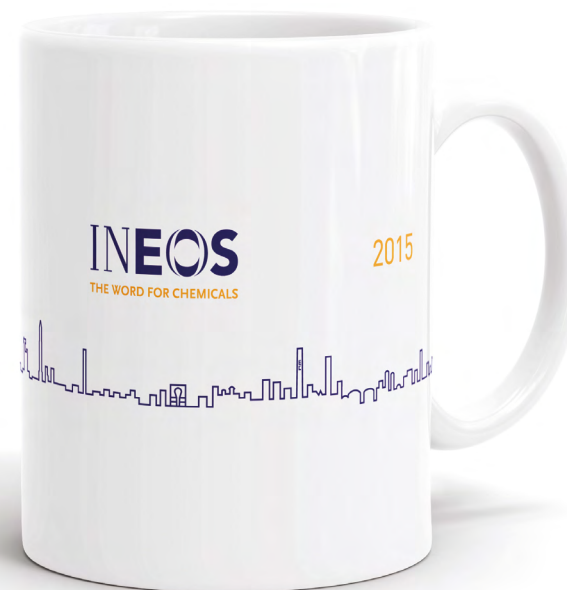
CHEMISTRY BY PEOPLE

“Celebrate & Donate” was an amazingly successful internal communication campaign of three months, engaging employees of INEOS in Cologne and contributing to society at the same time. The chemical site Cologne was founded on 17 September 1957 and celebrated its 60th anniversary in 2017. We decided to give our employees the possibility to donate 60 Euros to one charitable organisation of the sectors “kids”, “culture” or “sports”. 1,208 employees of 2,267 (53.3 per cent) took part in the campaign and a total of 72,360 Euro were donated to 841 different charitable organisations based in Germany.

NOT ANOTHER MUG

“Celebrate & donate” was conducted for INEOS in Cologne, one of the biggest INEOS’ sites, a young company grown to become a leading chemical company with sales of around 60 billion US Dollars. In 2015, the Cologne site celebrated its 10th anniversary as INEOS took over the Cologne site in December 2005.

60th For this occasion employees were given a dedicated internal 48 pages magazine reflecting the decade and a special mug showing the site’s skyline. The INEOS Group itself turns 20 years in 2018. So, the 60th anniversary of the site in 2017 should be different – and we certainly didn’t want to give the employees another mug. We decided to turn the tables and donate, but would let our employees decide which charitable organisation based in Germany of the sectors “kids”, “culture” or “sports” should receive it. With more than 2,200 employees on site there was a theoretical possibility of donating around 132,000 Euros, but we said that 20 per cent of the employees taking part would be a success. Our target was more than doubled: 53.3 per cent of the employees filled out the application form donating 60 Euros per person to 841 different charitable organisations.



CELEBRATE & DONATE

A BOOST IN MOOD

From recently published neuroscience research we know about the altruism centre based in the "deep brain structure" being part of the primitive brain. Human beings are "wired" to help one another and both, the giver and the receiver, benefit from the act of giving and receiving. Neuroscience demonstrated and proofed that giving (by releasing the neurochemicals dopamine, serotonin, and oxytocin) is a very powerful pathway for creating personal happiness and improving health. Activities that increase the production of these mentioned neurochemicals cause a boost in mood.

INEOS takes its responsibility for Safety, Health & Environment very seriously and is fully committed to delivering a continually improving performance across all its operations. We strive to improve our employees' health constantly. Consequently, it was a logical step to let our employees experience the joy of giving and donating.

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There were only a handful of rules:
The charitable organisations needed to be based in Germany, be able to issue a contribution receipt, cover the sectors "kids", "culture" or "sports" and weren't allowed having a political or religious background (in accordance to INEOS' code of conduct). Furthermore we supposed, that the majority of our staff would be an active member of one or the other charitable organisations, as Germans love to organise themselves in "clubs" such as school parents clubs, sports clubs, etc., with almost 600,000 clubs existing in Germany.



CELEBRATE & DONATE

CORPORATE SOCIAL RESPONSIBILITY

Our communication objectives were simple: engage our employees and support the society we're living in through existing charitable organisations. Our target audience were our employees at core, but also their families and friends as well as the charitable organisations itself they're involved in, day-in and day-out. We wanted them to understand and disseminate that INEOS in Cologne is at its heart a friendly "family-like" conducted organisation that takes care of its people. The slogan for INEOS in Cologne speaks for itself: "Chemistry by People". This core value is something that the site has cultivated since its foundation 60 years ago.

Visitors often say they immediately realise the friendliness of staff from the first moment of encountering on. The doormen, even as employees of contractor companies, are warmly welcoming visitors and proudly wearing the INEOS lanyard. One must know that the "brother's keeper" philosophy is incorporated in our daily working life.

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So my point of view as Head of Communications for INEOS in Cologne was that the organisation was ripe for a campaign like this. Nevertheless, when I presented the idea "Celebrate & Donate" to the managing directors, they liked it, but were conscious that people might want to receive something anyway. So we decided to produce a nice and special give-away for every employee – a writing-set with a pen, a pencil, a sharper and a rubber in a transparent polyethylene (one of our main products manufactured in Cologne) slipcase that showed the Cologne site's skyline, similar to the mug we gave our staff two years ago.

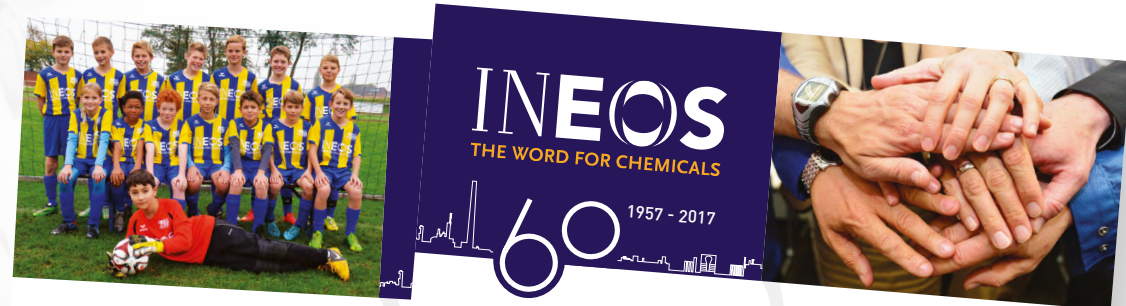


CELEBRATE & DONATE

The writing-set was given to the employees by their line-managers together with a transparent envelope containing a double sided, coloured letter that explained the campaign on one page and provided the application form for filling out all details needed to transfer the money on the reverse page.

Employees responded in the way I had hoped for by telling and sharing with us how much they were touched by this campaign, how incredible nice they thought the campaign was and how much they valued the fact working for a company that matters to them by living up to its values and highlighting the importance of giving others, especially at an occasion other companies normally would celebrate themselves instead of helping others in need.

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DER STANDORT FEIERT 60

Wir freuen uns, Ihnen zu diesem Anlass ein S zu überreichen. Zudem können Sie als Besch. Verein Ihrer Wahl 60 Euro spenden.

Ihnen liegt ein Verein ganz besonders am Herzen? Arbeit dieses Vereins, Sie sind selbst Mitglied? Nur Gutes von diesem Verein gehört? Dann nimm Sie diesem Verein 60 Euro. Gerne können Sie „Unser Engagement“ auf unserer Homepage. Vereine wir uns regelmäßig engagieren.

ECKDATEN

- Spendenaktion zum 60-jährigen Standort!
- Gründung des Standorts Köln: 17. September
- Aktionszeitraum: 17. September 2017 bis 31. Dezember 2017
- Vereine mit Schwerpunkt Kinder, Kultur, Sport
- Spendenvolumen: 60 Euro pro INEOS-Beschäftigten
- Für Rückfragen: t. 1097 oder unternehmen

Wir unterstützen Vereine, die ihren Sitz in Deutschland und gemeinnützig in den Bereichen Kinder, Kultur, Sport sind sowie eine Spendenquittung ausstellen. Vereine mit politischem bzw. religiösem Hintergrund unterstützen wir in Übereinstimmung mit den INEOS-Grundsätzen explizit nicht.

Bitte schicken Sie dieses Formular ausgefüllt per Hauspost bis **31. Dezember 2017** an die Unternehmenskommunikation, Y1, Raum 211.

Vor- und Nachname _____
 Personalnummer _____
 Abteilung _____
 Durchwahl _____
 E-Mail-Adresse _____
 Datum, Unterschrift _____

Name des Vereins _____
 Kategorie des Vereins ☐ Kinder ☐ Kultur ☐ Sport
 Adresse _____
 Ansprechpartner/in _____
 E-Mail-Adresse _____
 Homepage _____
 Bankverbindung IBAN, BIC Code _____

Schreiben Sie uns bitte, warum Sie gerade diesen Verein unterstützen wollen:

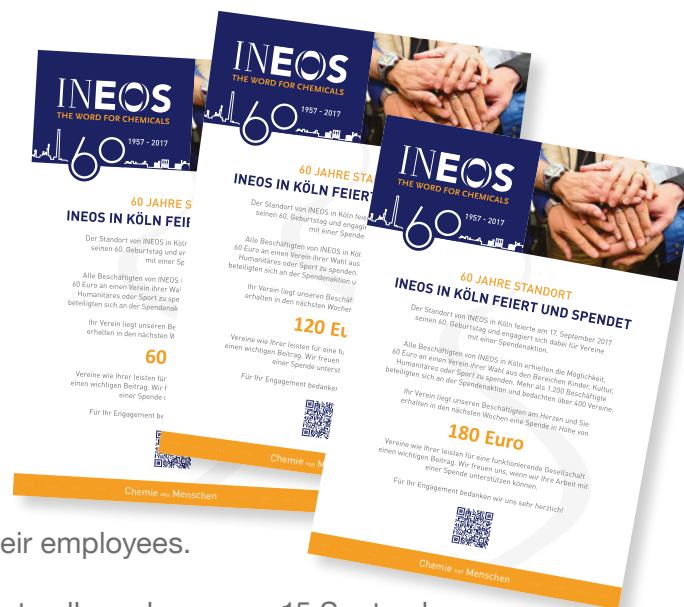
© INEOS in Köln, September 2017

Chemie von Menschen

CELEBRATE & DONATE

THANK YOU!

During summer 2017, we produced the writing sets in close co-operation with our external designer and giveaways manufacturer. We decided to choose a writing-set containing products from a German manufacturer (Faber-Castell). Furthermore, we branded the pen, pencil, sharpener and rubber with the INEOS logo and “covered” the set in a transparent slipcase with the following graphical elements on it: the INEOS logo, the site’s skyline and the slogan “Chemistry by People”. Then we prepared the letters, again with our external designer, and we consulted our Finance & Accounting Department in order to be compliant with what information is essentially needed for the application form in order to facilitate the money transfer. Once the letters were printed and the writing-sets delivered, we informed the line-managers of the campaign and asked them to collect the items and personally hand-over the writing-sets together with the letter to their employees.



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The campaign was announced in the weekly telegram to all employees on 15 September 2017, two days in advance of the 60th anniversary. Another telegram was distributed on 1 December 2017, reminding employees of the campaign and asking them to hand-in the application form by 31 December 2017, the ending of the campaign. In two more telegrams, followed on the 2 and 23 February 2018, employees were informed how many of them have taken part and how much money was donated to how many organisations. Difficulties encountered were the fact that some of the employees would want to donate “their money” to e. g. animal welfare organisations and some of them missed the category “humanitarian”. So we decided to create the additional sector “humanitarian” and checked every individual organisation in question, if there was an angle touching the sectors “kids”, “culture” or “sports” – if that was the case, we accepted the application. To directly engage with the charitable organisations, we created individual “pdfs” for all 841 charitable organisations with a thank-you letter, letting them know how much we value their work and contribution to our society. We briefly explained the campaign carried out internally at INEOS in Cologne and the campaign’s background, followed by the information of how much money they’d receive by the number of our employees. Many of them wanted to personally say “Thank you!” to our employees. Being conscious of data protection rules we let our employees decide whether or not they wanted to disclose this information.

CELEBRATE & DONATE

MAKING A DIFFERENCE

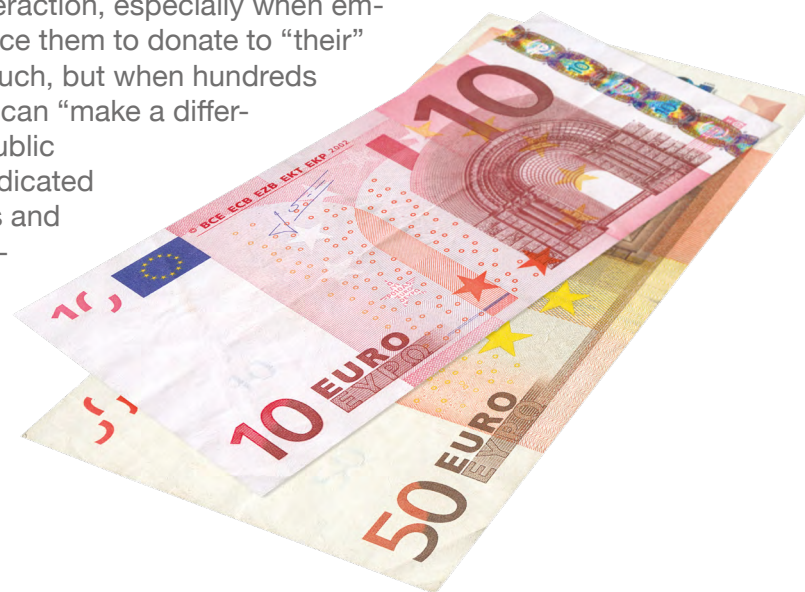
The Communication Department of INEOS in Cologne organised and managed the “Celebrate & Donate” campaign with four people. Until today we receive thank you-letters and -emails, both from employees and organisations. The numbers of charitable associations reached by this campaign were as follows:

Kids **645** | Culture **42** | Sports **108** | Humanitarian **46**

The success of “Celebrate & Donate” can be evaluated by the amount of employees who actively participated in the programme and truly appreciated the idea of celebrating and donating. In total **1,208 employees** handed in their application form, **841 different charitable organisations** were reached and **72,360 Euros** donated of which **24,660 Euro** went to charitable associations in the direct neighbourhood of INEOS in Cologne. In addition, we received more than forty “thank you-letters” by different charitable associations with heart-warming comments and are still receiving them until today. Here is an example by “Engineers Without Border”: *“We thank INEOS for the donation. This is a substantial contribution to improving the living standards of many who are mostly in need.”*

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We established INEOS in Cologne as being a company that cares about their employees and the world we’re living in. We created many moments of interaction, especially when employees engaged with other employees by trying to convince them to donate to “their” charitable organisation of choice. 60 Euros might not be much, but when hundreds of employees join to save a boy’s life from cancer, then they can “make a difference”. We haven’t played the campaign so far greatly in the public (<http://www.ineoskoeln.de/de/60-jahre-standort>). In 2018 we’ll issue a dedicated SPEKTRUM (this is INEOS in Cologne’s magazine for employees, neighbours and retired employees, <http://www.ineoskoeln.de/de/magazin-spektrum>) dedicated especially to “Celebrate & Donate”, featuring the campaign and the charitable organisations, asking them what difference “Celebrate & Donate” made as well as showing facsimiles of many of the letters and reactions by celebrating our well understood slogan “Chemistry by People”.



Dr Anne-Gret Iturriaga Abarzua, Head of Communications at INEOS in Cologne