

A real „insight“

Industry's position for politicians

In 2012, the privately owned chemical company INEOS in Cologne founded the political magazine „insight“. This publication in German addresses politicians locally, nationally and EU wide twice to three times a year. It gives real insights into manufacturing, its people, products and their benefit for the public and the environment. On eight pages in DIN A3 stunning photos provide great impressions and invite readers to share views and opinions. Every issue is dedicated to a specific topic, following the same stringent content structure. „insight“ stimulates impulses for specific political topics such as the German energy transition.



Turning skepticism into sympathy

Since several years a skepticism towards manufacturing found its way into Germany, one of the leading industrialised countries, impacting the „license to operate“ and investments for manufacturing. INEOS in Cologne addressed this public attitude by intensifying the dialogue with the community and the political stakeholders. „insight“ was the logical format in which the different successful initiatives were summarised and communicated.

Open, clear and sometimes bold statements give readers an authentic insight in what drives and blocks manufacturing in the Rhineland area, Europe's largest chemical cluster.

Wir brauchen Planungssicherheit!

Wachstum, Wohlstand, Widerstand?

Weniger Bürokratie!

Unsere Positionen

Wachstumsbremse „German Angst“?

Since 2012, twelve newsletters were issued, accompanied by a personal letter by the managing directors. „insight“ received excellent feedback by politicians, in particular from Martin Schulz, former President of the European Parliament.

No-such-publication

Surveys showed that large parts of the German population don't have direct contact with manufacturing. Sometimes it is hardly comprehensible for people including political decision-makers what's going on behind closed fences. Before creating this political magazine, different formats and categories were discussed. INEOS in Cologne opted for a printed edition and not primarily for a sole electronic version, as other German chemical companies have decided. High-quality paper should enhance the character of an exclusive, elegant haptic experience, which certainly would not be overlooked or thrown in dustbins.

An editorial team of five decides on relevant topics. A research team of two collects information on current political developments in Germany and Europe, general industry and community topics.

The newsletter's structure is as follows: The „Title“ focuses on specific site relevant topics. The „Interview“ with the management board highlights current political issues. The section „Close to“ gives insights to the Cologne site. „Background“ provides information on the INEOS Group and the petrochemical industry in general whereas „Concrete“ on INEOS products. „Political Agenda“ discusses Federal and European political affairs. Page 8 „Ongoing“ reports briefly on site events and provides facts & figures.



The focus? On people!

The common goal was to create a publication, in which industry is not described as purely technological, but as a branch where people perform services to people. The decisive factor was to bind the general public as readers on one hand and the politically interested parties on the other, by bringing

them closer to the industrial diversity INEOS stands for. Thus, the magazine „insight“ provides value and conveys an understanding of manufacturing. At the same time, INEOS also acts as a sparring partner and instigator for socio-political responsibility. Consequently, „insight“ always focuses on people rather than technology. This is also shown by the topics of „insight“, for which the INEOS head of communications and the research and editorial team are in close contact with INEOS' Management board.

So far, „insights“ with following head topics were published:

1. Global player at the Rhine – Presentation of the company and the Cologne site
2. Chemistry made by people – Diversity at the INEOS Group
3. Our positions for the Bundestag election 2013
4. Chemistry for People – Product Diversity in the Chemical Industry
5. Energy policy – Challenges and opportunities for industry
6. Chemistry, yes, sure! – High safety standards for chemical production
7. The industry's future – An important success factor for the German economy
8. This is our energy – Secure and climate-friendly energy supply
9. Our commitment – Charity and corporate social responsibility
10. Our efficiency – Optimisation of technology and procedures
11. Training with personality – Professional diversity at INEOS
12. Our investment – in people, products and our future

Exclusive and impressive

„insight“ comprises eight pages in DIN A3 format is published minimum twice a year, in spring and autumn, usually at the beginning of the first session of the German Bundestag/North Rhine-Westphalian parliament.



The creation period of one issue takes about three months from topic-finding to printing and delivery. The first step is an intensive and well-founded research. The team from the Düsseldorf based PR agency „Agentur vom Hoff“ is in close touch with the editorial team and INEOS' in Köln head of communications. Topics are collected, coordinated and ultimately written. In consultation with the management board, the copy is then finalized in two editorial teleconferences.

The Mallorca based German photographer Oliver Brenneisen illustrates the content with expressive photographs that give aesthetic insights to high-tech plants and show the symbiosis between human beings and technology. The Vienna/Barcelona based Austrian design artist Barbara Tabery is responsible for the newsletter's graphic language, using large-scale images and clear graphics.



John Design
BARBARA TABERY

After the final release of text and graphics, 1,200 copies are printed and sent with a personal cover letter by the managing board to 800 politicians. 400 copies are distributed internally and externally.

Excellent feedback

The policy magazine „insight“ received a lot of positive feedback from the very beginning. The former President of the European parliament, Martin Schulz, wrote a praiseful review.

„insight“ was honoured with the icma Award of Excellence for Concept and Design in 2014. Furthermore, the readership has increased significantly.

Initially, 400 stakeholders were addressed, this number has doubled. Within the same period, the total circulation doubled from 600 to 1,200 printed copies. An average of 3,000 persons reads the online edition. The magazine is displayed at the site's gates and in the nearby offices of the Chempark. Hence, the 12 issues of insight were read by approximately 70,000 people. This is a great success, which exceeded our expectations.

