



OUR COMMITMENT PROGRAMS

COMMON GROUND®



“**The Common Ground**[®] program commits Arkema to a resolutely innovative approach to relationships between the Company, its facilities and their environment.”

Common Ground[®], a commitment to progress

Mindful of raising the public's understanding of its activities and products, Arkema made a commitment to openness and dialog in 2002 through a process called Common Ground[®]. Although Arkema's products are hugely present in our daily lives, their origins and applications, and the operation of our plants remain largely unknown. By launching this community relations program, we have sought to listen to and better understand our stakeholders' expectations, establish long-term relationships with local communities, and open up our plants to those who want to find out more about us and what we do. In practical terms, local discussion and dialog groups have been set up to bring Arkema and its stakeholders together to develop and evaluate Common Ground[®] activities. Such groups are now in place in France and the United States, where they are known as *comités d'orientation* and *Community Advisory Panels* respectively.

A growing success

The welcome extended by local populations and the involvement of our industrial facilities have encouraged us to pursue our actions and thereby be sure of making lasting progress. Initially launched in France, the Common Ground[®] program has been gradually extended to every country in which Arkema is present, and to our affiliates. After being first rolled out in Europe (Germany, Italy and Spain), the initiative is now also established in China and the United States, with a variety of activities underway.

An enduring commitment

As a manufacturer, we also have a responsibility to explain and inform, so every Arkema facility - in France and elsewhere - is committed to systematically briefing its neighboring communities about its safety records and environmental performance.

“**An initiative on a par with our values**

The Common Ground[®] approach reflects our values: simplicity, responsiveness and dialog, solidarity, and a commitment to progress and innovation.”

Taking action in order to forge ahead: Actions to help others discover our activities

Explaining our plants' operation

The public still has little notion of how a chemical plant works on a day-to-day basis. How does it operate? What regulations and procedures are in place to ensure safety? What activities and professions are involved? How does it contribute to economic and social life? One of the objectives of Common Ground[®] is to address all these questions through a variety of activities ranging from plant tours and public information meetings, to panel discussions and open days.

Explaining how our products are used

The products that leave our plants - for water treatment, household hygiene, transportation, health, construction and leisure - contribute, directly or indirectly, to our everyday wellbeing. With Common Ground[®], we aim to explain how Arkema's products are used together with the role they play in our economy and in society, as well as unveil the products of the future developed in our research centers.

Explaining our professions

A chemical plant relies on a multitude of trades and professions: operators, technicians and engineers involved in various functions ranging from production to logistics, quality control, safety, the environment, etc. Through their respective trades, the men and women of Arkema apply their professionalism and expertise to innovative product design, manufacture and ongoing improvement.

Moving forward together and preventing risks

By promoting major risk prevention and safety at the workstation, Arkema's policy and commitments have made industrial safety central to its corporate objectives. Arkema's safety initiative is based on identifying and managing risks. It is implemented worldwide under the label "Safety in Action", and relies on an internal management system that is evaluated periodically to ensure that actions taken are appropriate, progress is measured, and new progress objectives are defined. This also involves expertise in the fields of process control, technical inspection, and transportation, together with a specific multiannual investment program for the industrial facilities.

With Common Ground®, Arkema is committed to regularly informing its local partners of its plants' objectives and actual performance in terms of safety, health and environmental protection.



Michel Delaborde
Vice President
Arkema's Human Resources
and Communications



"The objective of the Common Ground® program is to develop relationships with local residents based on mutual trust and understanding that will improve their knowledge, understanding and perception of us. This initiative entails opening up our plants in order to establish long-term exchanges with neighboring communities.

This process relies specifically on assessing community expectations and opinion trends. It involves each of our facilities in regular briefings and dialog on the nature of their activities, their risk management, and their progress objectives.

Arkema's vision is part of a sustainable development perspective. Its objective is to offer innovative solutions in every area, contributing to progress and ensuring that as many people as possible share in this progress. It is an ongoing process of putting forward suggestions, exchanging ideas, as well as building and exploring new Common Ground®."



The principles guiding our actions



In addition to the technical and operational aspects of our chemical operations, Common Ground® also embodies a commitment to developing and maintaining relationships of trust with society at large. This commitment is underpinned by three key principles.

Listening, to understand concerns and expectations.

Because progress cannot be built on misunderstandings, listening to neighboring communities is central to the Common Ground® process.

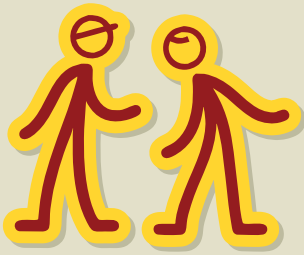
Establishing a dialog, to explain the end-purpose of our products, the nature of our activities, and the operation of our plants.

In order to establish a regular dialog, Arkema fosters community relations, in particular by regularly opening up its industrial facilities to the outside world.

Moving forward, to identify and prevent risks.

By promoting a culture of risk prevention, Arkema seeks constant improvements in industrial safety and in environmental and health protection.

Understanding and addressing your expectations



The objective of Common Ground® is to address the expectations voiced by our stakeholders. In an attempt to correctly evaluate these expectations, Arkema conducts regular opinion surveys to help us understand the questions and concerns of those living near our industrial facilities.

In France and elsewhere in Europe, Arkema has commissioned TNS Sofres to conduct these surveys. The findings then enable us to assess the community's perception of our industrial facilities and the impact of the relationships developed with the local environment. They also help us steer and improve our community actions.

3 surveys already completed

In 2002,
the first survey covered 18 French facilities, with over 4,000 interviews.

In 2003,
a European survey was conducted around our facilities in Germany, Belgium, Spain and Italy. Interviews involved 2,700 individuals.

In 2004,
a second survey was conducted in France in the wake of Arkema's launch. This concerned 14 facilities within our new industrial base. Some 4,500 individuals were surveyed.

Red Cross / Arkema: a partnership within our Common Ground® approach

The French Red Cross and Arkema have joined forces to familiarize, within two years, 5,000 people (local residents and personnel) around our 35 French facilities with administering first aid. Signed in October 2005 by Thierry Le Hénaff and Jean-François Mattei (President of the French Red Cross), this partnership agreement will help contribute to the French population taking up first aid, one of the major objectives of the Red Cross in France. This type of partnership helps raise from 7 to 20% the percentage of the French population trained in first aid, thereby saving up to 10,000 lives. It falls perfectly in line with the Common Ground® initiative by allowing the plants involved to develop and increase exchanges and dialog with their local communities, a guiding principle of our community relations on a local scale.

Glossary

Stakeholders

Groups or individuals who can affect a company or be affected by it (local residents, organizations, institutions, companies, etc.).

TNS Sofres

French institute for market research and opinion polls founded in 1963.

Sustainable Development

In 1987, the World Commission on Environment and Development (the Brundtland Commission) adopted a definition of sustainable development that is now generally accepted: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

EMS

Environmental Management System set up by Arkema. Based on the constant improvement of performance, EMSs lead to an external environmental certification, mostly in accordance with international standard ISO 14001. Depending on their local context, certain facilities opt for other reference standards, e.g. EMAS (Eco-Management and Audit Scheme) or RCMS (Responsible Care Management System).