



ECTA ANNUAL MEETING 2017

Thursday 23rd of November 2017
Hyatt Regency Düsseldorf, Düsseldorf, Germany

“ECTA 20 years development: from 1999 to 2010” Mrs Cathy Demeestere, Former ECTA Secretary General

Many thanks to ECTA for inviting me here to celebrate together the 20th anniversary of ECTA and, thank you Andreas, for your kind introduction. Thanks as well for Paul Evertse and Huub van Gorp “setting the scene” of ECTA’s “coming into being”.

I have been asked by Dolores to give you a short speech on the development of ECTA after the initial phase and, given the fact that no-one can resist Dolores, here I am to deliver to you this part.

What I remember first, about ECTA, is, that in the EPCA hiring process for a successor to the legendary Eric Yates, the importance of being familiar with supply chain management and logistics was key. And maybe I was hired at EPCA because of my earlier role as M&A vice-president of Sigma Coatings, then an affiliate of the former Petrofina group (now part of TOTAL) , which made me experience “life” the added value of supply chain and logistics. Paul Evertse indicated in his speech that, without me, ECTA would not have become what it is now. I am very honoured and grateful for these kind words but I honestly do not deserve them... The truth of the matter is that the one and only “founding father” of ECTA was Paul Evertse and that in the late nineties circumstances made that times were ready for the coming into being of an organization like ECTA in Europe to serve as partner in CEFIC’s SQAS development in a structured approach. So, any-one who would have been selected to succeed to Eric, would, with the full support of EPCA and leading European transport companies, have dedicated time and efforts to facilitate ECTA’s first steps and growing to maturity. The destinies of EPCA and ECTA were very commingled since the mid-nineties, due to the push of EPCA’s logistics committee, chaired by Paul Evertse. The EPCA logistics committee was and still is composed of representatives of chemical producers as well as logistics service providers.

My mandate in logistics for EPCA was, in addition to facilitate the creation of ECTA, realize, with full support of the EPCA logistics committee and the approval of the EPCA board, and in co-operation with CEFIC, a set of “**logistics projects**”. The key aim of all these projects was
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two-fold. First, under CEFIC's SQAS initiative, act **pro-actively** and improve the health and safety records of chemical land transport in Europe. On the agenda were reducing road congestion, the use of fuel in transport operations, empty legs, make loading/unloading hours more flexible, train the drivers, and, finally, the creation of an e-platform to improve communication between shippers, their LSP's and the customers of the shippers. There were also a set of **re-active projects** once an accident had occurred and that referred to the CEFIC ICE program, such as facilitating "emergency response" on European level involving the cooperation of chemical transport companies in taking care of evacuation of dangerous goods involved in the accident as well as accident/incident reporting between hauliers and producers. EPCA's Eric Yates was the initial champion of "emergency response", the idea of which started within EPCA but the implementation and management of which was transferred to CEFIC.

We thus had no choice but to put up our sleeves at EPCA and could do so in a gratifying team spirit with the LSP leaders who set up the ECTA initiative. Already end **1998** ECTA's Articles of association were drafted and the formal creation of this association by Belgian Royal Decree occurred in **1999**. The whole ECTA approach was directly inspired by the EPCA recipe of platform to meet, to exchange information and communication and to carry out studies and publications resulting from joint working groups between producers and land logistics service providers in Europe. These working groups were dedicated to spotting and developing "best practices" in the chemical European land logistics segment.

Joint ECTA/CEFIC working group activities start in **1999** and a **first joint seminar with CEFIC and EPCA** takes place in **Prague** to support the **EU enlargement** in Eastern Europe, promote the EPCA/ECTA model of networking and the cooperation best practices that are developed in Western Europe between producers and transport companies under Responsible Care and ICE. Another similar seminar took place in **Krakow** in **2000** and a third one in **2003** in **Budapest**.

As a result of the working groups, already in **1999** we witness the publication of a first set of guidelines on standardisation of equipment & standard performance measurement, that will be updated regularly.

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All this was happening under a managerial and clerical assistance agreement between EPCA and ECTA under which EPCA provided general management, organizational, clerical, financial and “office” support to ECTA.

In 2000 the importance of behavioural change is acknowledged especially under impulse of CEFIC and we start working on BBS to reduce road -as well as loading and unloading accidents.

We also promote Elemica in ECTA meetings and the clear link between ECTA’s activities and the EPCA approved logistics projects I mentioned at the beginning of my talk becomes evident. In fact, the implementation of these projects gradually takes place via ECTA in close cooperation with CEFIC.

CEFIC starts a revision of SQAS Road and the ECTA chairman Luc Haesaerts joins the SQAS Road Steering Group to represent ECTA formally, which is the recognition of ECTA as a representative body of the European chemical land transport segment by CEFIC.

In 2001 we go a step further and ECTA starts the promotion of **SQAS Cleaning Stations as a joint EFTCO, CEFIC and ECTA project** (European Federation of Tank Cleaning Organizations).

In 2002 the ECTA Annual Meeting focuses in Antwerp on the **importance of HR** and the **drivers** in transport operations, with an intense debate on the lack of skilled drivers, already then. One of the main reasons for this lack of skills was perceived to be the reduction of obligatory military service for boys in many EU member states. In the traditional army, many youngsters who happened not to have sufficient education before they were called to military service, were taught – for free- to read, write and calculate and could learn a job such as becoming a lorry driver. And this important source of recruitment was disappearing for the LSP companies.

In this context an ECTA working group starts looking at making the **drivers’ profession more attractive** and this results in the organization of an **ECTA drivers’** workshop. Aim was to get the input of the drivers from different ECTA member companies in order to draw from their field experience and knowledge of the chemical plants and loading/unloading practices to

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distil suggestions for reducing waiting times whilst increasing safety and reducing accidents in loading/unloading operations. During this workshop the request for a for a **neutral communication platform** was clearly formulated by the drivers as a mean to reach some of the aforesaid goals.

Based on the conclusions of this drivers' workshop, another ECTA WG is created in **2002** focusing on how to **attract more youngsters to a chemical drivers' job** as well as on **productivity improvement possibilities** via better co-operation and communication between LSP's and producers. A questionnaire on "good" and "bad practices" for productivity improvement is developed.

In **2002** ECTA publishes a set of structured ECTA/CEFIC guidelines resulting from working groups that were started in 2001 on:

1. 16 hours operations
2. Safety awareness & behaviour in the supply chain
3. Recommendations on safety, health and environmental management practices for LSP's (cfr CEFIC work for producers)

In 2003 ECTA bundles the answers to the questionnaire on productivity improvement received from the member companies and issues a first report on the conclusions thereof. These are that better communication between producers, their customers, and the transport companies in planning, communication, loading and unloading operations as well as involvement and better treatment of drivers, might result in major savings and efficiency gains for all concerned. What was striking was the similarity of the outcome of the drivers' workshop with the report on productivity improvement.

This report was communicated to all ECTA members, the members of the EPCA Logistics committee and the EPCA Board as well as to the CEFIC Best Practices Issue Team that reports to the CEFIC Logistics committee



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In **2004 ECTA publishes** the famous ECTA/CEFIC BBS guidelines for the safe loading and unloading of road freight vehicles, underscoring the need for a **clear definition of the respective roles of operators and drivers.**

A **special WG is created to** develop a description of a **drivers' day**, explaining their role and the challenges they encounter in the execution of their tasks.

The **5th ECTA anniversary** is celebrated in **2004** in Monaco, organized in the scope of the EPCA Logistics meeting. During a special ECTA workshop the **ECTA report on productivity improvement** was presented to a large public of producers and LSP's. From discussions in this workshop it becomes generally accepted amongst ECTA members that ECTA, in addition to participating in joint working groups and serving as platform to meet and discuss between LSP's and producers, should become a strong, independent association that fully represents the interests of the European chemical transport industry. That is an important mentality shift in the European transport community that has evolved and grown from a platform to meet between members seeing each other as competitors to uniting and acting as one group and defending selected common viewpoints.

This explains why ECTA starts working hard to, beyond participation in the steering group of SQAS, become a real RC partner of CEFIC, bringing effectively the RC principles out of the factory gate into the European chemical land transport segment, and using SQAS as a monitoring tool. In doing that, the SQAS system, in which many ECTA member companies have invested a lot of time and money, is safeguarded and RC companies are encouraged to use the SQAS questionnaires as a self - improvement management tool.

In **2005** the ECTA **"drivers day" brochure** is published in English, French, German and Dutch and ECTA co-operates in the last EPCA/ECTA/CEFIC workshop on "best practices". A lot of non-Europeans were present, eager to learn from the fantastic European "best practice" SQAS and ICE co-operation.

Increasingly we witness European based chemical producers working in other continents together with European LSP's who are their partners in the homeland to make sure the

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quality, health and safety as well as environmental standards are the same, wherever they go. Likewise, producers of other regions seem keen to work with European headquartered LSP's.

In 2005 ECTA signs the European Road Safety Charter at its Annual Meeting in Kortrijk in the presence of the Head of the Unit Road Safety of DG Tren of the European Commission. Under this Charter ECTA commits to reducing the number of road accidents, amongst others by BBS. This is a milestone in the development of ECTA as representative body of the European land chemical transport industry vis à vis the authorities.

Interesting to notice is that the ECTA/CEFIC guidelines on best practices, which have been developed over the years, are used in the revision of SQAS by CEFIC and that ECTA representatives, not individual transport companies, participate as a partner in the technical committees of SQAS and Cleaning Stations.

In 2007 ECTA starts working on co-modality.

Over the years it becomes indeed apparent that “road hauliers” in Europe are major users of rail in their effort to reduce traffic congestion by taking goods off the road to switch to rail and that these “hauliers” excel in bundling freight. The recognition of their contribution in the switch from road to rail is substantiated by initiatives like Road 4 Chem.

In October **2008**, ECTA, as first representative body of a service provider's segment, signs the RC partnership agreement for land logistics in Europe with CEFIC and becomes the first chemical logistics association to launch a European-wide Responsible Care program.

In **2009** this is followed by the **10th annual meeting of ECTA**, organized, away from EPCA meetings, in Barcelona. The choice of **Barcelona is a symbol**, because it is no coincidence that, at the occasion of its 10th anniversary, ECTA launches officially its RC program for the European chemical land transport sector in the same city and in the same hotel where in 1997, the European Chemical Road Transportation, ECRTA was created. 19 European transport companies signed up at the 10th ECTA meeting on RC and committed themselves

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to implement the RC principles into their strategy, management systems and daily operations. For me **this is THE milestone for recognition of ECTA as the representative body of the European chemical land transport in Europe. Innovative** in the way this partnership agreement is implemented on the field is the **pan-European approach**, over and above EU member states. The fact that each RC company signs with ECTA a contract for the implementation of RC, is also an innovative approach, as it confers ECTA the right to monitor and intervene, which goes beyond principle declarations.

With these achievements and milestones reached, time had come for ECTA to become fully independent from EPCA. That, and ECTA's confirmed advocacy role, explain why **2010** was the last year of my personal involvement in the board and management of ECTA. EPCA is, by its Articles of Association and governance rules, indeed prohibited to take a representative role. ECTA selected its own Managing Director but EPCA continued to render clerical assistance and access to office space to ECTA until the end of 2015.

Continued links between ECTA and EPCA

I strongly believe that though ECTA is now fully independent from EPCA, the link between the two associations will always remain. ECTA, as well as EPCA, is **about people, networking and co-operative approaches**. And in this context the short, but powerful story of ECTA shows the importance of the **"human element"** in the supply chain. Especially in the time of the 4th industrial revolution, it is people who make the difference, allowing better communication and co-operation between free persons who increasingly use IT and AI tools for lasting and sustainable business success. But the **key is the free person, not the algorithm or the robot**.

Future

Therefore, for the future, I express the wish that associations like ECTA, EPCA and CEFIC, make sure a person's freedom, rights and obligations are safeguarded in the value chain. And persons include companies, they are recognized in most countries as persons with legal existence.



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The **COP 21 agreement** concluded in Paris, is as much about **human rights** as it is about safeguarding the environment and a gradual shift away from fossil fuels. Human rights are what equality and inclusion are all about, and an increasing respect of human rights has made the situation of the average citizen all over the globe better today than it ever has been in the world history. COP 21 also encourages **co-operation between stakeholders**, as this is the only way to reach its goals.

May respect for each other, planet earth, all forms of life and the cosmos as well as a spirit of trust & co-operation therefore guide your future. With the people who today are active in ECTA and EPCA, this future is in good hands.

There are **no limits for ECTA to progress and grow**, over time even beyond Europe. Why not adapt to the internationalization of your member companies, because other continents get inspiration from what you achieve in RC in Europe? You could also consider getting all forms of land logistics companies on board (rail, barges, short sea shipping). Indeed the ECRTA name was precisely changed into ECTA in 1999, to mark the flexibility that all land logistics are welcome to join ECTA.

Thanks

I wish to **thank you** all for the privilege and pleasure I had to work for and with ECTA and all of you. I have learned so much from you and herewith reiterate my gratitude for your hands-on, no-nonsense, pragmatic and creative solution providing approach that is at the basis of the success of your business segment.

ECTA members deliver. You are part of the solution. You can be very proud of your achievements and your “work in progress”.

Thanks for your attention