

BDP International's Responsible Care® Global Charter

Implementing the Global Charter at a Global Company

As a partner company in the logistics management sector, BDP is committed to continuously enhance our company's safety culture. As such, in 2015, we developed and implemented a new communication tool: **The Responsible Care® Global Charter campaign.**

Campaign Objectives



Educate employees on the Global Charter's purpose and 6 key elements



Unify all regions with a strategic communication plan and visual reference



Ask all employees at all levels to commit to Responsible Care®

About BDP

- Privately-held logistics and transport management enterprise serving global supply chains
- Primary industries: Chemical, Oil & Gas, Life Science, Retail & Consumer, and Industrial
- Serving over 4,000 customers worldwide, including 8 out of 10 top chemical and life science companies
- Over 50 years in the business

The Responsible Care® Global Charter Campaign

- 1 BDP customized the ICCA Global Charter for internal use.
- 2 The Global Charter was introduced to leadership at a global leadership conference.
- 3 Senior leaders showed their support by signing the Global Charter.
- 4 The charter with leadership signatures was reproduced and distributed to all offices globally.
- 5 Regionally-customized webinars were conducted to introduce and promote the charter with employees.
- 6 Town hall celebrations were hosted locally, and all employees in all offices signed their commitment to the Global Charter.
- 7 Signed charters were hung for display in offices around the world, and a global photo sharing campaign took place.



RESPONSIBLE CARE®
OUR COMMITMENT TO SUSTAINABILITY



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