

ANNE KLEIN COMMUNICATIONS GROUP

Creating a Positive Community Relations Climate

One in a Series of Award-Winning Solutions

The Challenge:

Gain community acceptance for the expansion of Lonza Riverside, a fine chemicals manufacturing plant in Conshohocken, Pa.

Results:

- Since beginning its community outreach program, Lonza Riverside has received unconditional approval for every zoning application and permit request at all government levels over a two-year period to facilitate its \$35 million expansion program.
- Not one voice of protest was raised by local residents about any of the expansion plans, and local government has uniformly supported the company's plans.
- Lonza's Community Advisory Panel (CAP) is a model for the industry, as reported in *Responsible Care News*.
- Coverage in the local news media has been uniformly positive.
- Anne Klein Communications Group received a Best of Show and an Institutional Program Pepperpot award from the Philadelphia chapter of PRSA; and a Pyramid Award for Community Relations from the New Jersey chapter of PRSA.

Background:

The overall goal was to gain community acceptance and support for the plant's expansion program so the township's board of supervisors could approve required permits without concern for negative political outcomes. Target audiences for this outreach campaign included: 1) plant neighbors, within a three-mile radius; 2) appointed and elected officials; 3) regulatory agencies; 4) the media; and 5) employees.

The Campaign:

To fully appreciate local community concerns, AKCG began with a series of focus groups with plant employees and a mail survey of residents within a three-mile radius of the plant. The data revealed very little awareness of Lonza in the local community.

Capitalizing on Lonza's excellent performance, having just won *Control Magazine's* "Automated Plant of the Year" award, AKCG invited local officials and news media to the award ceremony to "break the ice" and initiate contact. Expanding the effort, AKCG placed Lonza employees at local community celebrations, passing out literature and answering questions, all the while becoming familiar staples of the community scene. And more than 500 neighbors attended Lonza's own open house.

An 18-person CAP enthusiastically joined the Lonza plant manager and staff in providing information to the community, participating in local government meetings, planning community open houses, and identifying opportunities for Lonza to sponsor and support community groups and schools. In return, Lonza committed to the CAP that they would be honest and forthcoming, keep them fully informed of developments at the plant and answer all questions the CAP or local citizens might have.

To learn more about how Anne Klein Communications Group can help you achieve your business goals and create a positive relationship with your local community, please call and ask for Anne Klein or John Moscatelli.