ACQUASUR 2004 - 3RD LATIN AMERICAN MEETING
Buenos Aires, May 9-11, 2004

MAIN ASPECTS OF COMMUNICATION

Francisco de Assis Esmeraldo, president
Instituto do PVC - São Paulo, Brazil
COMMUNICATION: A KEY STRATEGIC TOOL

Communication has been thoroughly used to neutralize attacks on PVC, as well as to persuade our target audience of its technical and environmental qualities, versatility and recyclability.
TARGET AUDIENCE

- Media;
- Government, legislators, government agencies, etc.;
- Associations, Entities, etc.;
- Universities and schools;
- Entrepreneurs and CEO’s;
- Internet users
TARGET AUDIENCE - STRATEGIES
MEDIA

• Regular contacts with journalists;
• Keep them updated on important issues;
• Attend all communication vehicles and journalists;
• Gain their confidence;
• Never jeopardize our credibility;
• Generate interesting facts;
• Have a highly competent communication agency.
TARGET AUDIENCE - STRATEGIES MEDIA

Journalist Franklin Martins, Director
Globo TV Network

Instituto do PVC 5th Anniversary
August, 2002
TARGET AUDIENCE - STRATEGIES MEDIA

Result

Instituto do PVC is today a reliable source to all issues concerning PVC
• Regular contact with politicians;

• Keep them updated on important initiatives (pro-active attitude);

• Invite them to participate in our events (quarterly breakfasts, conferences, workshops, etc.).
TARGET AUDIENCE - STRATEGIES
GOVERNMENT

21st
Breakfast with Minister
Ricardo Berzoini

November, 2002
22nd Breakfast with Minister Tarso Genro

The Minister invited us to join CDES (Social and Economic Development Council)

April, 2003
Instituto do PVC is an official member of the Brazilian Delegation, headed by the Ministry of Foreign Affairs.
Creation of channels between government personalities and Instituto do PVC to show that PVC can contribute to Brazil’s Sustainable Development (social, economic and environmental).
To establish and consolidate a strong relationship between Instituto do PVC and all associations and/or entities that are somehow linked to the PVC productive chain.
Signing of a Commitment Agreement between Instituto do PVC and ABRINQ (Brazilian Association of Toy Industries)
TARGET AUDIENCE - STRATEGIES ASSOCIATIONS AND ENTITIES

Joint Research Project - Instituto do PVC and INCOR: “Coating and Characterization of PVC Tubing Surface with Heparin for Extracorporeal Circulation”
TARGET AUDIENCE - STRATEGIES
ASSOCIATIONS AND ENTITIES

LAUNCHING OF "PVC RAT"
IN BRAZIL, AT EPM
(São Paulo Medical School)
Result

• We have obtained the support of important allied organizations to promote PVC;

• Their statements have great credibility to public opinion because they are neutral opinion-makers;

• Also, we have got a massive media coverage.
Preparation, launching and promotion of various studies aiming at:

- promoting PVC technical characteristics and potentialities;

- providing entrepreneurs and CEO’s with sound arguments so they can protect PVC from radical environmentalists attacks.
TARGET AUDIENCE - STRATEGIES
ENTREPRENEURS AND CEO's

PVC CONTRIBUTION TO
SUSTAINABLE DEVELOPMENT
PVC in the Construction Industry
THE USE OF PHTHALATES IN EUROPE
Dr. David Cadogan
ECPI – European Council for Plasticisers and Intermediates
TARGET AUDIENCE - STRATEGIES
ENTREPRENEURS AND CEO's

THE USE OF PVC IN MEDICAL
AREA
TARGET AUDIENCE - STRATEGIES
ENTREPRENEURS AND CEO's

PVC MECHANICAL RECYCLING
A Business Opportunity
TARGET AUDIENCE - STRATEGIES
ENTREPRENEURS AND CEO's

THE USE OF PVC IN
ARCHITECTURE
TARGET AUDIENCE - STRATEGIES
ENTREPRENEURS AND CEO's

PVC PACKAGING
versatile and competitive
TARGET AUDIENCE - STRATEGIES
ENTREPRENEURS AND CEO’s

Result

• Entrepreneurs and CEO’s feel more confident as they can rely on scientific arguments;

• As a consequence, they show all advantages to their target audience (customers, suppliers, etc.)
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<thead>
<tr>
<th>Year</th>
<th>Visits</th>
<th>Inquiries</th>
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<tbody>
<tr>
<td>2001</td>
<td>169,680</td>
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<td>2002</td>
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<td>2003</td>
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Growth rate: 97% 51%