

Responsible Care® in Action

Telling Industry's EHS Story to Enhance Trust & Support Advocacy

As manufacturers face increasing expectations from regulators, communities, customers, and policymakers, effectively communicating environmental, health, and safety (EHS) performance has never been more important. This Responsible Care® Roadshow workshop, hosted by the American Chemistry Council (ACC) in partnership with the Virginia Manufacturers Association (VMA), will explore how strong EHS programs, transparent communications, and proactive stewardship can support business resilience, build public trust, and strengthen industry advocacy.

Designed for EHS, sustainability, operations, and communications professionals, this three-hour workshop will showcase how Responsible Care® principles help companies demonstrate leadership beyond compliance. Participants will learn best practices for telling industry's EHS story in a compelling and credible way, understand how that story supports advocacy efforts at the local and state level, and gain insights into current and emerging water regulatory and stewardship issues affecting manufacturers.

The session will feature expert presentations, real-world examples, and facilitated discussion to help participants walk away with practical ideas they can apply within their organizations and communities.

Agenda: Responsible Care® Roadshow Workshop

Monday, September 21, 2026 | 2:00 – 5:15 PM

VMA Event Center | Richmond, VA

(Held in conjunction with the 2026 Virginia Environmental Health & Safety (VEHS) Conference & Expo)

Welcome and Workshop Overview - 2:00 – 2:15 PM

- Welcome and opening remarks
- Overview of Responsible Care® and workshop objectives
- Setting the stage: Why EHS leadership and storytelling matter now

Telling Industry's EHS Story: From Responsible Care® to Real-World Advocacy - 2:15 – 3:15 PM

Presenter: Jenny Heumann, American Chemistry Council

- Why EHS performance and communication are inseparable
- Using Responsible Care® to demonstrate credibility and leadership
- Translating EHS performance into messages that resonate with:
 - Communities
 - Policymakers and regulators
 - Employees and local stakeholders
- Connecting proactive EHS communications to effective advocacy
- Interactive discussion and Q&A

Break & Networking - 3:15 – 3:30 PM

Water Stewardship and Regulatory Trends: What Manufacturers Need to Know - 3:30 – 4:30 PM

Presenter: Carly Zaccharia, American Chemistry Council

- The evolving water policy and regulatory landscape
- Key federal and state water issues impacting manufacturers

- How water stewardship fits within Responsible Care® principles
- Opportunities for industry engagement and leadership on water issues
- Aligning water management strategies with compliance, sustainability, and community expectations
- Q&A and participant discussion

Strengthening Process Safety Through Training, Procedures, and Recordkeeping - 4:30 – 4:45 PM

Presenter: Wes Smith, MSI Executive Director

- The role of training, procedures, and documentation in effective process safety management
- Common gaps that can create risk for compliance, safety performance, and operational consistency
- Overview of MSI's Process Safety Management (PSM) Certificate and online delivery model
- Key focus areas including hazard analysis, operating procedures, change management, and emergency response
- Practical value for employers seeking stronger internal safety systems

Bringing It All Together: Integrating EHS Storytelling, Water Stewardship, and Advocacy - 4:45 – 5:15 PM

- Facilitated discussion on key takeaways
- How companies can align EHS performance, communications, and advocacy
- Resources available through ACC and VMA
- Closing remarks and preparation for the VEHS Conference

Networking & Happy Hour - 5:15 – 6:00 PM