



PILT PQ Communications Management

8 March 2011

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PQ COMMUNICATIONS MANAGEMENT

1. Proactive strategic communications: the release of new data or studies that Syngenta controls
 - Situation allows lead time to plan communications strategy and messages adequately
2. Issues management: new studies and publication alleging PQ/PD link that Syngenta has not participated in, or news articles or monitoring analysis that cause concern – PQ SWAT Team
 - No advance warning or planning

STRATEGIC COMMUNICATIONS ON RESEARCH

- Health Science team (Phil Botham as lead) and Communications team (Sarah Hull as lead, Lisa Navarro as manager) develop the strategy and messages for each pending study.
- Proposed messages are reviewed and finalized by:
 - Phil Botham
 - Jonathan Sullivan
 - Kersten Mewes
- Strategy and messages are agreed with PILT members
- Communications, regulatory and product safety teams execute the strategy
- PILT updated on results to reassess strategy

PQ SWAT TEAM (1/2)

- Purpose
 - To immediately triage the situation triggered by the release of a new study or news article
 - To determine the necessary actions and assign responsibilities to manage the matter short- and near- term
- Core team includes
 - Jonathan Sullivan, legal (back-up: Alan Nadel)
 - Sarah Hull, communications
 - Medard Schoenmaeckers, media
 - Kersten Mewes, regulatory (back-up: Roland Dieterle)
 - Richard Brown, stewardship
 - Lisa Navarro, issues management
 - Phil Botham, product safety
 - Andy Cook, technical support

PQ SWAT TEAM (2/2)

- Process

- Each team member has the responsibility to immediately convene the SWAT team when new research or concerning news article are published
- When core team is convened, each capability -- legal, communications, stewardship/issues management, regulatory and product safety -- must be represented in person or by phone
- Team assesses the situation and determines:
 - Level of concern among their respective stakeholders; necessary actions to mitigate
 - Communications strategy including immediate standby message and consideration of evolution of message and strategy based on further analysis by product safety
 - Regulatory outreach strategy
 - Actions needed to further analyze and manage the impact