

Why is PFAS Communications Important?

EPA Proposes Stricter PFAS Regulations To Protect Public Health



Bloomberg Law

DuPont \$1.18 Billion PFAS Settlement Gets Final Court Approval

Nearly half of nation's tap water contains PFAS, a new study finds. Americans living in urban areas are most at risk.



Kayla Jimenez
USA TODAY

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Increasing Level of **Public/Consumer Awareness**

- Regulators
- Media
- NGOs
- Local Activists
- Litigation
- Elected Officials

The Washington Post

States move to ban 'forever chemicals' as federal regulation lags

EPA PFAS Database is Public

EPA Goal for New Rule

- To provide EPA, its partners and the public with the **largest-ever dataset of PFAS manufactured and used in the U.S.**

Likely Similar to TRI & CDR Databases

- Interactive map of chemical sites and community characteristics
- Informational charts & figures – volume, exposure, type of use
- Environmental Justice mapping
- Trends by industry, state

Accessible to Everyone

- Media, Attorneys, Local Activists, Customers

Potential Consequences

- Loss of trust
- Lower stock price
- Loss of market share/revenues
- Increase in lawsuits, settlements & legal costs
- Regulatory fines – state and federal
- Undercuts sustainability efforts/claims


POST-TRIBUNE

Indiana leads US in toxic releases per square mile, EPA report states


Investors raise pressure over 'forever chemicals' amid growing litigation

Personal injury claims could reach \$66bn in crisis akin to asbestos liabilities


FINANCIAL TIMES

 Block Club Chicago

New Map Shows Pollution Near Your Kid's School — And Confirms Latino Neighborhoods Are Hit The Hardest

 Above the Law

Greenwashing Lawsuits Won't Be Going Out Of Style Any Time Soon In The Fashion & Cosmetics World

 Courier Journal

Louisville's biggest air and water toxic chemical polluters for 2022

Risk Communications Recommendations

Be Transparent

- Share what you know and what you DON'T know, plus efforts to find out (**due diligence**)

Act, Don't Wait

- Make effort to address PFAS, note intentional & unintentional uses - **share actions taken**
 - Be **seen as a leader**/differentiate from competitors
 - Control the message/**provide context**

Be Prepared

- Know your vulnerabilities & have pre-approved **media holding statements** and potential spokesperson ready

Risk Communications Recommendations

Consistent Communications

- Communicate with all stakeholders using a consistent message on all channels
 - ESG Report
 - Sharing info on sustainability efforts with investors – SEC

Use Layperson's Terms

- Need to explain complicated and sometimes technical information
 - Be empathetic
 - Use **visuals** when possible

Label Product Carefully

- Label to avoid “greenwashing” of environment & health benefits to prevent lawsuits
 - Such as “real,” “simple,” “all-natural ingredients”...

Taskforce Approach

Integrated Team

- EHS
- Food Safety & Quality
- Legal (Internal & Outside Counsel)
- Technical
- Procurement
- Marketing & Comms

Areas to Address

- Policy
- Oversight
- Accountability
- Disclosure
- Action
- Investment in Safer Alternatives

