



Responsible Distribution Canada  
Distribution Responsable Canada

## RDC Strategic Plan 2015 - 2018

**Mission:** Responsible Distribution Canada (RDC) is the voice of Organizations involved in the chemical and ingredient supply chain, who champion health, safety & sustainability through Responsible Distribution®.

Strategic Priorities	<b>RD LEADERSHIP</b> <i>Promote</i>	<b>ADVOCACY</b> <i>Proactive "Go To" Voice</i>	<b>EDUCATION &amp; TRAINING</b> <i>Provide</i>	<b>MEMBER SERVICES</b> <i>Programs</i>
<b>Goals</b>	<b>RD Principles</b> <i>Stewardship &amp; Sustainability</i> <ul style="list-style-type: none"> <li>Advocate RD</li> <li>Continue to adapt RD to meet changing needs</li> </ul>	<b>Government</b> <ul style="list-style-type: none"> <li>Develop and disseminate industry positions</li> <li>Evaluate work accomplished</li> </ul>	<b>Conferences &amp; Workshops</b> <ul style="list-style-type: none"> <li>Information/Education</li> <li>Monitor, analyze and disseminate information that impacts members</li> <li>Communication</li> <li>Network &amp; Collaboration</li> <li>Industry conferences, events and meetings</li> </ul>	<b>Growth</b> <ul style="list-style-type: none"> <li>Membership recruitment and retention</li> <li>Communicate with non-members</li> <li>Communicate with related associations and organizations</li> </ul>
	<b>RD Code of Practice</b> <ul style="list-style-type: none"> <li>Promote Responsible Distribution</li> <li>Brand RD guidelines</li> </ul>	<b>Industry &amp; Stakeholders</b> <ul style="list-style-type: none"> <li>Monitor and measure regulations, policies and initiatives, which impact the industry</li> </ul>	<b>You Be The Chemist® &amp; Succession Planning Initiatives</b> <ul style="list-style-type: none"> <li>Inform &amp; Educate to ensure longevity of the industry</li> <li>YBTC Challenges</li> <li>CSCM to secure the future of the industry</li> </ul>	<b>E / paper publications</b> <ul style="list-style-type: none"> <li>Report industry news</li> <li>Communicate with related associations and organizations</li> </ul>
	<b>Regulatory Reform</b> <ul style="list-style-type: none"> <li>Advocate on behalf of Industry</li> </ul>	<b>Public</b> <ul style="list-style-type: none"> <li>Educate the Public</li> </ul>	<b>Information</b> <ul style="list-style-type: none"> <li>RD associated program training and education</li> <li>~ Facilitate third-party audit services</li> </ul>	<b>Networking</b> <i>Regional &amp; National</i> <ul style="list-style-type: none"> <li>Network and Collaboration</li> </ul>
	<b>RD Certification</b> <ul style="list-style-type: none"> <li>Require member adherence to Responsible Distribution</li> <li>Monitor adherence to RD</li> </ul>	<b>Strategic Partners</b> <ul style="list-style-type: none"> <li>Communicate with non-members</li> <li>Communicate with related associations and organizations</li> </ul>	<b>Health &amp; Safety Resources</b> <ul style="list-style-type: none"> <li>Information/Education</li> <li>Monitor, analyze and disseminate information that impacts members</li> </ul>	<b>Regulatory Monitoring &amp; Early Warning</b> <ul style="list-style-type: none"> <li>Monitor and measure regulations, policies and initiatives, which impact the industry</li> </ul>

