

# Using Web Sites to Promote Global Product Stewardship

William H. Hendrix, III, Michael C. Shaw, and  
John J. Fitt, Jr.

Dow AgroSciences  
Indianapolis, IN, USA

## Pros for Product Stewardship Web sites

- Internet is THE major communication tool
- Regulatory Authorities have sophisticated web sites
- *NGOs co-ordinate and network extensively through internet sites (e.g. PAN)*
- *Provides the food chain/value chain with important information e.g. Residues/MRLs*
- Automatic email to registered users can be provided
- Reinforce to all stakeholders the commitment to the product
- Becomes the single authoritative source of science data

## Cons to a Product Stewardship Web site

- Provides opposition groups with an understanding of strategy
- Potentially open to abuse
- *Could be construed as over-manipulation of the science*

# Check list for development

## Getting Started: Site Team Organization

- Has a project leader been identified?
- *Does your team have the appropriate cross-functional membership?*
- Has a timeline been developed for the site?

## Site Design & Content

- Define the message. Develop content. Create a style.
- Who is your target audience for the site? Primary? Secondary?
- What is the primary objective of the site?
- *How do you want to present the products geographically?*

# Check list for development

## Site Content and Organization

- Which languages need to be featured?
- *Have you registered the domain names (xxxx.com etc...) of your products? Does it make sense to register these in national domains?*
- *What level of product/technical information do you want to make available to customers/prospects?*
- Do you have any offers you want to provide online?
- Who will handle the e-mail inquiries received through the site? Who will it go to?
- What about Alliances or Joint Ventures? How should they be integrated into your site?

# Check list for development

## Site Quality Control, Maintenance and Measurement

- *Who should do the final checks on the site before posting to the web?*
- What are the goals for your site? How will you measure those?
- Where will *the budget* reside for future site-related costs and maintenance?

## Leveraging Your Site

- What are your plans for promoting the site to your target audiences?
- *How are you going to advertise your site?*
- Are there logical trade association sites that your business should support from an advertising standpoint

## What's Next ...

- Once your site is launched, it's time for *Phase 2* to help ensure that your business remains at the cutting edge

## Chlorpyrifos.com: Objectives

- To provide contextual interpretation of basic environmental, human health, and safety data about chlorpyrifos
- To prevent product de-selection due to a negative competitive image by providing accurate information about the regulatory status of chlorpyrifos
- To empower issues management at the local level

# Chlorpyrifos.com: Target Audiences

- Who is primary?
  - Decision makers on public policy that influence our ability to sell in the marketplace,
  - government and regulatory authorities,
  - academic institutions, and
  - food chain
  - allied industry trade associations
- Who is secondary?
  - Commercial
  - NGOs/Activists



## Chlorpyrifos.com: Site Content and Organization

- Languages - translations on key content and documents as needed--key languages will be: English, Spanish, Chinese, Japanese
- Documents/Technical information available:
  - technical data sheets and bulletins
  - white papers
  - executive summaries
  - news releases
  - FAQs (for each area)

# Organization of pages

- Top story—changed quarterly
- Regional Division (LA, NA, Asia/Pacific/EU)
  - About Chlorpyrifos
  - The Science Behind Chlorpyrifos
  - Regulatory and Public Affairs
  - Major Uses and Biology
  - Resources

## Chlorpyrifos - Asia Pacific

[English](#) [日本語](#)

- ⌵ [About Chlorpyrifos](#)
- ⌵ [The Science Behind Chlorpyrifos](#)
- ⌵ [Regulatory and Public Affairs](#)
- ⌵ [Major Uses and Biology](#)
- ⌵ [Resource Center](#)

[FAQs](#)  
[Glossary](#)  
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- ⌵ [Chlorpyrifos Home](#)



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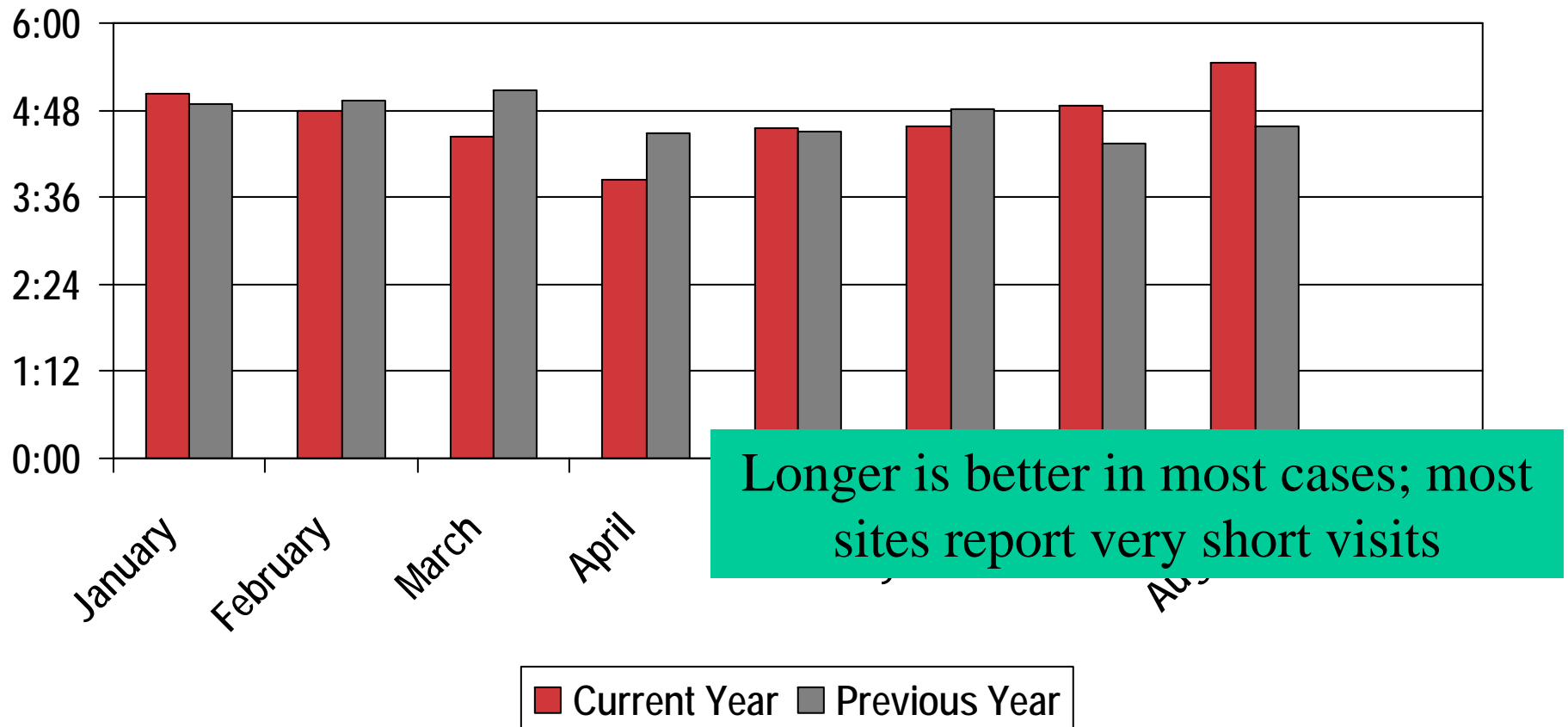
The conclusions that are contained within this chlorpyrifos.com web site relating to toxicological and/or environmental properties and effects are based on research and studies conducted by Dow AgroSciences or third parties. All such conclusions and findings are considered to be the opinions of Dow AgroSciences. Data substantiating these conclusions are available upon request.

# Metrics

# Visit Summary for Year

- Visits 72,082
- Average per Day 33
- Average Visit Length 00:04:36
- International Visits 37.92%
- Visits from United States 62.08%

# Average Visit Length



# Top Countries by Visit

January	February	March	April	May	June	July	August
United States	United States	United States	United States	United States	United States	United States	United States
Canada	Canada	Canada	Canada	Canada	Canada	Canada	Australia
Australia	United	Australia	Australia	Australia	Australia	United Kingdom	France
					United Kingdom	Australia	Canada
					Germany	India	United Kingdom

You can cross-reference country to tally with regional press releases, new regulatory action, etc. and see any impact

# Major OUS search engines

- Google Canada
- Google UK
- Google Germany
- Google France
- Google Italy
- Google Austria
- Google Japan
- yahoo Australia & NZ
- looksmart Australia
- yahoo Singapore
- yahoo UK & Ireland
- yahoo Japan
- yahoo Argentina
- yahoo India
- yahoo Taiwan
- yahoo Mexico

Difficult to get complete handle on OUS engines given the way sites are routed



# Major Issues/Learnings

- Driving people to levels within your site; it is difficult to get them pass the landing page. Perhaps the design of the sight is too complex, not seen as logical, or has too many layers.
- Another issue is that information in multiple languages reduces the agility or nimbleness to use such a site to get communications out quickly. Translations are agonizingly slow and then you have the issue of needing competent local review and monitoring.

# Key Learning's

- You want to be listed as high as possible for major search engines—you compete with sites like wikipedia
- Sponsor ads will help drive traffic to your site; NGO/competitors can take traffic with sponsored ads
- Major news stories will attract attention to your site