RE-SOURCING Communication plan

RE-SOURCING deliverable 6.2

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Purpose

This document presents the RE-SOURCING Communication Plan. It serves as the guideline for communication and dissemination activities within the project, by defining key messages, target audiences and methods of communication. It also details planned communication activities for the project and describes the type of communication activities which will be performed.RE-SOURCING sets up an international platform on responsible sourcing (RS) that facilitates the development of a globally accepted definition of RS, develops ideas for incentives facilitating RS initiatives, enables and promotes the exchange of information between stakeholders for information ex-change and promotion, fosters the emergence of RS in international political fora, and supports the European Innovation Partnership on Raw Materials. Communication is key in all steps of the project in order to achieve connections between (potential) stakeholders, enabling them to learn from each other and to take proper action. Communication will be carried out in the physical (workshops, conferences) and the online events (webinars and digital conferences). All work package leaders, all consortium and Board members will therefore be actively involved in the communication plan and will be instrumental for the success of the project.

Executive Summary

This document presents a plan for the communication activities of the project and describes why it is important to communicate, what to communicate, with whom to communicate and how to communicate. Finally, internal organizational procedures are presented in order to keep track of who is doing what, and to be able to monitor and evaluate and provide and incorporate feedback.

1   Introduction

The RE-SOURCING project will set up an international platform on responsible sourcing (RS) that:

1. facilitates the development of a globally accepted definition of RS.
2. develops ideas for incentives to facilitate responsible business conduct in the EU, supporting RS initiatives.
3. enables exchange of stakeholders for information exchange and promotion.
4. fosters the emergence of RS in international political fora.
5. supports the European Innovation Partnership on Raw Materials.

The platform will connect experts and stakeholders by means of physical and digital elements, designed to connect different stakeholder groups with different characteristics in terms of awareness, engagement and location. Thus, practitioners will gain practical learning experiences in tailor-made workshops and site visits and can engage with stakeholders at international conferences. Through digital tools such as digital conference spaces and webinars international players can be connected and engaged in networking, promotion and information exchange activities.

As such deliverable D6.1 (Stakeholder Engagement plan) can be seen as an integral and key part of communication.

Mature well-established RS initiatives for raw materials that are highly relevant for Europe's future energy, mobility and infrastructure development will be given extra attention and showcased as flagship cases.

Through the platform stakeholders will learn from practical experience of others, enabling them to identify success factors and challenges. In a mutual learning process this can help to design and recommend the key enabling factors that can foster and mainstream RS initiatives.

2   Communication Objectives

The overall objective for communication is to raise awareness and interest in the project in order to get the best available expertise and involvement in the platform, and an optimal and effective outreach to international fora and external partners.

For raising awareness and interest in the project it is first of all necessary to raise awareness in the RS concept itself: what is it, why is it important, what benefits does it have in general and for specific stakeholders, what has already been done, and what more is needed, in particular what policies and research activities need to be developed and implemented?

A certain concept fatigue can be witnessed, in particular with business partners, reflecting the fact that many related concepts are seen to have been developed and presented over the last decades, which in fact boil down to similar strategies and concept. These range for example from Cleaner Production (introduced more than 30 years ago) to concepts such as Sustainable Production, Ecodesign, Green Growth, Inclusive Growth, Product Service Systems, and a multitude of tools such as Life Cycle Assessment, Life Cycle Analysis, Social LCA, Responsible Production (contributing to Sustainable Development Goals) etc. Responsible Sourcing should not be seen as a totally new concept, but also

not as a duplication and renaming of existing tools or strategies. Work of WP1 on state of play of RS and WP3 on the global RS definition will thus be vital for communication purposes as well.

Building on awareness and sense of urgency raised for the concept of RS itself, the communication challenge is to inform and engage stakeholders in a new platform to be built, amidst the various other fora that already exist. If potential platform candidates are convinced about the value and need for RS and better connections with experts and other stakeholders in this field RS connections, then this does not automatically translate in a willingness to join or invest in a dedicated platform. They might argue that their objectives on engaging with the RS concept and players can also be achieved through other existing platforms.

The added value and unique selling point of the new platform will thus need to be carefully reviewed and appraised, on the basis of not only the contents and the quality of the work to be achieved, but also on factors such as the reputation and networks of the partners of the consortium and wider network.

Key project documents that will be reviewed and from which key messages will be derived include:
- D1.2: The RE-SOURCING Common Approach
- D3.2: (early drafts of) Moving towards a global RS definition
- D1.1: State-of-play in the international responsible sourcing agenda and EU downstream sec-tor challenges

These project documents will help to identify what RS is, how RS will be promoted, and how to engage with what networks in Europe and beyond. Together with the respective WP leaders' specific communication objectives and key messages will be distilled from these documents.

Specific communication objectives and key messages from the respective WP's will be developed as follows:

- WP1 (Conceptual Basis & Content Synthesis) will oversee the process of turning relevant deliverable reports (from WP3, WP4 and WP5) into tailor made formats for use by stake-holders: i.e. 12 Policy Briefs and online content for the RE-SOURCING website. These briefs will be edited and published as easy to understand flyers.
- WP2: (RE-SOURCING Platform) will generate tailor-made materials, organised by sector, issue and areas of business interest. Guidance documents, Flagship (FS) cases, roadmaps and positions on a globally accepted definition for RS will be provided as downloads, as web-links, data base format or in a manner prescribed by the findings of task 1.2. A WIKI format will be developed that will also direct the users to important platforms and networks such as JRC, OECD, EPRM and important tools (e.g. upcoming EC SME support tool).
- WP3: (Global Agenda Setting) will engage international stakeholders through various communication channels and using various communication materials, including communication about the globally accepted RS definition stream. For all project conferences (opening, virtual conferences, global advocacy forums, closing conference) specific communication objectives and materials will be created.
- WP4: (EU State of Play and Roadmaps workshops) will be supported by communication materials on the 3 sector roadmaps.
- WP5: Flagship Labs and Peer learning will be supported with communication materials about the sector guidelines and good practice guidance.

Throughout the project, and as shown above around the time of important milestones and deliverables, key project results will be communicated to stakeholders and the public at large (see chapter 3 and 4).

3   Key audiences

The communication plan follows the main phases of the project and wraps the communication activities around the respective overall and specific key messages (see also D6.1, which describes the Stakeholder Engagement plan and can be seen as an integral and key part of this communication plan.

Overall audiences for the project are EU policymakers, EU industry, and other EU stakeholders, including research and development, NGO's and public, as well as international (global) policymakers, industry and other stakeholders. For specific communication these global audience will be differentiated according to geography and industry sector, such as those of the project target sectors (renewable energy, mobility, and electronic and electric equipment).

The main communication phases of the project are:

1. Information – the first phase is focused on raising awareness of the concept and project, reaching out to stakeholders and establishing a solid base of communication materials.

2. Involvement – the second phase activities include working with stakeholders to obtain input to the project, involve them in the activities and get feedback on work and results (e.g. flagship case elaboration and roadmap building process.

3. Engagement – during the third phase, the focus of working with stakeholders is having them to understand, collectively work and endorse i.e. the roadmap and its recommendations and solicit their help in disseminating the results (WP4); engage in peer learning on Flagship case good practice (WP5) as well as build a draft definition and concept for RS (WP3).

The RS agenda is currently addressed by many global initiatives and institutions. To name a few: the OECD's Due Diligence Guidance for Responsible Supply Chains of Minerals, the UN's Global Compact on Sustainable Supply Chains, the EU's Conflict Mineral Regulations and the European Partnership for Responsible Minerals (EPRM), the Minerals Development Network Platform (MDNP), the CCCMC's Responsible Cobalt Initiative, the London Metals Exchange's Responsible Sourcing initiative, ICMM's Responsible Sourcing Principles, Tiffany's Responsible Mining Initiative, the Global Battery Alliance, the Responsible Business Alliance, as well as CSO initiatives, such as the Responsible Mineral Initiative. Each of these global initiatives have their own and often overlapping audiences, which need to be carefully addressed in designing the communication activities of the project.

Other initiatives include broader sustainability agendas, where RS already or potentially can play a role. Examples are the Sustainable Development Goals (SDGs), the IGF's Mineral Policy Framework and programs of UNECE, UN Environment and UNCTAD. For the EU RS can be an important strategy towards meeting its Circular Economy Strategy and working towards the broader goal of decoupling resource consumption from economic growth. RS must also be an integrated part of the broader EU Raw Materials Initiative (RMI) and securing access to raw materials from resource-rich countries.

The main exploitable results of the project and their target audience are summarized in Table 3-1.

Table 3-1: Key exploitable results of the project and their target audience

Exploitable Results	Target Audience
State of play of international RS agenda	Global stakeholders, international initiatives, Targeted sectoral stakeholders (upstream and down-stream)
Sectoral roadmaps for future of RS in target sectors (Renewable Energy, Mobility, and Electronic and Electric Sectors)	EU Industry stakeholders, EU policy makers, Targeted sectoral stakeholders and beyond
Good practice guidance reports on Responsible Sourcing for Businesses	Identified stakeholders in Europe and glob-ally, Target sectoral stakeholders and beyond, Interested stakeholder, general public
Synthesis report for business and public policy	Policy makers, Industry, Interested stakeholders and general public
Final project report: Moving towards a globally accepted definition	EU policymakers, international initiatives, Global and EU industry, general public.

4   Communication channels

Communication channels to be used will support both the physical and digital elements of the plat-form (Table 4-1).

Conferences, workshops and all kinds of physical project presentations will be supported by the usual materials (flyers, posters, templates), as well as promoted on the internet and social media. The key project events (WP2: Conferences, WP3: Global Advocacy Fora, WP4: Roadmap Workshops, WP5: Flagship Labs) will be milestones for these communication purposes. Half-yearly newsletters will be produced with inputs from all WP leaders, holding news, updates and announcements of the project in its respective phase.

The project will release two animated videos, one in the first year of the project to introduce the project and its objectives and to support all WPs in approaching stakeholders and presenting in their events. A second animated video is foreseen towards the end of the project, summarizing the key results and supporting the promotion of the roadmaps and Flagship cases for the sectors.

Under WP2 video materials will be developed as well:

1. Audio-visual (AV) storytelling: 3 AV storytelling videos (each about 10-15 min) will be produced and uploaded to the RE-SOURCING website, highlighting the specific RS challenges and potential solutions from each of the FS-sectors.

2. Expert interview videos: 9 video interviews (each 10 min long), three per sector, with high-level expert stakeholders will be recorded, edited and uploaded to the website, with the aim to increase outreach, accessibility and a broader understanding of RS for a wider audience.

3. Webcasts: 15 Webcasts based on webinars and physical platform activities will be up-loaded to the RE-SOURCING Platform. The webcasts will allow users to digitally access information from physical platform activities and grasp the content and features of the RE-SOURCING website and platform at their own convenience.

The RE-SOURCING project website will provide access to the project background, partners, deliverables, news updates etc.

On social media a standing presence will be grown on Twitter and LinkedIn. Experience has it that projects automatically open stand-alone project social media accounts, which do not always attract more than a few hundred followers, and which do not remain active until long after the closure of the project. For branding and reputation purposes communicating through the existing accounts of the (core) partners is more effective, using project specific hashtags (#RE-SOURCING). All WP leaders will be regularly asked to integrate RE-SOURCING messages in their respective social media accounts, be it on Twitter and LinkedIn (the key social media for RE-SOURCING communication) or any other media they wish to use (Facebook, YouTube, Instagram, etc.). The RE-SOURCING Twitter and LinkedIn page will function as "home basis" and virtual archive for tweets, posts and pictures, that partners can tap into.

An attractive and easy-to-grasp graphical identity (logo, templates) has been developed. The de-signer has achieved to design a project logo that is easy to recognize and easy to replicate, illustrating resource use in the project key sectors with a slight hint towards a global network, in business-like colours (metal and blue).

Towards the end of the project a news campaign will be conducted that will consolidate the main outputs and general message of the project to a global audience of change-makers, aiming at least 250 media outlets (newspapers, online blogs, etc.).

It goes without saying that personal communication (face to face, phone, email) is key for any platform and thus will be promoted as well.

Table 4-1. Main channels, purpose and target audience of communication

Communication Channel	Purpose	Target Audience
Project website	RE-SOURCING website will act as a central point for all information related to the topic of the project and will make up the project's online knowledge repository. The website will include information about the objective, partners, news, deliverables and results of the project.	All stakeholder groups
Social media	Social media outlets such as LinkedIn, YouTube, and Twitter will be used to ensure	All stakeholder groups

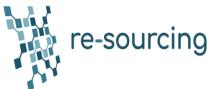|		
	wider outreach and dissemination of project activities and results.	
Physical events	Several physical events (3 Flagship Labs, 2 physical conferences, 3 Roadmap workshops and 3 Global Advocacy Fora) are planned for knowledge sharing, consultation and engagement with the relevant stakeholders.	Targeted stakeholder groups in line with the topic and objective of the event
Digital events	The RE-SOURCING digital platform will be a tool for fostering stakeholder exchange and information sharing through organizing virtual conferences, webinars and online training sessions.	Targeted stakeholder groups in line with the topic and objective of the event
Videos and webcasts	By developing audio-visual storytelling videos, expert interview videos and webcasts, the project aims to increase outreach, share knowledge and allow accessibility for a wider audience.	Targeted stakeholder groups in line with the topic and objective of the video or webcast
Promotional materials	A common graphical identity, including project logo, report and PPT templates will ensure promotion of the project's brand and visibility. Other communication materials such as flyers and posters will be used to present the project and its results at various events and meetings.	All stakeholder groups
Newsletters	Half-yearly newsletters will be drafted to up-date stakeholders about the progress of the project.	All stakeholder groups
News campaign	Towards the end of the project a news campaign will be conducted to promote the main outcomes and general messages of the project.	Key media outlets (newspapers, online blogs, etc.)

5 Organisation and coordination

As explained and referred to above all project partners will take part in the communication and dissemination activities, not only by developing contents, providing materials, commenting on drafts and disseminating final documents, articles and pictures, but also by reporting activities and lessons learnt and making "noise" about the project to their peers and wider networks.

All project partners will work closely together, coordinated by the WRFA. Activities will be announced and discussed during the regular calls and meetings, as well as bilateral communications. Documents and all other files will be shared through Dropbox.

In order to evaluate success and keep track of progress project partners will be asked to voluntarily report about specific website traffic and social media outreach related to RE-SOURCING articles and messages, as well as other kind of stakeholder contacts. Data to collect and review may include views of videos, webcasts, downloads of reports, subscribers to the platform, number of followers, re-tweets, likes and shares.

re-sourcing