

## Communication group meeting

**24 January 2019, 09.00 – 13.00 CET**

**Metals Conference Center – rue du Duc 100, 1150 Brussels**

### Notes

#### 1. Welcome and introduction (tour de table, approval of the agenda)

**Participants:** Caroline Braibant (i2a), Raymond Devaux (AMG), Nathalie Francis (i2a), Lars Hintz (Antraco), Rien Repriels (Campine), Luke Stephenson (Stephenson Design), Hans Vercammen (Campine).

The Agenda was approved.

#### 2. Mandate of Communication Group – for information

The mandate was reviewed.

#### 3. Draft Communication Plan for discussion

The communication objectives in section 1 were agreed.

Key target audience of i2a are:

- Regulators & Authorities
- Value Chain: it includes potential Members and Associations of producers and DUs of Sb

NGOs and public are not target audiences. i2a will react to front page bad news, respond to myths, rumors and misunderstandings around Sb, in the form of wrong statements / opinions / proposals and decision, on a case-by-case basis. This will be specified in the Communication Plan.

The following updates need to be made to the Communication Plan:

1. The communication objectives need to be assigned to the target audiences
2. For 2019-2020, the following deliverables need to be added/specified:
  - The calendar of deliverables should include Board meetings and calls of the various groups
  - Development of promotional material which spreads good news on history and key uses of Sb, consider using the form of Did you know? Materials. This requires collecting anecdotes about Sb: history, use in cosmetics, use in cables, use in cars (decreased weight + increased safety), use in medicine, heritage, etc. Fight against 'forgetness' of Sb, develop "The positives of Sb", 'life without' type of story
  - Asking registrants of next Sb Day where they normally obtain Sb EHS information from
  - Ensuring that i2a positive contents are found first when googling Sb
  - Replicating articles of trimestral newsletters (and i2a-related tweets) into weekly tweets or LinkedIn posts. Public releases should act as teasers, while only members should have access to full content/Read more content



- Spreading promotional material through already visible communication channels (e.g. big brands of Sb using companies, or those of major industry associations). For this: i2a Sec will inform about existing network, i2a Members acting as champions for their countries will identify missing associations related to the production or use of Sb, i2a Sec will include these in its general mailing list, and then i2a will develop tailored material for each sector/channel. Tailored communication could have catchy intro + a 'more information' section providing more details accessible upon interest from the reader.
- Updating the i2a website so it contains as much high level information as possible while retaining details for Members only
- Updating the i2a website so it more prominently highlights that i2a is an EHS information provider for all risk assessments worldwide (EU, K, Turkey, future UK, TSCA) – EHS Data on Sb: if we don't have it, you don't need it!

It was clarified that the advocacy materials and actions would be launched on the basis of communication contents developed, when the more political regulatory process starts (not before 2020).

The regulatory horizon of Sb should be produced and shared by i2a. It should start from the regulatory horizon draft produced in Dec 2018, updated with the specific comments received so far, and completed with an interactive tool for users to identify their own regulatory horizon according to specific scenarios.

#### **4. Sb Day mode of action for discussion**

Modus operandi including main objective of Sb Day as agreed in April 2017 remains valid. Expectations from existing paying participants from an Sb Day are: regulatory overview about Sb. Members also like to see the 'negative' tone of regulations balanced with at least one positive news/use to be spread by porte-paroles.

Recommendation from the Comm Group: organize a one-day event in early October to meet the expectations above. Note: three last weeks of October coincide with bank holidays in Germany.

Need to start looking for speakers now.

Ideally present regulatory content from a customer's question: what does a change in an OEL mean for my workplace? Is Sb an SVHC? Will Sb be listed in RoC? Can Sb still be used in PET? Present visual of regulatory horizon as reference/redline.

Proposed participation fee: 299 €, second participant from same company pays 199 €.

Consider inviting celebrity/making event unique (cf. budget).

Hotel: not necessarily in Brussels, can be elsewhere in Belgium (e.g. Antwerp), if in Brussels probably at Hotel Le Chatelain (test also hotel Tangla).

Secretariat to produce budget estimate and propose to Board on 19 February, so content and expense cap can be decided there.

#### **5. Content members only website**



i2a's website interface is obsolete; it requires an enormous amount of time to perform changes, upload documents, and is limited in display.

It is not foreseen in the 2019 budget to change the website and related contents. A new system would require around 10,000 €.

It was agreed to request formal proposals from Luke to set-up: 1) new website + members only, and 2) basic members only library (e.g. google drive) only, and submit to Board for discussion on 19 February.

No comments were collected on proposed library for members only section.

## **6. AOB, next meetings and closing remarks**

No other business was raised

Next calls/meetings will be defined after 19 Feb Board meeting