

## 6.5 Brand and Communications Committee (BCCo) Minutes – 29 March 2023

# Brand and Communications Committee (BCCo)

## Meeting Minutes

29 March 2023

## Brand and Communications Committee Minutes of the World Coal Association

### Brand and Communications Committee Members

Kate Campbell (Chair)	Bravus
Antonios Papaspiropoulos (Lead Secretariat)	WCA
Linda Khuluse	Seriti
Siphiwe Tame	Menar
Neslihan Er Ogur	Menar
Daleen Lopez-Ruiz	WCA
Chris Demetriou	WCA
Paul Baruya	WCA
Tina Potgieter	WCA

### Brand and Communications Committee Apologies

Nick McDermott	Yancoal
Matthew Flugge	Incitec Pivot Limited
Tarryn Genis	Thungela Resources

## 1. Chair Opening Remarks

### Apologies and Introductions

The Chair welcomed everyone to the meeting and the Agenda was formally adopted.

The Chair noted that apologies were received for Nick McDermott (Yancoal), Matthew Flugge (Incitec Pivot Limited), and Tarryn Genis (Thungela Resources).

## 2. Minutes of 20 October 2022

### 2.1 Approval of Minutes

The Chair presented the Minutes of the previous BCCo Meeting.

There being no comments from the Members the Chair proposed that the Minutes be adopted as being formally approved which was supported by Members.

### 2.2 Matters arising from previous Minutes:

Two matters arising from the previous meeting were raised for feedback:

- Future Coal Strategy/Reputation Management Project:
  - BCCo committee members expressed strong support for the Abated Coal Stewardship Strategy and the term: Future Coal.
  - All representatives acknowledged and agreed that the time was right for a step-change in the coal narrative and image.
  - Nick McDermott (Yancoal) and Ksenya Belousova (Whitehaven) noted that the word "Stewardship" and the phrase "abated coal stewardship" could be open to misinterpretation and infer that coal producers were responsible for "full abatement".
  - Kate Adani (Adani) supported the phrase "Future Coal" and said she would like to see the expression reflected in an ongoing narrative which sheds light on the communities which coal supports.
  - All representatives were supportive of the expression "Future Coal" and similarly supportive of McCann completing the brand refresh.
- Draft Membership Enrolment Video Review:
  - Members pointed out that the video incorporates a significant amount of "old coal" imagery ("coal pits and dirty trucks") and that consideration should be given to utilizing wider and more positively positioned imagery (people, communities, cityscapes).
  - Members recommended to move away from the word "pollutants" (replaced with "emissions") and to use language which is less apologetic.
  - Following the meeting, Antonios Papaspiropoulos (WCA) circulated a note to members explaining that the video was not intended as a public promotion for coal, as some may have thought. It has only been produced for the purposes of new member enrolment.

### 3. Member Updates

Members of the Committee provided company, industry, and country updates.

The Committee Members stated:

- Australia's latest policy announcement, the Safeguard Mechanism, a carbon offsetting legislation is expected to have a direct impact on Adani and other Australian businesses. There has also been an increase in royalty rates in Queensland and a price cap on coal power station in New South Wales which is resulting in a very challenging regulatory environment.
- In South Africa, Seriti reported the ongoing issues of loadshedding in South Africa and Eskom's rotational blackouts to manage the grid. This has provided Seriti with an opportunity to showcase their ESG by acquiring a 100% stake in Windlab South Africa. At Mining Indaba, they also announced they will build a 155-megawatt (MW) wind farm over the next two years that will be able to supply 75% of the power required by its coal mines in Mpumalanga.
- Menar believes that the current energy problem in SA is a result of a baseload problem that can be solved with coal investment. In addition, Menar announced that they are constructing a new coal mine in Hendrina, Mpumalanga, South Africa, with production expected to start in the second half of 2023. The plant is expected to produce 1.2 million tpy of 5500 kc NAR coal. Menar has also invested R7bn investment in thermal coal, anthracite coal and manganese from now to 2025 that will create over 2,500 jobs. Additionally, Menar subsidiary Sitatunga Resources successfully commissioned the East Manganese mine, in Hotazel, Northern Cape, in July 2021. East Manganese produces approximately 30,000 tonnes per month of ROM manganese ore and Menar is focusing on developing a new mega manganese mine soon. Menar concluded that they will continue to invest in coal and have multiple projects, including coal projects, in the project pipeline.

### 4. Member Updates

#### 4.2 Reputation Management

Lead Secretariat Antonios Papaspiropoulos (WCA) provided the Committee with an update on the rebrand process.

Due to McCann's departure, the WCA has met with six agencies and have now shortlisted it to two candidates.

The first candidate is Eleven Miles. They are a strategy, brand & content agency based in the UK who are currently overseeing our website development. The second agency is Chlorophyll. They are based in India and have worked with major companies, including Tata Group and their subsidiaries.

Once recommendations have been finessed, the Lead Secretariat will advise BCCo of the proposed way forward once WCA Chair has reviewed and advised next steps.

The Chair advised the Lead Secretariat to hold an Extraordinary Meeting to present the concepts ahead of the WCA78 Board Meeting in May 2023.

The Lead Secretariat noted this advice and will action accordingly.

## 5. WCA Media Report

The Lead Secretariat produced a media analysis assessing the coverage trend for keywords, covering the period from January 2022 to February 2023. This includes Just Transition, Cost of Transition, UN Sustainable Development Goals and Carbon Footprint.

The report found that the total mention of coal and these keywords was 17,153 and the total potential impressions 42.2 billion.

The WCA's potential impressions were 24.3 million. The overall media sentiment was 19% positive, 79% neutral (for 98%) and 2% negative.

## 6. Members Lounge

Digital Lead, Chris Demetriou (WCA), showcased the Members Lounge, explaining its functionality, topics, and purpose. He requested review of the current topics and for committee members to revert with any changes and / or recommendations.

## 7. Digital Update

Digital Lead, Chris Demetriou (WCA), provided Committee Members with an update on digital performance over the 3-month period (January – March 2023).

The results reflect substantial growth of the WCA LinkedIn account over this period, achieving:

- Over 10,000 followers.
- The most reacted post in its history with ~774 on Michelle's op-ed in the South African Sunday Times.
- The most impressions to date, with an 84% increase on the previous quarter with 364,525 organic impressions and 20,991 sponsored impressions.

An analysis of LinkedIn adverts performance found that the content resonated the most with United States in terms of reach and impressions.

An update was also provided on the WCA's website following an SEO project with our website Developer, Eleven Miles (EM).

The results over the last 28 days compared to the previous 28 days were:

- 57% increase in Total Impressions: 416k in the last 28 days compared to 265k in the previous 28 days.
- 47% increase in Total Clicks: 3.36k in the last 28 days compared to 2.29k the previous 28 days.

Chris Demetriou (WCA) informed Committee Members of the Secretariat's plans to update the WCA website content to provide more information and case studies about the available clean coal technologies, and coal's versatility, such as critical minerals, coal to hydrogen and agriculture. Once concluded, the website will undergo another SEO project to optimise performance.

Members were impressed with the performance and found a similar trend from the United States when conducting their own social media analysis.

Members were asked if they use WeChat as a social media tool to expand their brand awareness to Chinese stakeholders. Members reported that they do not use WeChat.

## 8. Any Other Business

Three Matters arose:

- The Chair asked for more information on the events and attendees at the "Future Coal" Leaders Forum that is taking place in Singapore in May 2023. The Lead Secretariat informed Committee Members that the sessions are taking place on 16 May and an itinerary can be accessed by Members via the Registration portal, that provides more information regarding sessions, speakers and venue.
- The Chair asked the Lead Secretariat to conduct a survey to BCCo Members to enhance engagement for the next BCCo Meeting.
- The Chair reiterated the advice to organise an Extraordinary Meeting on the rebrand concepts ahead of the WCA78 Board Meeting in May.

## 9. Close

The Lead Secretariat thanked Members for their time and closed the meeting.