



International Copper  
Association  
Copper Alliance

# Persuasive Writing and Communication

GABRIELLE PETERSON



# Considerations of a Trade Association

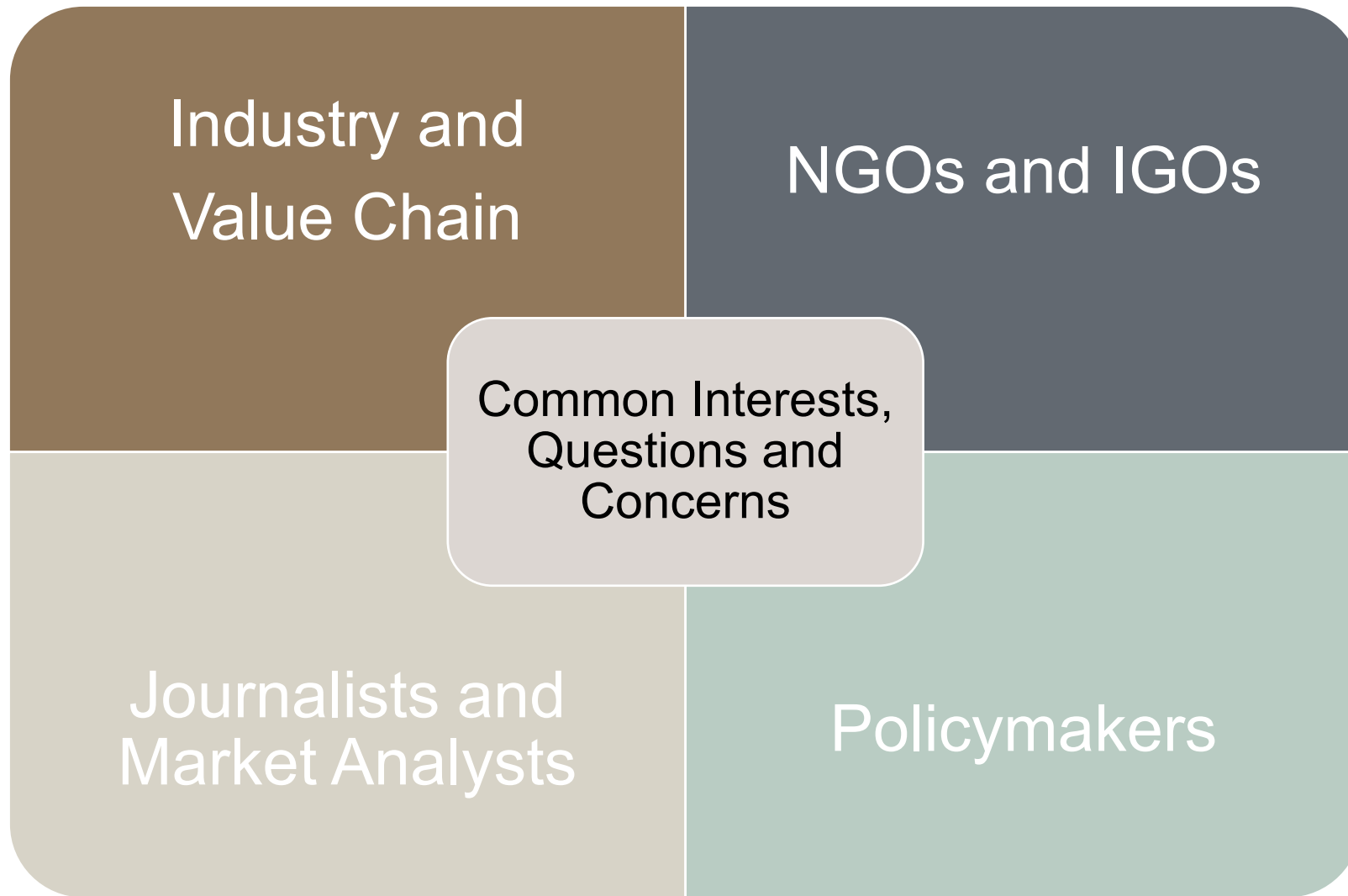
- Representing Competitors
- Global Operations
  - U.S., Europe, Asia, Latin America
- Technical Expertise
- Multiple Angles of Advocacy:
  - Material
  - Market Applications
  - Industry
- Sector-Specific Challenges



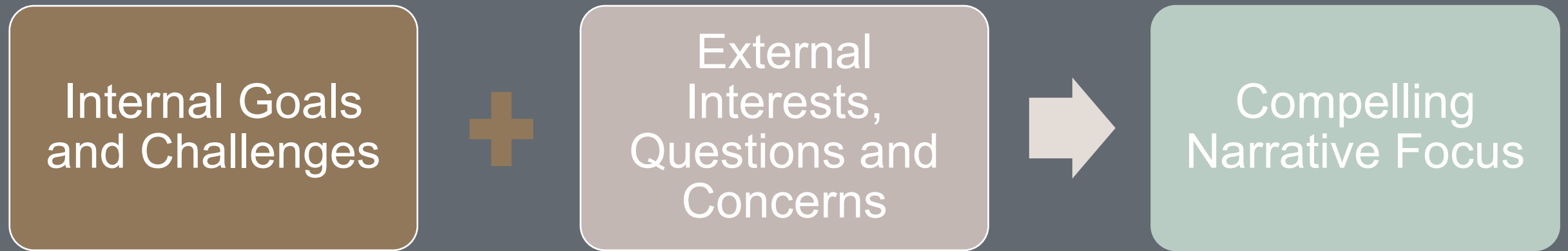
# Stakeholder Needs: Internal Stakeholders



# Stakeholder Needs: External Stakeholders



# The Campaign Narrative



# Narrative Framework

Objective

Key Messages

Proof Points

Regional/Policy  
Adaptations

Stakeholder  
Hooks

Technical  
Expertise

# Elements of a Compelling Narrative



# Objectives and Purpose: Why

- Why am I telling this story?
  - What would I like my audience groups to walk away knowing or saying?
  - Why should they care?
- What is the purpose of the narrative?
  - Awareness?
  - Education?
  - Advocacy?

## Copper:

ESSENTIAL FOR OUR FUTURE

Minerals and metals form the backbone of the modern world. No matter where you may call home, you can find copper and materials everywhere you look in your community. Healthcare workers, transportation providers, educators and delivery services rely on copper for critical equipment and for crucial functions, such as electronic devices, electricity delivery and storage, transportation, communication and safe drinking water.

From mines and smelters/refiners through to fabricators, the copper industry is committed to providing the raw material and the finished products to assist society through any challenge.

### Infrastructure

Infrastructure relies on copper because of its



Into the  
modern mine



Cu Copper Alliance®



# Audience: Who

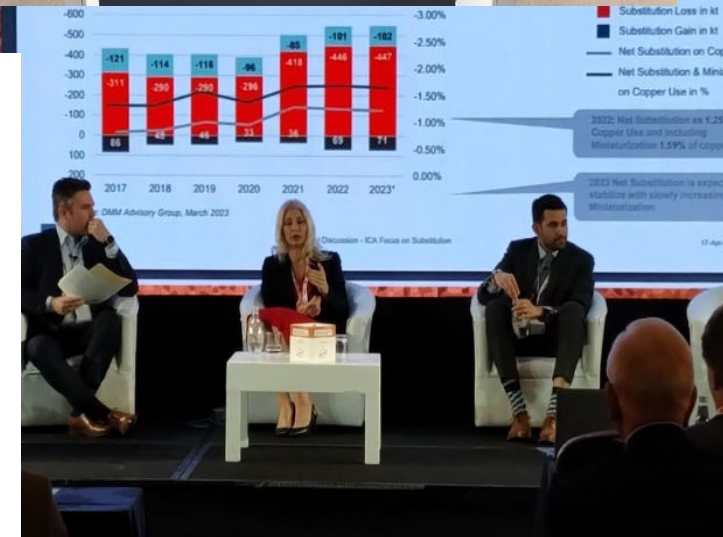
- Who needs to hear this narrative?
- What do they already know and what needs to be explained?
- Do they have pre-conceptions or concerns that need to be addressed?
- What are broader questions they might ask?
- What is their interest, stake or relationship to the narrative?
- What are their needs or concerns?



## The Power of Zero

Read *Copper—The Pathway to Net Zero*

[here](#)



# Timing and Positioning: When and What

- Why today?
  - How can the narrative be connected to current affairs, developments, trends or ongoing events?
- Why us?
  - Why are we uniquely positioned to comment?
  - How does our role help or hinder us?
  - What perspective, stories or materials do we have to contribute to the conversation?



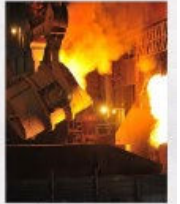
## The International Copper Association Calls for Partnership to Expedite Change

Copper contributes to climate solutions in innumerable ways, from its uses in renewable energy systems to electric vehicles (EVs) to energy-efficient infrastructure. However, to drive climate action fast, action must be scaled through partnership. The International Copper Association (ICA) collaborates with its members and global partners, like The Climate Group, to promote innovative solutions that mitigate climate change and drive forward the UN Sustainable Development Goals.



Industry

### Featured event



The role of Brazil in the decarbonization of the global steel industry

Thursday, September 22, 2022  
Virtual | 1 hour | English

The Iron and Steel sector is the largest industrial source of greenhouse gas (GHG) emissions globally and the second largest industrial energy consumer. Due to these facts, steel is the most used fuel worldwide, followed by electricity and natural gas (NG). Because of its intensive energy use and high carbon profile, governments and global corporations are focusing on the sector's rapid decarbonization. Several steel producers have adapted emission reduction targets encouraged by initiatives worldwide, some declared their goals in law, such as Germany, Japan, and South Korea, and some countries have an in-policy document, such as China, the United States, and Brazil.

In this context, Brazil is the ninth largest steel-producing country globally and the largest in Latin America. The country plans to achieve carbon neutrality by 2050.

#### Speakers

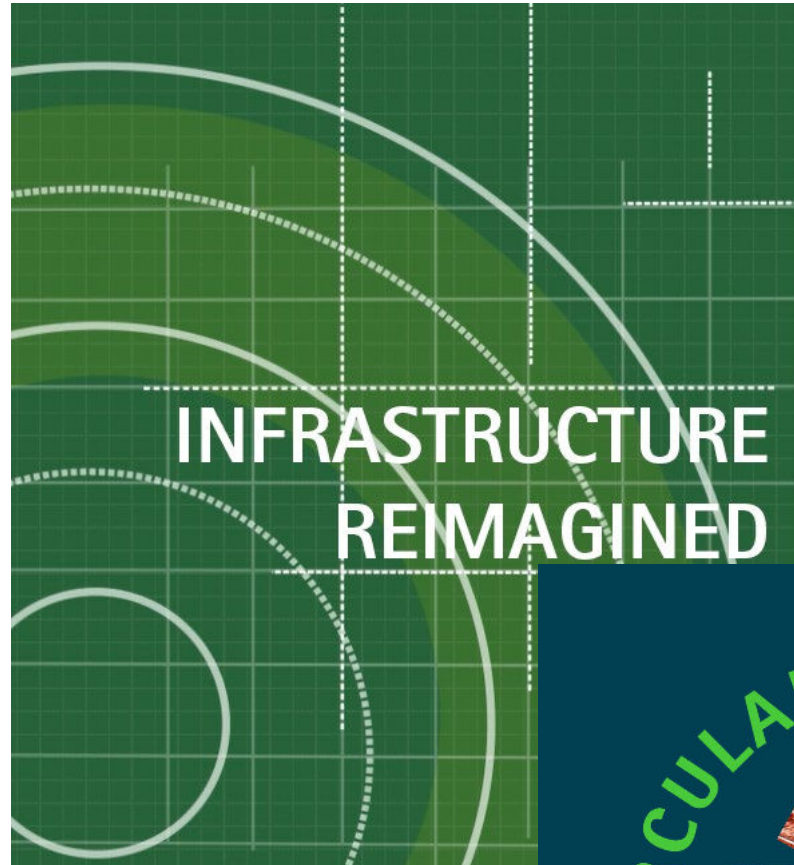
- Philipp Hauer, *Agora energie.wende (Germany)*
- Otto Hebede, *usag (Brazil)*

Climate Week NYC Magazine - Industry

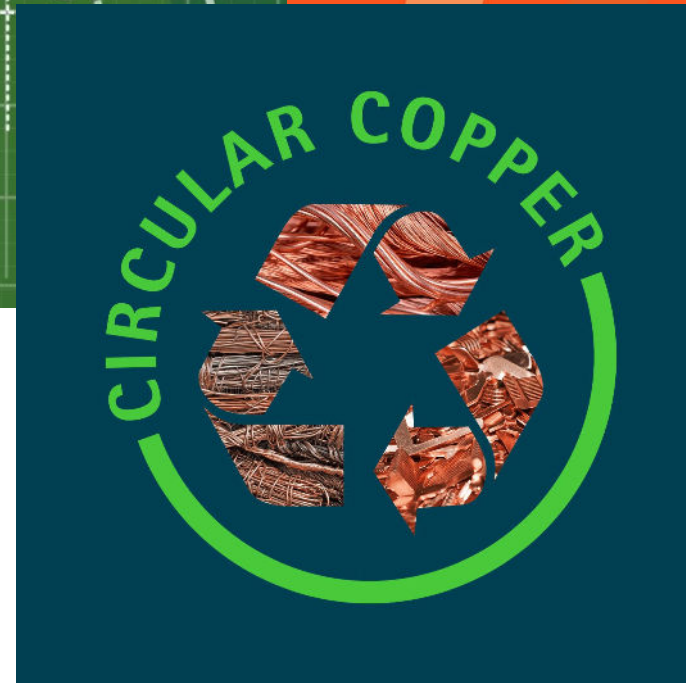


# Positioning Consistency: When and What

- What existing content, stories or messaging do I have to say on this topic?
  - Is it still in alignment with existing goals?
  - Can it address current challenges?
  - Is there a messaging gap? Does new messaging need to be developed?



Responsible  
Copper



# Message Streams: How

- Global and regional communication campaigns
- Targeted advocacy materials for policymakers:
  - Primers, White papers, position papers
- Thought leadership
  - Events, Interviews, Articles
- Case studies
- Digital advocacy
  - Social media, website, ads, outreach, infographics



Teck Recognizes the Sustainable Power of Copper



Connecting with Community: Conscientious Mining at Anglo American's Quellaveco



Aurubis Plans First Smelter for Multimetal Recycling in the U.S.



BHP Billiton Produces First Carbon Neutral Copper Cathode with Southwire



Circular Production Practices Advance Industrial Symbiosis in the Copper Industry

# Big Picture: Risks and Challenges

- Are there potential reputational risks or challenges we want to consider?
- Is there regional balance or opportunities for adaptation?
- Are there competitor messaging challenges and opportunities?
- Are there any stakeholder, cultural, regional or policy sensitivities?





# You are talking to human beings.

- Emotion is what makes people care and act
- Keep it simple
- Make it relatable
- Give concrete examples
- Acknowledge their concerns and perspectives
- Focus on the solution and the possibilities
- Educate then discuss
- Remind them there are people behind the organization





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# Thank You!

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