



International Copper
Association
Copper Alliance

Managing a Global Reputation

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About the International Copper Association (ICA)

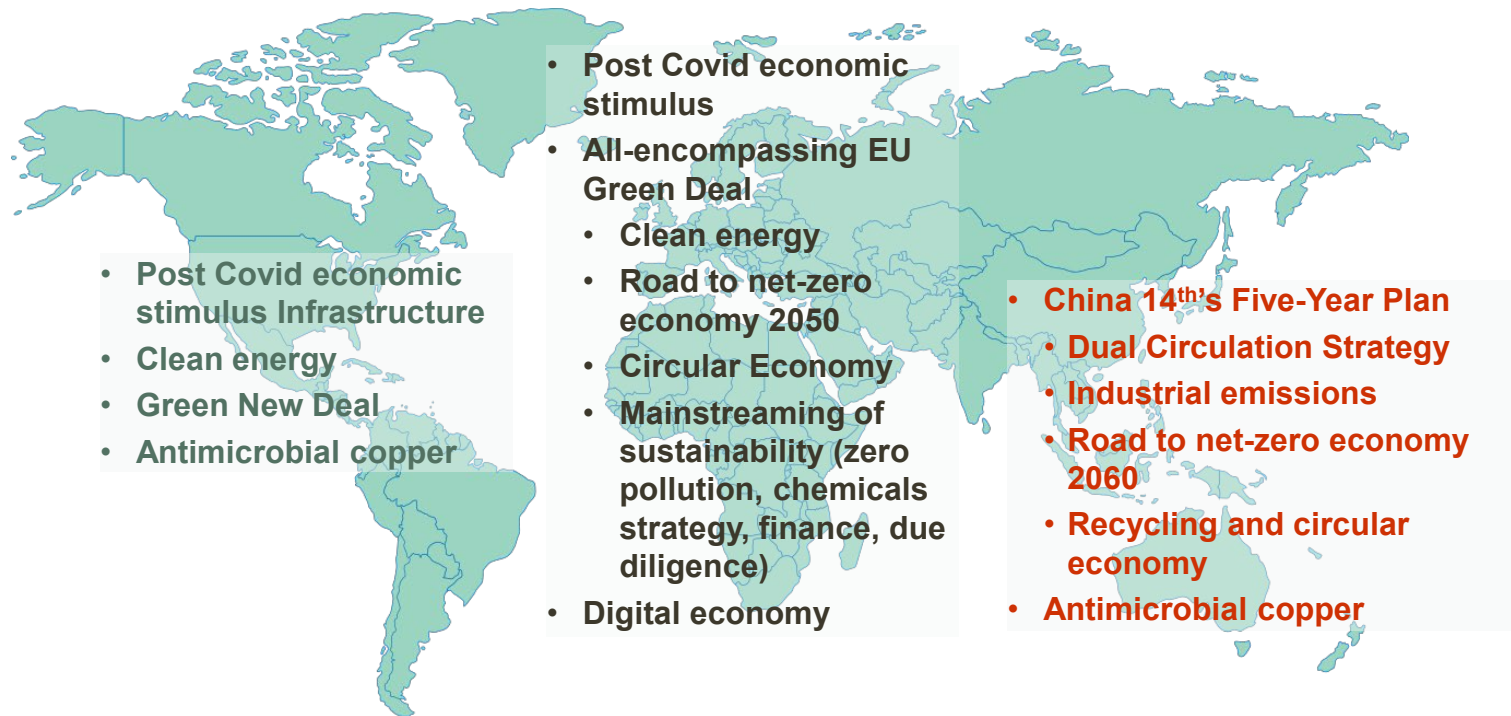
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- Global association representing 37 industry leading copper producers, smelters and fabricators.
- Regional offices in Washington, D.C., Brussels and Beijing



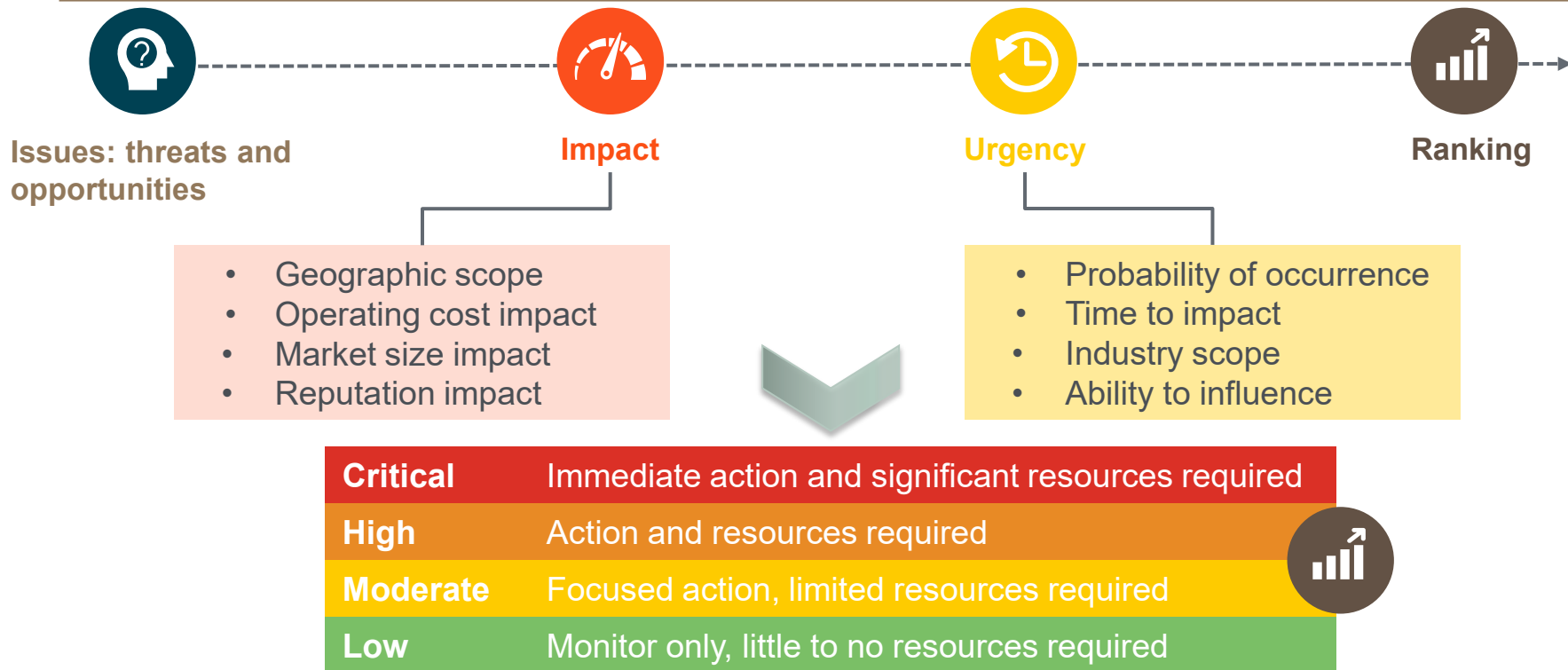
Dominant global and regional themes for ICA in 2021

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Approach for evaluating threats and opportunities

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Identify and prioritize issues

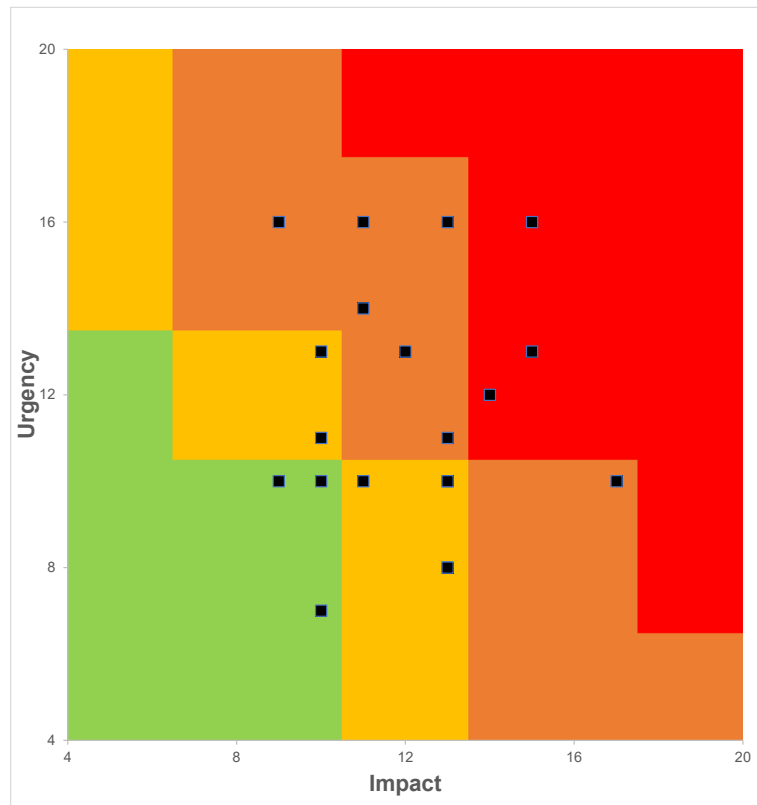
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Guiding principles

- Frame issues
- Focus on root causes
- Provide strategic input on “issues”

Benefits

- Increased focus on issues important to our members
- Better alignment of resources
- Greater transparency



Global reputation management process

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**Global priority
issue management**



**Audience mapping
and stakeholder
analysis**



**Messaging and
evidence base**



**Communications
strategy
roll-out**

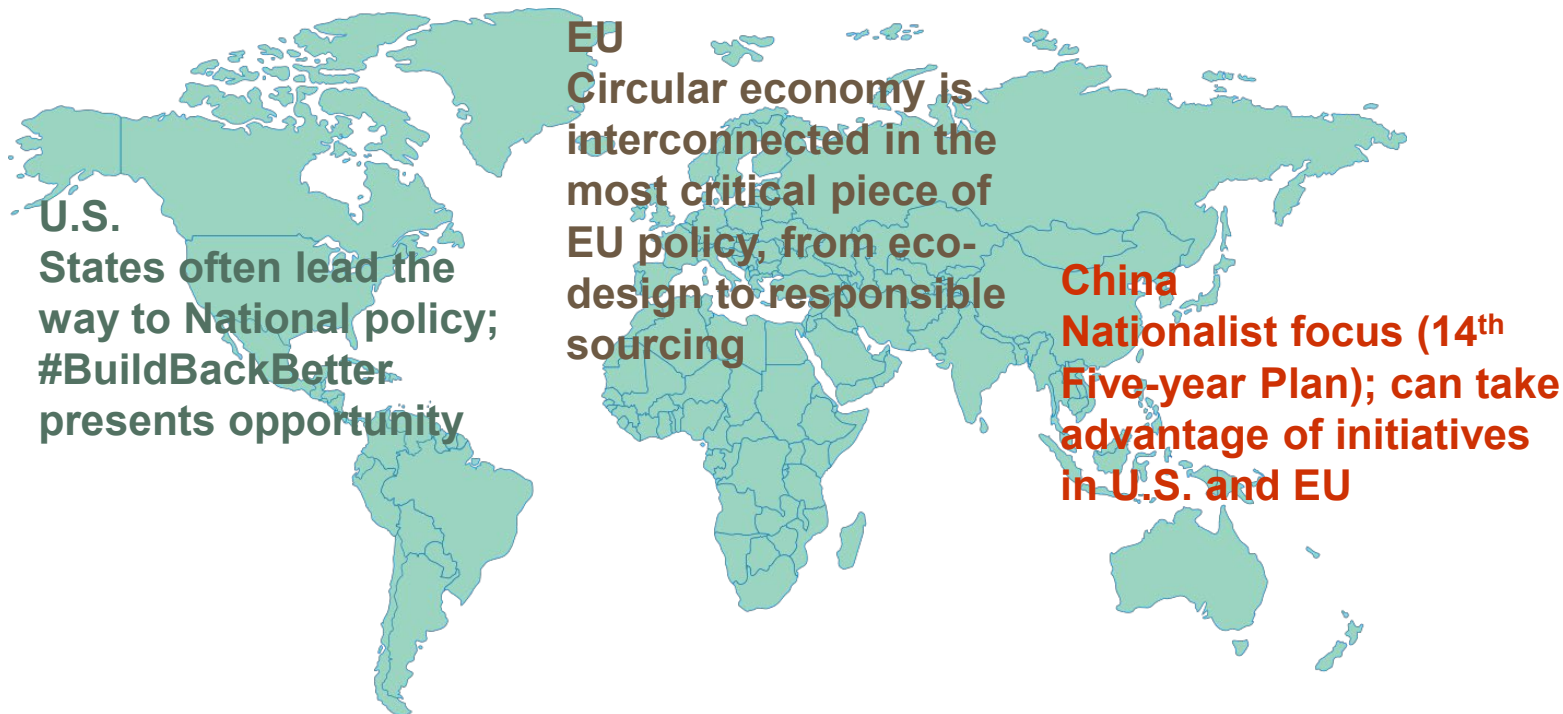


**Reputation impact
measurements**

Issue: Circular Economy

Global issue, local realities

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#CircularCopper

A multi-channel campaign connecting the whole copper value chain

Target audiences—circular economy

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Polymakers in Washington D.C.
and Brussels



Policy Influencers in
Washington D.C. and Brussels



Global Sustainability/Industry
Circles

| Activation | Channel | Audiences |
|--|-------------------------|---|
| Activation 1: Telling the #CircularCopper story | Social media | Global, EU and D.C. stakeholders interested in circular economy and sustainability—highlight regional specific figures |
| Activation 2: Profiling and promoting ICA research and position on circularity | Traditional media | Readers of key outlets (global, EU and D.C.), including policymakers, industry and civil society—special reach in EU |
| Activation 3: Spurring policy debate | Online / Physical Event | LinkedIn series: sustainability/industry professionals Webinar: policymakers and policy influencers from EU and D.C. |

Tailoring message for local realities

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