

### Managing a Global Reputation

Nicole Witoslawski, Global Director, Industry Reputation Building 17 March 2021



### **About the International Copper Association** (ICA)



- 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





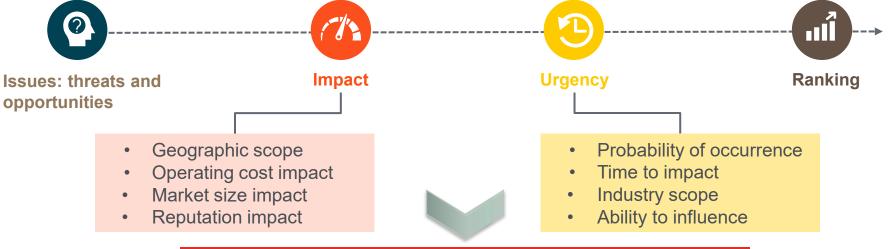
- Clean energy
- Green New Deal
- Antimicrobial copper

- Post Covid economic stimulus
- All-encompassing EU Green Deal
  - Clean energy
  - Road to net-zero economy 2050
  - Circular Economy
  - Mainstreaming of sustainability (zero pollution, chemicals strategy, finance, due diligence)
- Digital economy

- China 14th's Five-Year Plan
  - Dual Circulation Strategy
  - Industrial emissions
  - Road to net-zero economy 2060
  - Recycling and circular economy
- Antimicrobial copper

# Approach for evaluating threats and opportunities





Critical	Immediate action and significant resources required	
High	Action and resources required	ní.
Moderate	Focused action, limited resources required	1111
Low	Monitor only, little to no resources required	

#### Identify and prioritize issues

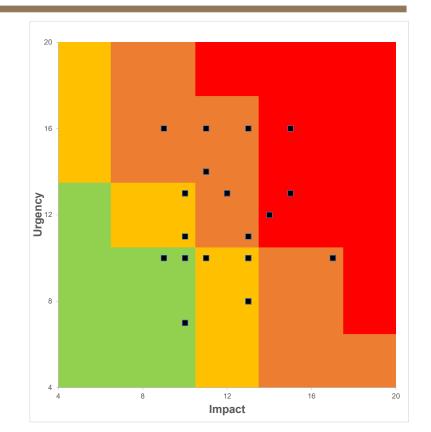


#### **Guiding principles**

- 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













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



U.S.
States often lead the way to National policy;
#BuildBackBetter presents opportunity

Circular economy is interconnected in the most critical piece of EU policy, from ecodesign to responsible sourcing

China
Nationalist focus (14th
Five-year Plan); can take
advantage of initiatives
in U.S. and EU



### Target audiences—circular economy





Policymakers in Washington D.C. and Brussels



Policy Influencers in Washington D.C. and Brussels

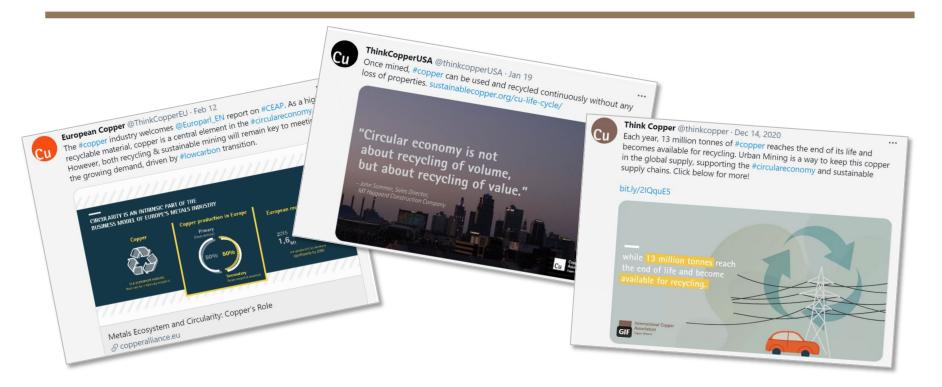


Global Ssustainability/Industry
Circles

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	<b>LinkedIn series</b> : sustainability/industry professionals <b>Webinar</b> : policymakers and policy influencers from EU and D.C.

## Tailoring message for local realities





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