



International Copper
Association
Copper Alliance

Managing reputation

21 June 2018



Character is like a tree and reputation is like a shadow. The shadow is what we think of it; the tree is the real thing.

Abraham Lincoln

What is reputation?

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- **Different today than it was a decade ago**
- **Compare it to having a job interview ...**
 - Before you needed a good resume, good references and a nice suit
 - Now you have to worry about what is out there on the internet
- **Businesses are operating in a similar atmosphere ...**

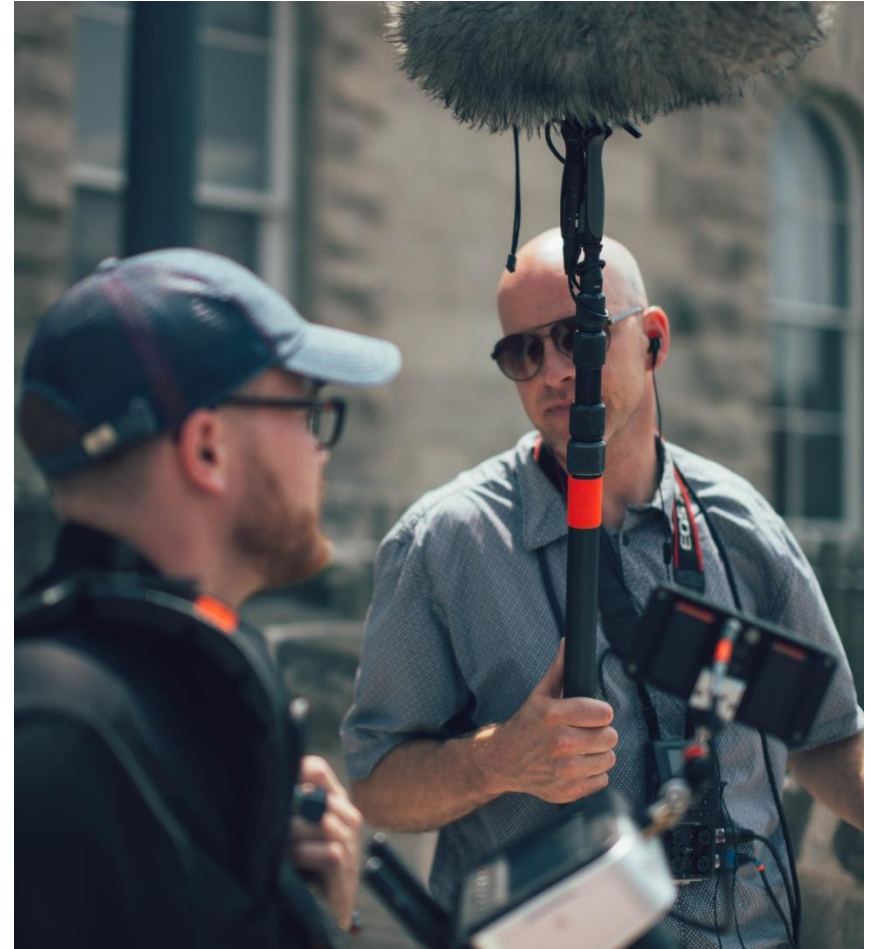


The power of fake news

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From the information age to the reputation age.

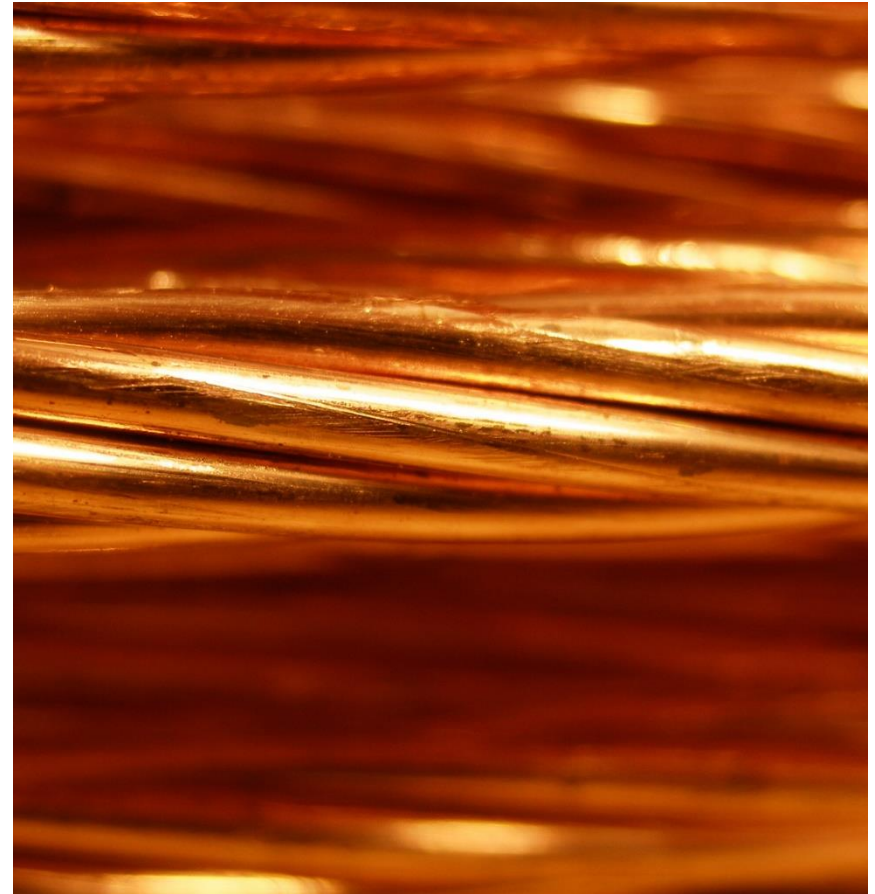
- We only give value to information if it is filtered and evaluated by others.
- This makes reputation critical in establishing an individual's or an organization's credibility



About the International Copper Association (ICA)

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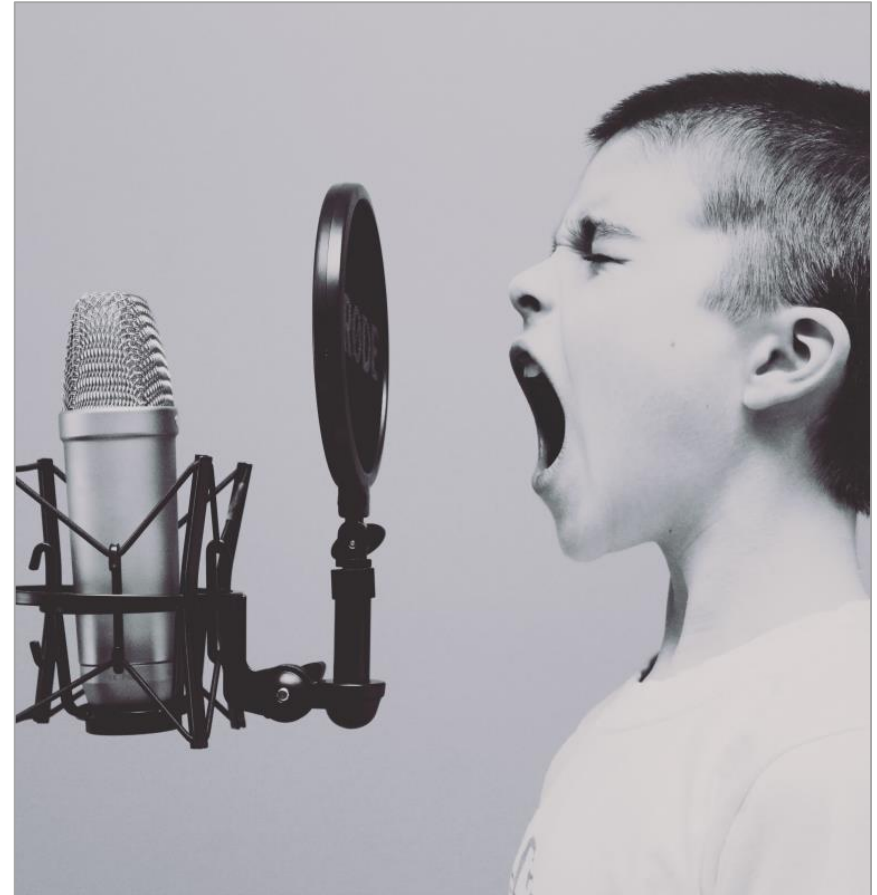
- **Global association representing 40 industry leading copper producers and fabricators.**
- **Regional offices in Washington, D.C., Brussels, Beijing and Santiago.**



The challenge with managing an association's reputation

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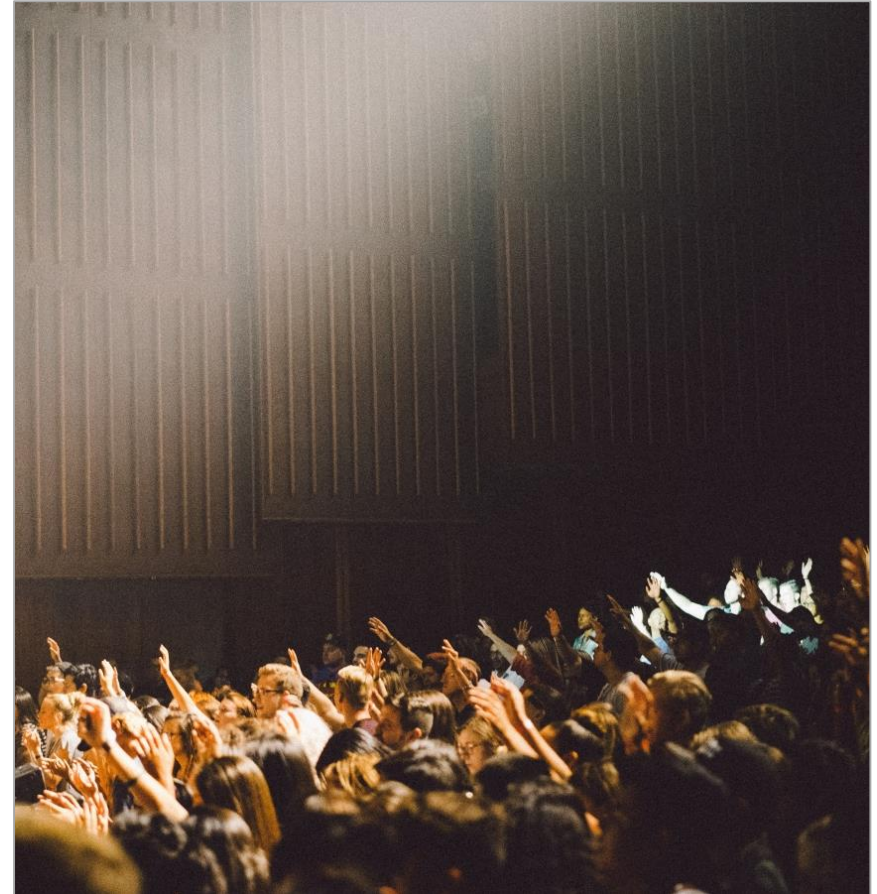
- Trade associations are effective when they speak in a collective voice.



The challenge with managing an association's reputation

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- The industry's reputation is only as good as the reputation of individual companies.
 - If one company does something wrong, the whole industry can be judged to have done something wrong.



The challenge with managing an association's reputation

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- Effective self-regulation can help stave off government regulation.

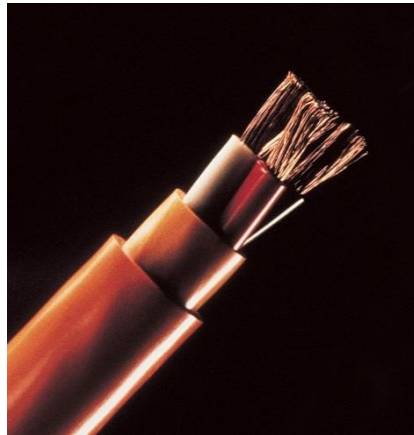


Origins of ICA's campaign

No real history of reputation building or management

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- Reputation managed in the regions
- Global comms was more product focused
- Previously dabbled in campaign titled “Societal Benefits of Copper,” but this was member focused, designed to get members to use the materials ICA provided



Public affairs focus begins in 2016

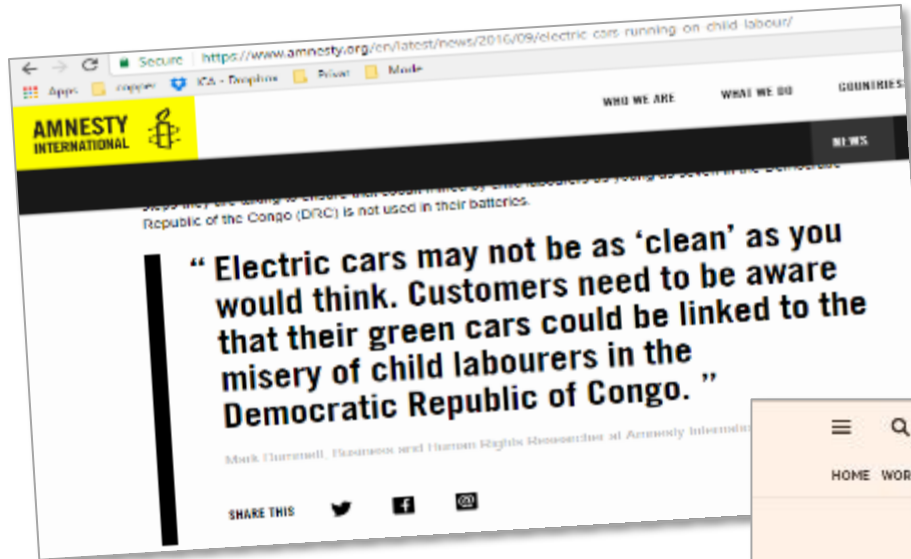
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- Members see the need for a formal industry advocate
- The result is a change in direction for ICA global communications



New opportunities, more challenges

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Responsible sourcing—Competing over resources and public trust

“Apple and Climate Change:
Company Vows to **Stop Mining**
and **Use 100 percent Recycled**
Material for the iPhone”



Top of Mind Negatives



2. Determine your audience/find your stakeholders

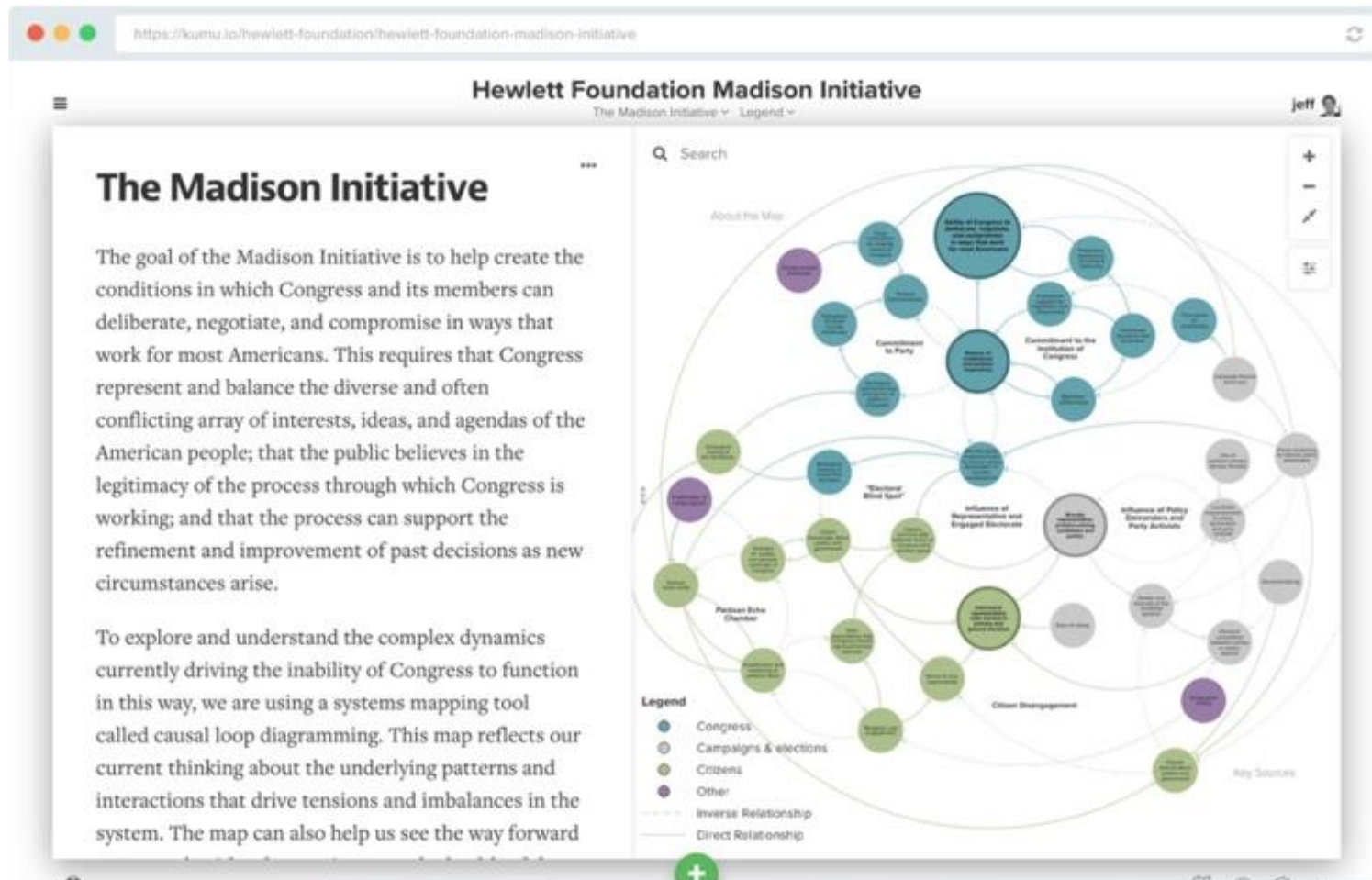
Global agenda setters

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Stakeholder database

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Building the right team

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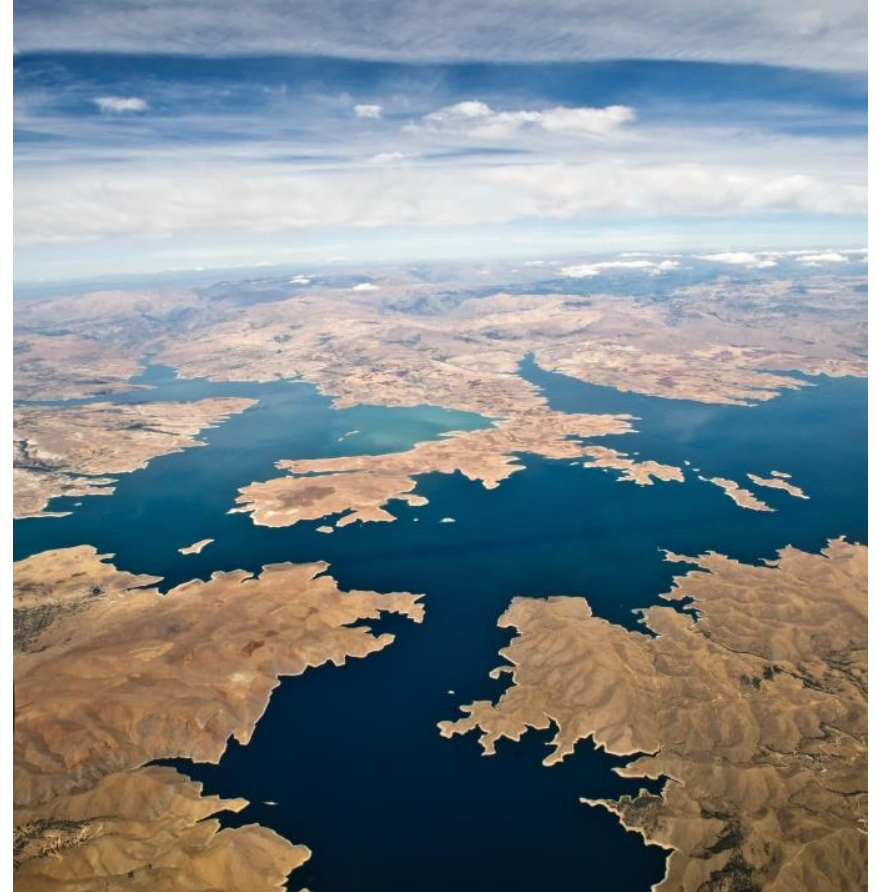
Head of Public Affairs Asia

Head of EU Public Affairs

Head of North American Public Affairs

Head of Latin America Public Affairs

Head of Digital Advocacy



5. Decide the best channels to reach your stakeholders

- **LinkedIn**—paid video content, promoted content, organic content
- **Twitter**—promoted content and organic content
- **Sponsored articles** in Euractiv, MorningConsult, GreenBiz



Change to Twitter strategy

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6. Design your messages based on facts

Facts: Nine SD indicators published by ICA

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CO₂ emissions

Energy intensity

Water recycled and reused

Total workforce

Injury rate

Economic Value Distributed

Investment in sustainable operations

Sustainability reporting

Sustainable Development principles or goals

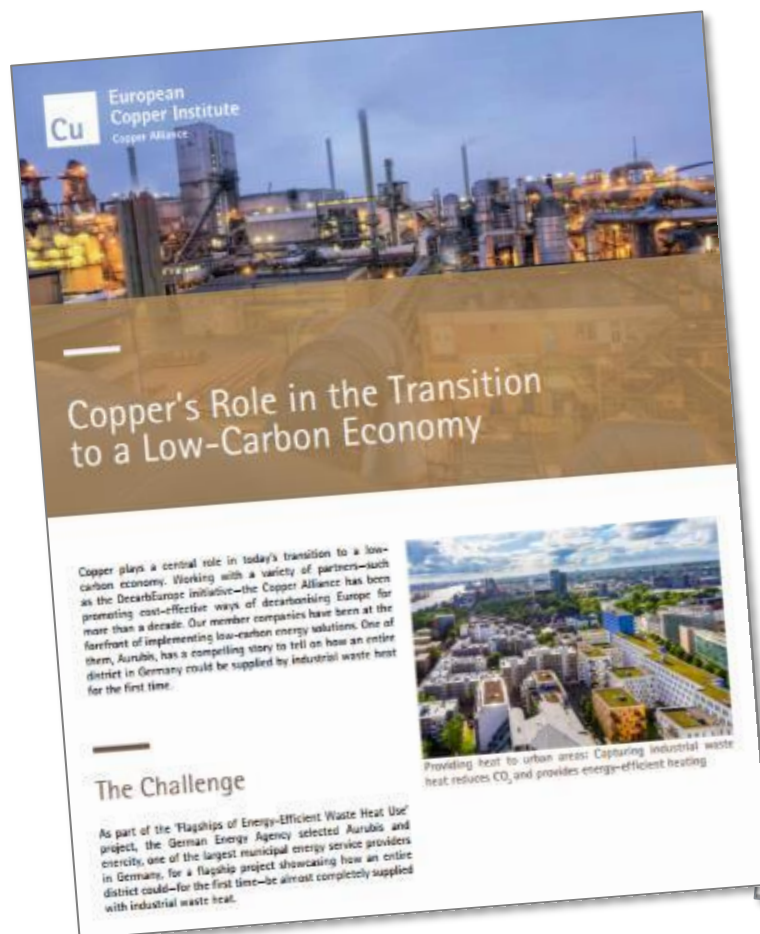
Facts: Life cycle assessment data

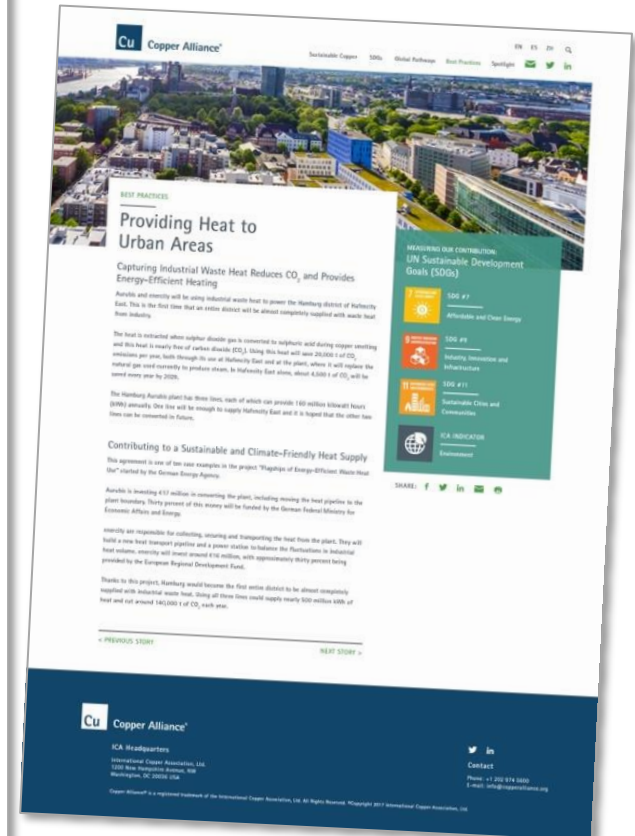
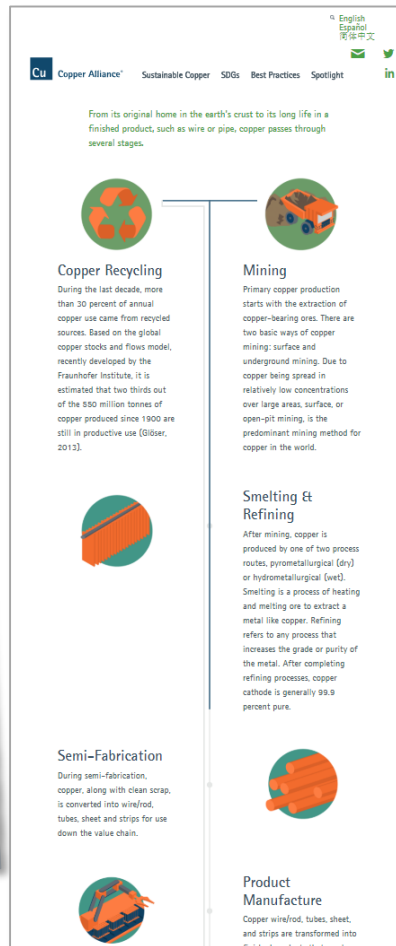
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Facts: Member case studies

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Twitter channels

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U.S. Twitter ads

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Online articles

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GreenBiz

EURACTIV

Energy Buildings Cities Water Transportation Supply Chain Design

HOW INDUSTRY COLLABORATION CAN CREATE A SEA CHANGE IN OCEAN SUSTAINABILITY


JUNE 5 2018 1PM ET

Sponsored By GreenBiz Watson GSI

Green and healthy buildings are an integral part of green cities

Fleming Voetsmann
Monday, May 21, 2018 - 12:01am

share this article



Fleming Voetsmann
Vice President of Public Affairs
International Copper Association (ICA)

This article is sponsored by the International Copper Association.

Cities are at the heart of modern living. It is estimated that by 2050 more than two-thirds of the world's population will live in cities, suggesting an unprecedented wave of urban growth.

Smart and green cities hold the key to a sustainable and low-carbon future. With modern technology, energy-neutral buildings are possible. These buildings are better for our planet, reduce the global water footprint, minimize waste and significantly increase recycling. Most important, these buildings contribute to better cities for people, with better urban spaces and more efficient transportation.

Trending

- Damming evidence: Communities turn to reusing wastewater as scarcity threatens
- Wanted: Entrepreneurs to tackle urban drinking water challenges
- Why diversity in sustainability matters, and what you can do
- Major investors move against Shell and gas sector
- Enter the electrification of everything

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The road to greener and smarter cities is paved with copper

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PROMOTED CONTENT

By Bernard Respaud | European Copper Institute May 22, 2018

Supporters

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From Twitter

European Copper Rethought
Solar Heat Europe
@SolarHeat_EU
Our event on #BuildingAndCooling is trending in Belgium. Congrats to the twitters in the room. :)
#Headlines @ThinkCopperEU
22 May 2018

European Copper
@ThinkCopperEU
#COPPER is the common thread to green and healthy buildings? 100+ copper applications include wiring, plumbing, lighting, roofing and firework infrastructure #Copper #EUGreenWeek

Copper: The common thread to green and healthy buildings

Green and healthy buildings are the key to a sustainable and low-carbon future. With modern technology, energy-neutral buildings are possible. These buildings are better for our planet, reduce the global water footprint, minimize waste and significantly increase recycling. Most important, these buildings contribute to better cities for people, with better urban spaces and more efficient transportation.

Why do cities matter?

Cities are expanding at an unprecedented rate, with almost 80 percent of EU citizens now living in cities. However, rapid urbanisation comes with a range of sustainability challenges, from rapid resource consumption and overuse to growing waste and pollution. When it comes to climate change, cities are responsible for 70-80 percent of total EU energy consumption and for about the same share of CO2 emissions – half of it driven by buildings alone.

That is a huge challenge. However, as centres of economic growth, job creation and innovation, cities

Events and sponsorships

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Campaign tracking and benchmarking

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LinkedIn example

Campaign Metrics	Paid Ad Spend	Impressions	Inform & Educate	Cost-per-result
September: Climate Week	\$9,500	334,004	1,757 clicks	\$5.55 per click
May: Green & Healthy Buildings	\$2,500	108,944	13,339 video views 480 link clicks	\$0.07 per view \$3.13 per click

What can you do?

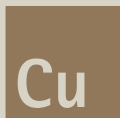
- Define your brand.
- Conduct market research
- Use a consistent tone and style across media
- Engage with influencers and your “community”
- Create quality content
- Monitor your reputation
- Remember offline reputation is still important

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

Jeff Bezos

Questions?

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Association**
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