



planet**GOLD**

Making a world of difference
in small-scale gold mining.

A GEF Initiative



 **Phase 1 Projects (closed)**

 Burkina Faso

 Colombia

 Guyana

 Indonesia

 Kenya

 Mongolia

 Peru

 Philippines



 **Projects in Preparation**

 Senegal

 **Current Projects**

 Bolivia

 Costa Rica

 Côte d'Ivoire

 Ecuador

 Ghana

 Guinea

 Honduras

 Madagascar

 Mali

 Nicaragua

 Nigeria

 Uganda

 Paraguay

 Sierra Leone

 Republic of Congo

 Suriname

 Zambia

 Zimbabwe

Components of the Global Project

Knowledge Management

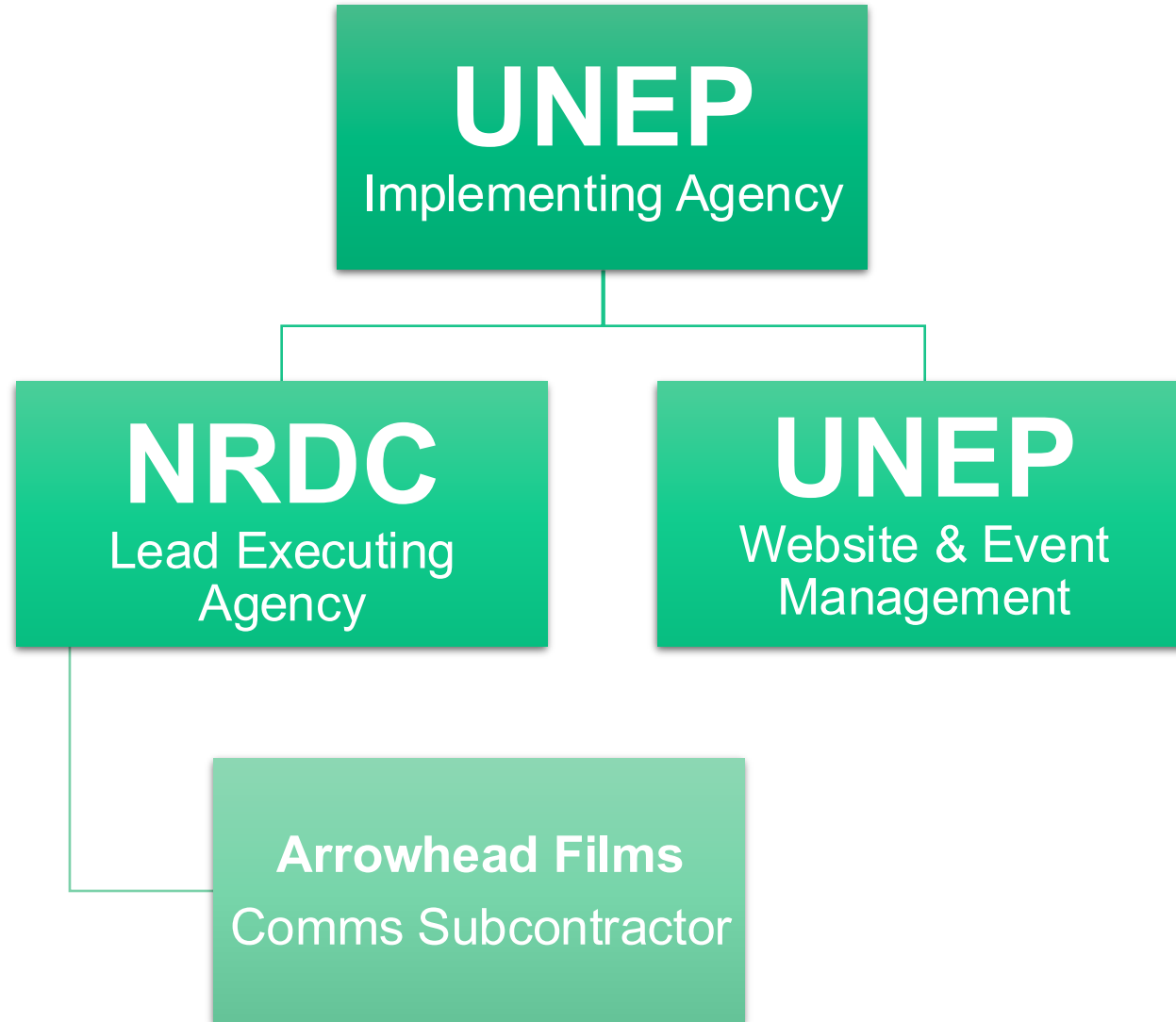
- ▶ Assemble, store and synthesize knowledge
- ▶ Fill knowledge gaps

Communications

- ▶ Share program successes
- ▶ Improve public perception of ASGM

Programme Coordination

- ▶ Align all projects with main objectives
- ▶ Compile, analyze and disseminate results



Lead Executing Agency



Susan Keane

Global Programme Coordinator



Jennifer Wilmore Scroggins

Communications Manager



Mona Avalos

Knowledge Management Coordinator



Marilyn Kunce

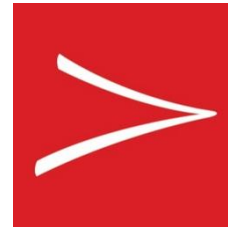
Latin America Regional Coordinator /
Finance Coordinator



Assietou Gaye

Francophone Africa Regional
Coordinator / Communication Assistant

Comms Subcontractor



Patrick Fries

Creative Director



Max Anderson

Editor



Mita Hernandez

Producer

Website Knowledge Mgmt



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& Health Branch



Małgorzata Stylo

Associate Programme Officer,
Chemicals & Health Branch



Hoa Lai

Event Organization
Consultant, Chemicals &
Health Branch



Strategic Communications Approach

Strategic Approach & Messaging

Exclusive: Gold worth billions smuggled out of Africa

David Lewis, Ryan McNeill, Zandi Shabalala

14 MIN READ



NAIROBI, (Reuters) - Billions of dollars' worth of gold is being smuggled out of Africa every year through the United Arab Emirates in the Middle East - a gateway to markets in Europe, the United States and beyond - a Reuters analysis has found.



04.10.2022 : HEADLINES



Gov't urged to ban small-scale mining for 2 years to restore sanity to mining sector

By Eric Nana Yaw Kwafo



04.10.2022 : [LISTEN](#)

The Director of Research at the Institute of Economic Affairs (IEA) Dr. John Kwakye has emphasised that it is important that the government takes urgent measures to stop the destruction being caused by illegal small-scale mining, otherwise known as galamsey.

He proposes that the government ban small-scale mining for at least two years.

Speaking in an interview, Dr. John Kwakye said this will allow sanity to be restored in the mining sector.

... ..

The Dominant Reputation of Artisanal Mining



Asia Australia Middle East Africa Inequality Cities Global development

Illegal mining in Amazon rainforest has become an 'epidemic'

Campaigners release map showing scale of pollution and damage to environment caused by small-scale miners



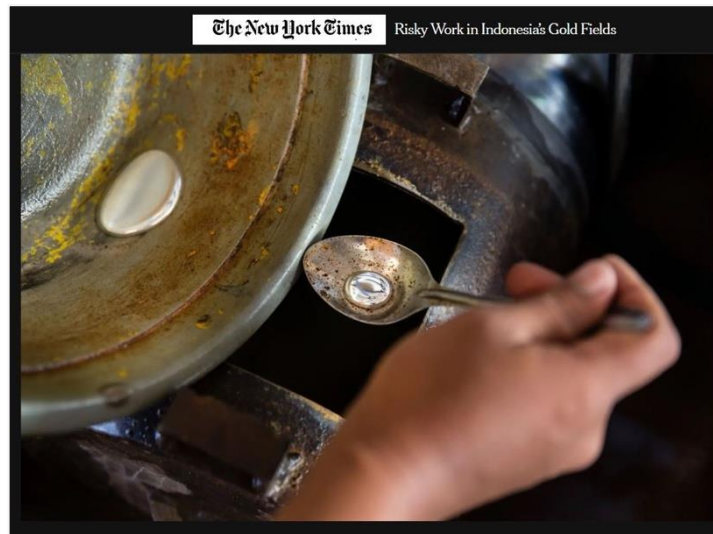
Investigating DR Congo's illegal gold trade

The conflict-ridden African nation is rich in gold - and gold smugglers, who are often linked to rebel groups. But tracing commercially available gold back to illegal mining operations is easier said than done.



Gold's Deadly Truth: Much Is Mined With Mercury

Ten years after an international treaty to ban mercury, the toxic metal continues to poison. The reason might have to do with your wedding ring.



Risky Work in Indonesia's Gold Fields

Ultimate goals:

To help country projects and the wider ASGM community reduce mercury use

- ▶ Deepening understanding of realities of ASGM sector
- ▶ Supporting widespread knowledge uptake



Ultimate goals:

To “change the conversation” and improve public perceptions of ASGM by:

- ▶ Re-framing the issue around the social, environmental and economic benefits of responsible, mercury-free ASGM
- ▶ Engaging the media to cover the sector through a new, solutions-oriented angle



Global Communication Strategy

1. Introduction

The planetGOLD global communication strategy is designed to help achieve the knowledge management and outreach goals of the global coordination, knowledge management and outreach component. These goals are to: help project-participating countries and the wider ASGM community increasingly access and apply knowledge to deepen mercury reduction; improve the understanding of governments, the private sector, mining communities and the general public of the ASGM sector.

As the project unfolds, the program will capture lessons learned and best practices and develop new knowledge around how solutions to support artisanal and small-scale miners can be brought to scale. Effective communications will be important over the lifecycle of the project as it aims to rally a wide range of stakeholders and audiences around supporting artisanal and small-scale miners and inform the development of ASGM formalization efforts globally.

Relationship to Other Child Project Strategies

This communications strategy details the communication actions to be taken over the coming years to help foster and grow support, while also shifting perceptions and engaging key groups critical to the program's success.

The strategy provides guidance to ensure consistent messaging and planetGOLD branding alignment across all project communications in the program. However, the particular activities detailed in this strategy focus on what will be implemented at the global level of the program, recognizing that each child project will develop its own complementary national-level communications plans with distinct audiences, platforms and outreach tactics. Responsibility for managing the activities in this strategy document rests with the Global Project.

2. Strategic approach

This strategy ultimately aims to help planetGOLD country level projects and the wider ASGM community increasingly access and apply knowledge to deepen mercury reduction; and improve the understanding of governments, the private sector, mining communities and the general public of the ASGM sector.

Achieving this will involve changing perceptions around artisanal and small-scale gold mining, particularly at the national and global level. This strategy will support this by re-framing the issue around the social, environmental and economic benefits of supporting artisanal and small-scale miners, and by systematically engaging the media to cover the issues through a solutions-orientated angle. At the same time, it will proactively pitch and place stories, opinion editorials and blogs in the media and on the platforms used by governments, the finance sector and the global gold industry.

Influencing the story told by media

► Projects collaborate with global communications team to:

- Identify **success stories**
- Promote project **results**
- Provide **interviews** to media
- Facilitate media **visits**

Watch Brands Increase the Use of Responsibly Mined Gold

But as yellow gold makes a comeback, businesses say it is not easy to find supplies.

Share full article



Melted gold flows out of a smelter into a bar mold at a plant run by the gold and silver refiner Argor-Heraeus in Mendrisio, Switzerland. Denis Balibouse/Reuters

In Colombia, legal mining proves a win-win for environment, traditional communities

by Dimitri Selibas on 25 September 2021

f in



• As a marker of its cultural importance and low environmental impact, artisanal gold mining is permitted under Colombia's 1991 Constitution in Afro-Colombian and Indigenous territories.

• But without formalization, a process that puts the same administrative burdens on small-

We're a nonprofit

Donate



Carefully framing our story

Allow audiences to see a **way forward** toward responsible, mercury-free mining

Emphasize opportunities to support livelihoods, contribute to economic growth, and bring in returns for investors

Avoid reinforcing negative narratives about all ASM miners and operations

Frame narrative around responsible ASGM's **development potential**

Messaging Strategy

Frame narrative around ASGM's development potential

- Rather than leading with problems in the ASGM sector, start story with the **opportunity** it holds for further supporting livelihoods, contributing to economic growth, and bringing in returns for investors
 - This approach immediately allows audiences to see a way forward, helping **avoid reinforcing negative narratives** we are trying to counter or unintentionally creating more negative sentiment towards ASGM
-

Overall programme narrative

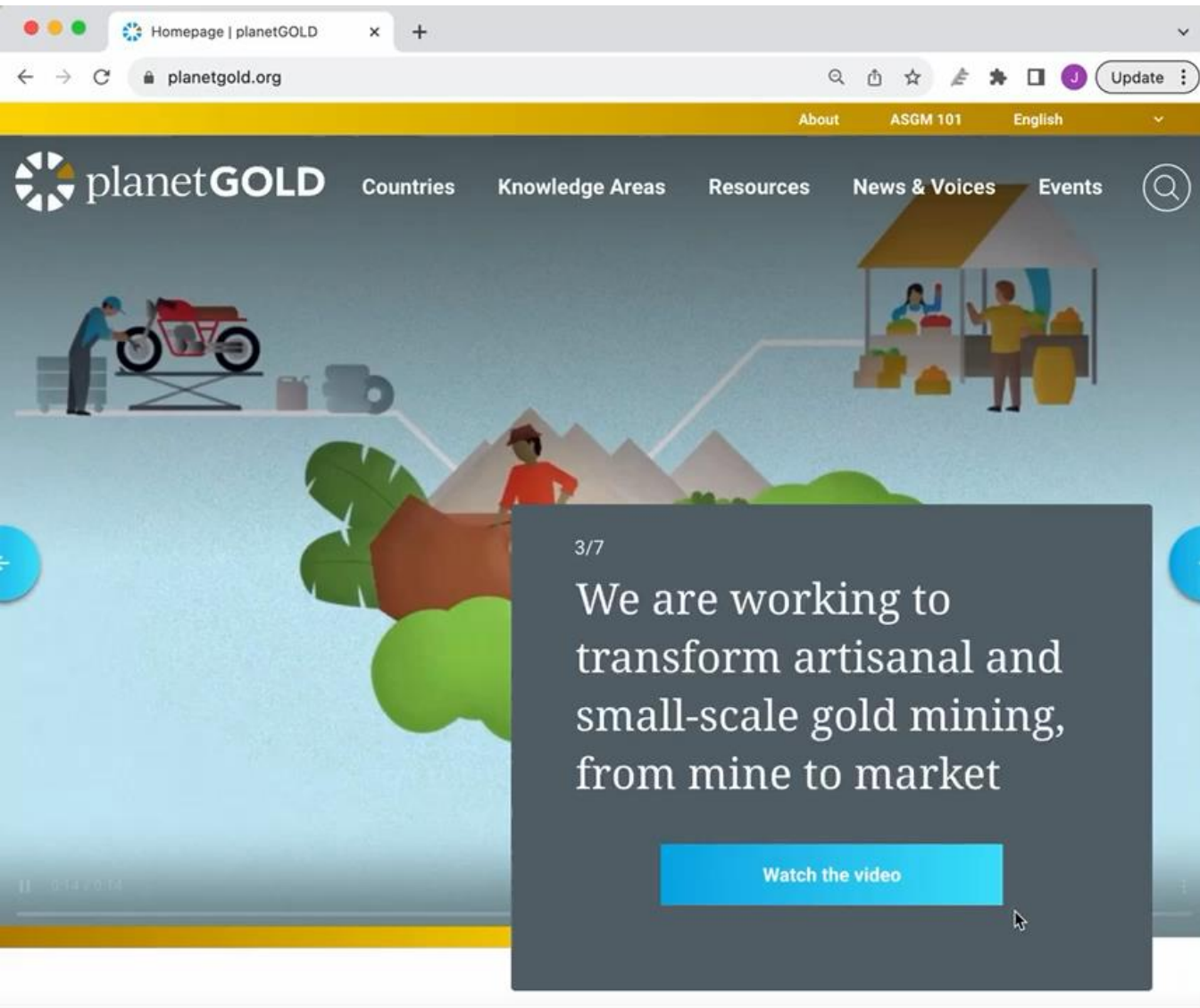
Messaging guidance for:

- ▶ General audiences
- ▶ Investors and financial community
- ▶ Government stakeholders
- ▶ The media
- ▶ Concerned consumers
- ▶ Local communities

Answers to Frequently Asked Questions (FAQs)



Communication Platforms



Main platform for all project publications, news, resources, events, and other content

- ▶ Complete Google Form with info for country webpage
- ▶ All projects designate 1 website focal point person
- ▶ Publish at minimum 1 blog article per year, plus any other published material



The planetGOLD programme hosts accounts on:



Country projects are encouraged to create their own social media accounts for outreach to national audiences.

Social Media



planetGOLD Programme
@planetGOLD_org

Working to make small-scale gold mining safer, cleaner & more profitable. Supported by @theGEF, led by @UNEP, with @UNDP @UNIDO @ConservationOrg & @minamataMEA

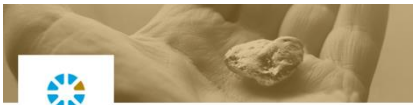
Non-Governmental & Nonprofit Organization
Asia, Africa, South America
Joined January 2020

274 Following 1,080 Followers

Posts Replies Highlights Mec

Pinned
planetGOLD Programme @planetGOLD_org · Aug 22
In this interactive map launched at #GEFAssembly2022 @theGEF-funded planetGOLD programme is working t #MakeMercuryHistory by helping small-scale gold min methods that are better for them and the global enviro

planetgold.org/360-experience



planetGOLD

Making a world of difference in artisanal and small-scale gold mining
Civic and Social Organizations · 2,058 followers · 11 employees

Mona & 39 other connections follow this page

Following Visit website More

Home About Posts Jobs People



All Images Videos Articles Documents Ads

Sort by: Top

planetGOLD
2,058 followers
Tmo · Edited ·

In this interactive map launched this week at #GEFAssembly2023, see how the GEF-funded planetGOLD programme is working to #MakeMercuryHistory by helping small-scale gold miners shift to cleaner, mercury-free method ...see more



Planet-GOLD

695 likes · 900 followers

Posts About Mentions Reviews Reels Photos More

Intro
Working to make small-scale gold mining safer, cleaner and more profitable

Edit bio

Page · Non-Governmental Organization (NGO)

info@planetgold.org

planetgold.org

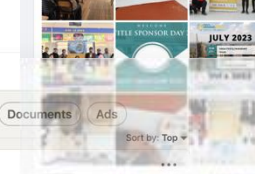
Promote Website

Star not yet rated (0 Reviews)

Edit details

Add featured

Photos See all photos



What's on your mind?

Live video Photo/video Reel

Featured Manage

Planet-GOLD posted a video to playlist Dispatches From The...

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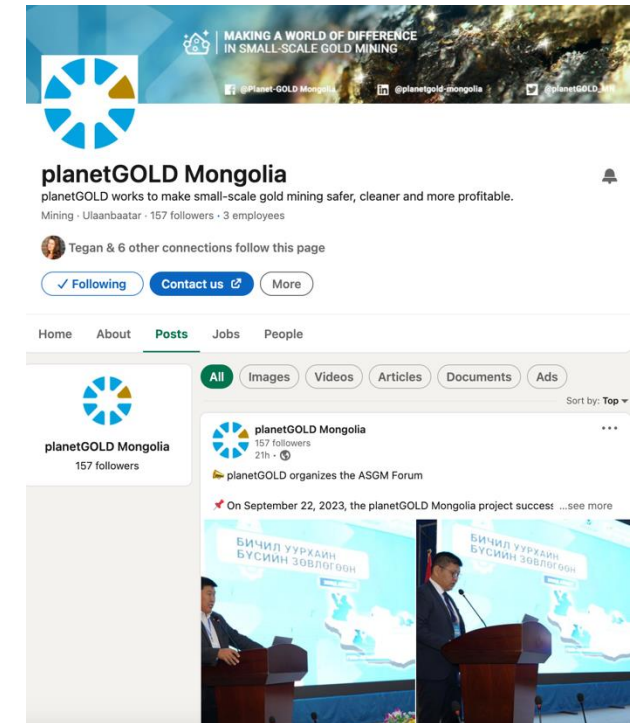
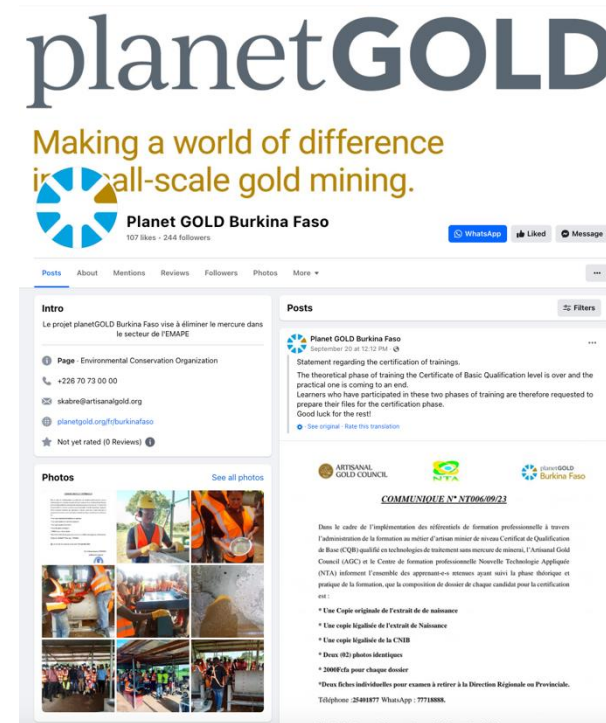
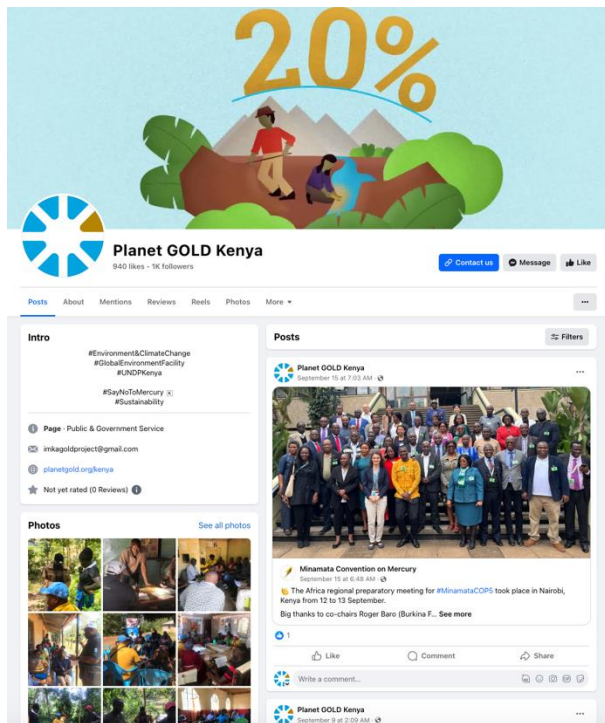
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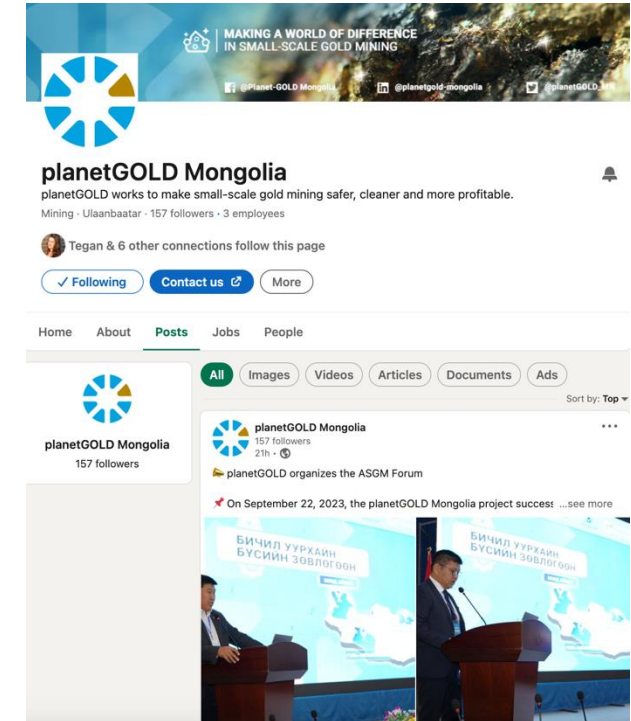
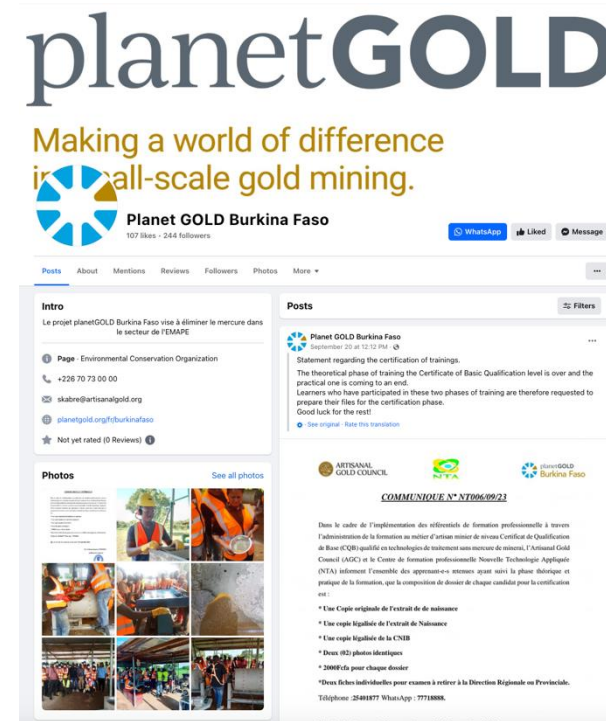
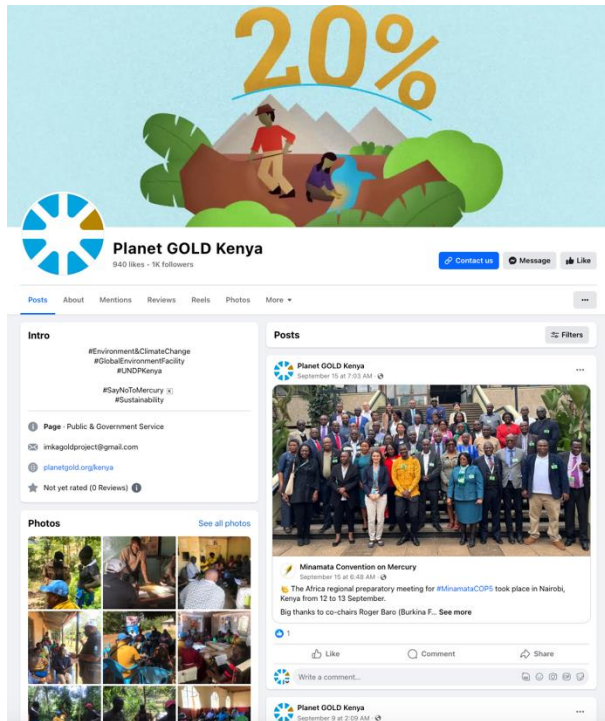
Planet-GOLD posted a video to playlist Dispatches From The...

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- “planetGOLD [country name]” should be the name of the account or page
- The circular mark from the planetGOLD logo should be used as the country project profile image
- Names of the GEF and the project’s Implementing Agencies and Executing Agencies are required to be listed in the page’s About or Description section



- Social media posts should regularly tag the GEF, planetGOLD, Minamata Convention, Implementing Agency and Executing Agency social media accounts
- Project communication officers can also share content directly with global project social media managers (Jennifer Wilmore Scroggins / Assietou Gaye)





planetGOLD

@planetGOLD 3.03K subscribers 168 videos

The planetGOLD programme works in partnership with governments and ... >

planetgold.org and 4 more links

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Why Responsible Artisanal & Small-Scale Gold Mining Matters...

3,134 views · 2 years ago

Most of us come in contact with gold on a daily basis. About 20% of that gold comes from millions of artisanal and small-scale gold miners around the world, whose livelihoods depend on this activity. But due to a lack of awareness or alternatives, many of these operations use toxic mercury to extract their gold.

We believe that when miners are able to operate responsibly in ...
[READ MORE](#)

Dispatches From The Field ▶ Play all

To highlight artisanal and small-scale miners' journey to mercury-free, this monthly video series from planetGOLD features some of the unique stories coming out of the countries where we work...



#DispatchesFromTheField
Episode 1: Meet Demver...



#DispatchesFromTheField
Episode 2: Meet Chris...



#DispatchesFromTheField
Episode 3: #MercuryFree...



#DispatchesFromTheField:
Meet Kenyan Miner Mary...



Helping miners in Peru
access financing to go...



Working to #EmbraceEquity
for Women Gold Miners ...



The Indonesian island of Sumatra is home to hundreds of small-scale miners who work as gold panners, including 42-year-old Sugiyanti. After participating in a train-the-trainer program with planetGOLD Indonesia, Sugiyanti learned to use mercury-free technologies and she has excelled in spreading this knowledge to other miners in her area through training events.

[Meet Sugiyanti](#) and catch up on other episodes in planetGOLD's [Dispatches From The Field](#) series.



New: 2021/2022 Annual Progress Report

In planetGOLD's [latest progress report](#), find a snapshot of progress points across planetGOLD's programmatic areas of formalization, access to finance, technical solutions, access to formal markets, awareness raising, and gender equity. The report highlights key activities undertaken by the national projects participating in phase one of planetGOLD programme and from the global coordination project.



Helping miners in Peru get financing to go mercury-free

Be sure to check out last month's episode of [Dispatches From The Field](#), which looks at innovative approaches the planetGOLD Peru project is piloting to unlock flows of formal finance for small-scale miners, which is critical for them to make the shift to mercury-free methods.



Sign up! bit.ly/pGEmailList

Branding Requirements & Templates

Guidance for publications and visual materials

- ▶ Logo files and rules
- ▶ Downloadable templates
- ▶ Brand colors and fonts
- ▶ Icon graphic library



Available in EN/FR/SP on planetgold.org/home-base

Country projects are required to:

- Use their national logo
- Refer to the project by the name “planetGOLD [country]”

 planet GOLD Bolivia	 planet GOLD Burkina Faso	 planet GOLD Colombia	 planet GOLD Côte d'Ivoire	 planet GOLD Ecuador
 planet GOLD Ghana	 planet GOLD Guinea	 planet GOLD Guyana	 planet GOLD Honduras	 planet GOLD Indonesia
 planet GOLD Kenya	 planet GOLD Madagascar	 planet GOLD Mali	 planet GOLD Mongolia	 planet GOLD Nicaragua
 planet GOLD Nigeria	 planet GOLD Perú	 planet GOLD Philippines	 planet GOLD Republic of the Congo	
 planet GOLD Sierra Leone	 planet GOLD Suriname	 planet GOLD Uganda	 planet GOLD Zambia	

BANNER OF LOGOS REQUIRED ON ALL PROJECT PUBLICATIONS

Country project materials must include the logo formatting demonstrated in the example below



The banner consists of a dark grey section on the left and a light grey section on the right. The dark grey section contains the planetGOLD logo (a stylized wheel with a gold segment) and the text "planetGOLD Bolivia" in white. The light grey section is divided into three columns by vertical lines. The first column is labeled "Supported by:" and contains the GEF logo (a blue circle with a green swoosh and the text "gef" below it). The second column is labeled "Implemented by:" and contains the UNIDO logo (the United Nations emblem with "UNIDO" in blue above it and "UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION" in blue below it). The third column is labeled "Executed by:" and is currently empty. Two green arrows point to the second and third columns from the text above.

Logo for the project's implementing agency goes here

Logo(s) for the project's executing agency(ies) go here

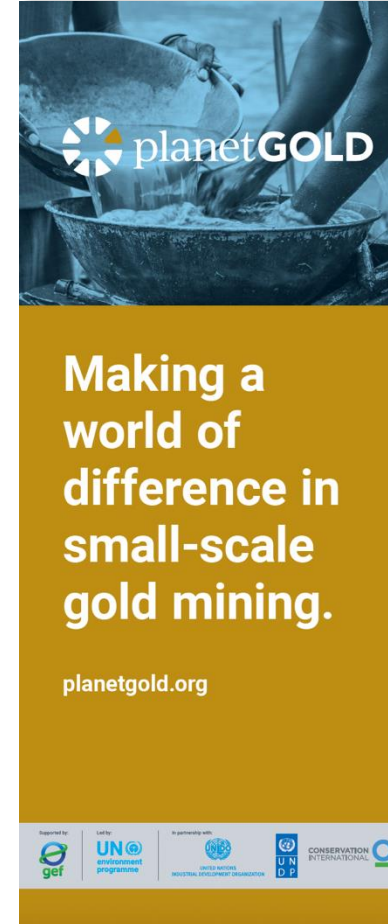
**This template in English, French and Spanish is linked in the planetGOLD Style Guidelines document*

BRANDED TEMPLATES AVAILABLE TO PROJECTS:

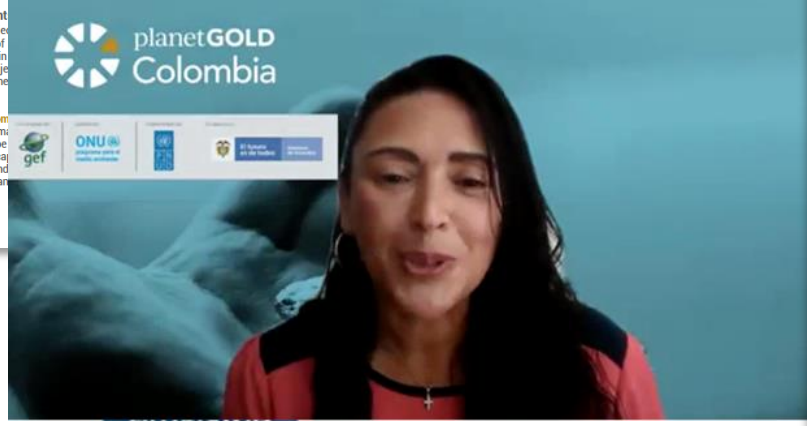
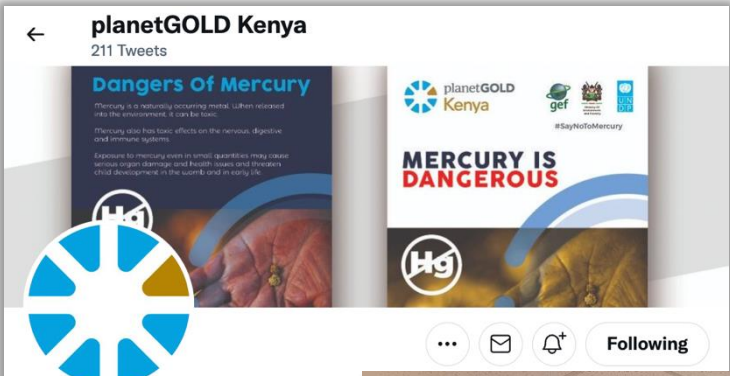
- Fact sheets
- Issue briefs
- Reports
- Event banners
- Presentation slides

COMING SOON! OPTIONAL TEMPLATES FOR:

- Business cards
- Email signatures
- Animated country project logos



Country teams customize templates with their own logos and content.

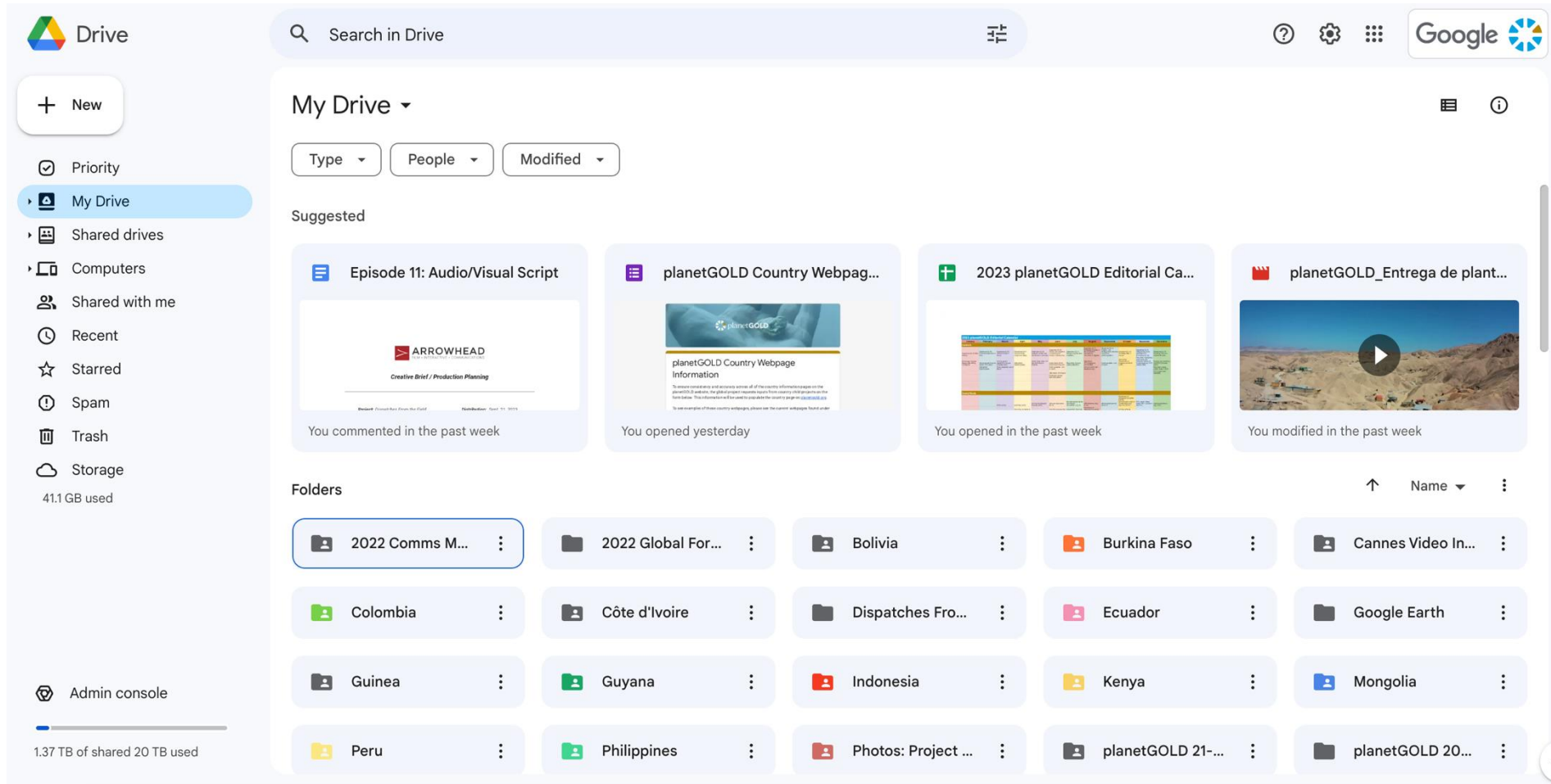


Coordination & Collaboration

Collaboration & info exchange via:

- ▶ Quarterly group calls
- ▶ In-person meetings alongside broader programme gatherings
- ▶ Online “Basecamp” project
- ▶ WhatsApp group
- ▶ Occasional trainings
- ▶ One-on-one exchanges



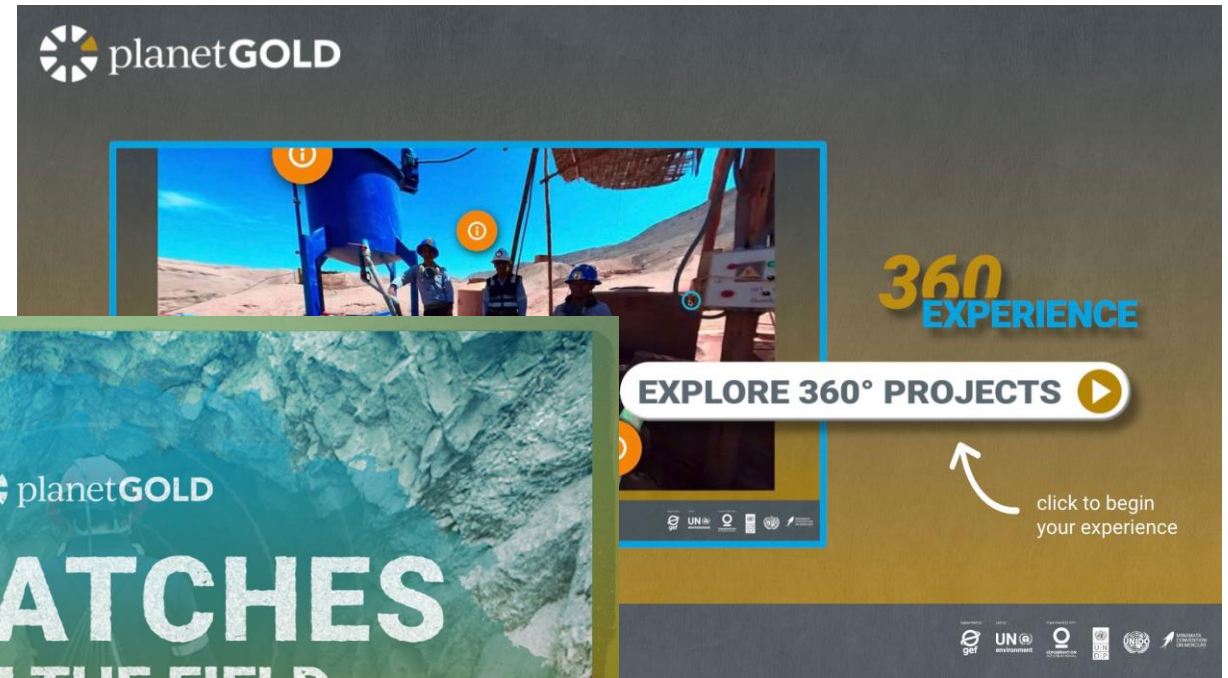
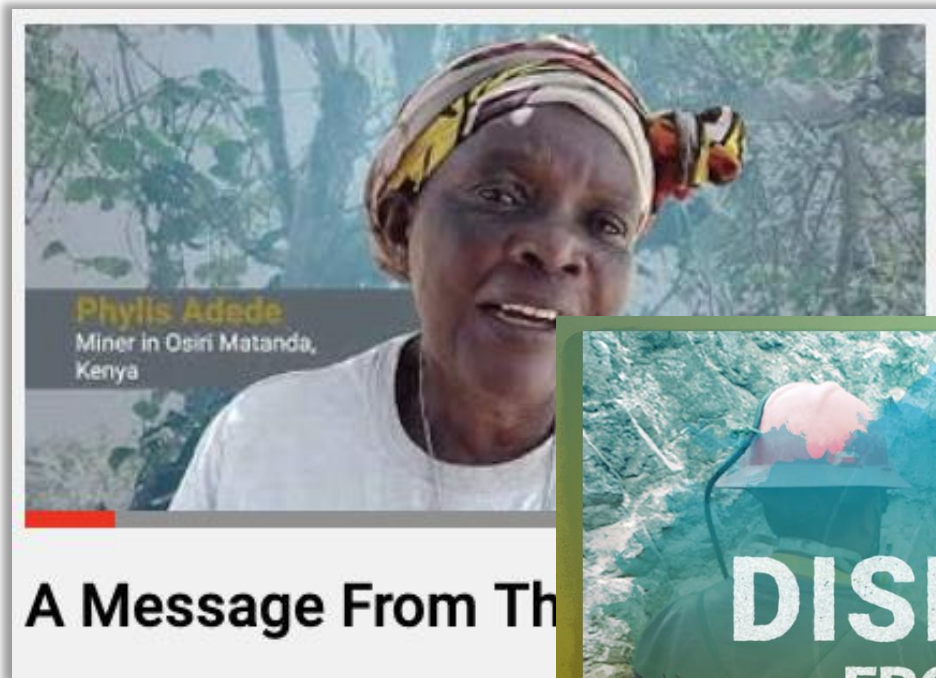


The screenshot displays the Google Drive interface. On the left is a navigation sidebar with options like 'New', 'Priority', 'My Drive', 'Shared drives', 'Computers', 'Shared with me', 'Recent', 'Starred', 'Spam', 'Trash', 'Storage', and 'Admin console'. The main area shows 'My Drive' with a search bar and filters for 'Type', 'People', and 'Modified'. Below this is a 'Suggested' section with four items: 'Episode 11: Audio/Visual Script', 'planetGOLD Country Webpag...', '2023 planetGOLD Editorial Ca...', and 'planetGOLD_Entrega de plant...'. At the bottom is a 'Folders' section with a grid of folders including '2022 Comms M...', '2022 Global For...', 'Bolivia', 'Burkina Faso', 'Cannes Video In...', 'Colombia', 'Côte d'Ivoire', 'Dispatches Fro...', 'Ecuador', 'Google Earth', 'Guinea', 'Guyana', 'Indonesia', 'Kenya', 'Mongolia', 'Peru', 'Philippines', 'Photos: Project ...', 'planetGOLD 21-...', and 'planetGOLD 20...'. A storage indicator at the bottom left shows '41.1 GB used' and '1.37 TB of shared 20 TB used'.



Contribution to Global Communications

Elevating miners' voices and promoting project advances



Arrowhead Films & Communications

Helping us tell planetGOLD's stories



DISPATCHES FROM THE FIELD

Episode Opportunities

17 Episodes Released Since December 2022



Episode Requirements

A professional video camera is mounted on a tripod in the foreground. The camera is black with a red Rode microphone attached to the top. The background is a blurred outdoor setting with green foliage and two people, one in a blue shirt and one in a white shirt, standing in the distance.

- *2 On-Camera Interviews**
- *20 B-roll Video Clips**
- *10 High-Resolution Photos**

Content Generation Approaches

- Utilize Pre-existing Country Project Footage & Photos
- Zoom Interview Recording Option
- Secure Permission with Partner Orgs to Utilize Published Video Content on YouTube or Vimeo
- Hire Local Videographer + Arrowhead Remote Direction



Have a story idea for a future episode?

Let's chat!



Questions?

High-Level Summary

Collaboration on Communications

National Project Activities

Develop project strategy for communications in alignment with global communications strategy

Utilize planetGOLD country logo and brand assets for all communication materials

Adhere to planetGOLD style guide and messaging guide in production of external materials, adapting global messages to national context

Share photo files, video files, graphics & other visual assets in a timely manner with the global project via a shared Google Drive

Country project communications specialists participate in programme communications network, including regular calls, and notify global project of significant comms-related activities or story leads at country level

Communications specialist attends the Global Forum & comms side meeting for the Annual Programme Meeting

Publish at least one original blog article per year on planetgold.org, and contribute other news articles, events, photo essays, videos, etc



Global Project Activities

Disseminate global programme communications strategy, including recommendations for approach and messaging

Disseminate suite of planetGOLD country logos and brand assets (templates for fact sheets, presentation slides, etc)

Disseminate style guide and messaging guide documents to all child projects

Create communications products to promote responsible ASGM at the international level and stories of success or lessons learned among country projects

Facilitate programme-wide communications network, tools for collaboration, and plans for cross-programmatic communications activities

Organize and facilitate the planetGOLD communications network side meeting for the APM, including supporting travel of country communications managers

Maintain global editorial calendar and support country projects in publishing original content on website and other planetGOLD communication channels

Thank you



Supported by:



Led by:



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