28 September 2023

# planetGOLD Communication Strategy and Tools

Supported by: gef | Led by: UN environment programme | In partnership with: UNIDO United Nations Industrial Development Organization, UNDP, Conservation International

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# Housekeeping:

- This slide deck and recording will be circulated following the session.
- Guidance documents and other items discussed today can be found on the planetGOLD.org “Home Base” webpage: www.planetgold.org/home-base
- Questions can be written in the chat box and the team will address as we are able.

# Key People to Know – planetGOLD Communications

## Lead Executing Agency

**Jennifer Wilmore Scroggins**
Communications Manager

**Assietou Gaye**
Francophone Africa Regional Coordinator / Communications Assistant

## Comms Subcontractor

**Patrick Fries**
Creative Director

**Jessie Miller**
Producer

**Max Anderson**
Editor

## Website Knowledge Mgmt

**Kenneth Davis**
Programme Officer, Chemicals & Health Branch

# Strategic Approach & Messaging

# The Dominant Reputation of Artisanal Mining

## 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.

Search — The Guardian — US edition

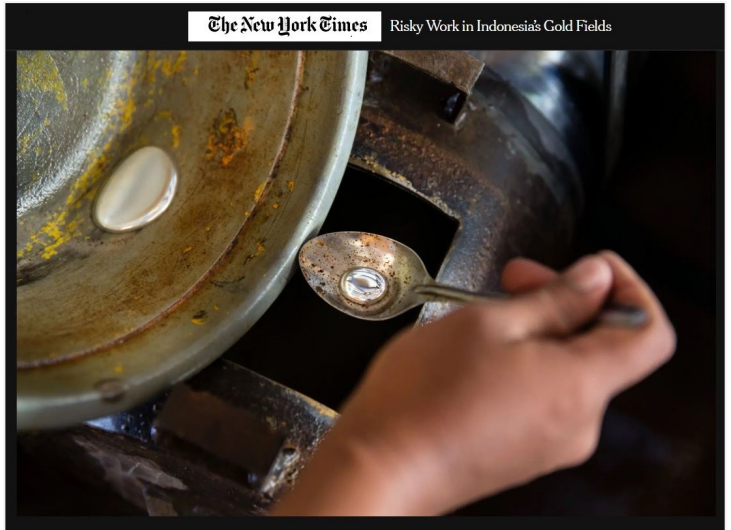
Asia Australia Middle East Africa Inequality Cities Global development

## 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**

## *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.




DW Made for minds.

## 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.

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# STRATEGIC COMMUNICATIONS APPROACH

## 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

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# STRATEGIC COMMUNICATIONS APPROACH

## 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

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# 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**

The New York Times

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

MONGABAY
NEWS & INSPIRATION FROM NATURE'S FRONTLINE

RAINFORESTS OCEANS ANIMALS ENVIRONMENT BUSINESS SOLUTIONS FOR KIDS DONATE IMPACT MORE

To search, type and hit enter.

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

by Dimitri Selibas on 25 September 2021

- 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

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# 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**

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**Millions of people** in **80+ countries** are working to pull themselves out of poverty by working in gold production at a small or artisanal scale.

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**20%** of the world's gold comes from small-scale miners like these.

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These miners, including women and children, are at risk due to the use of **toxic mercury** in gold mining operations.

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There are several technologies that are **safer**, more **efficient**, and that generate more **income**.

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Responsible artisanal & small-scale gold mining can help provide a **path out of poverty** and promote **sustainable development**.

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# planetGOLD

Educates miners on the **dangers of mercury**

Connects miners with **mercury-free technologies**

Helps miners enter the **formal economy**

Gives miners access to new **financing opportunities**

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## Overall programme narrative

## Messaging guidance for:

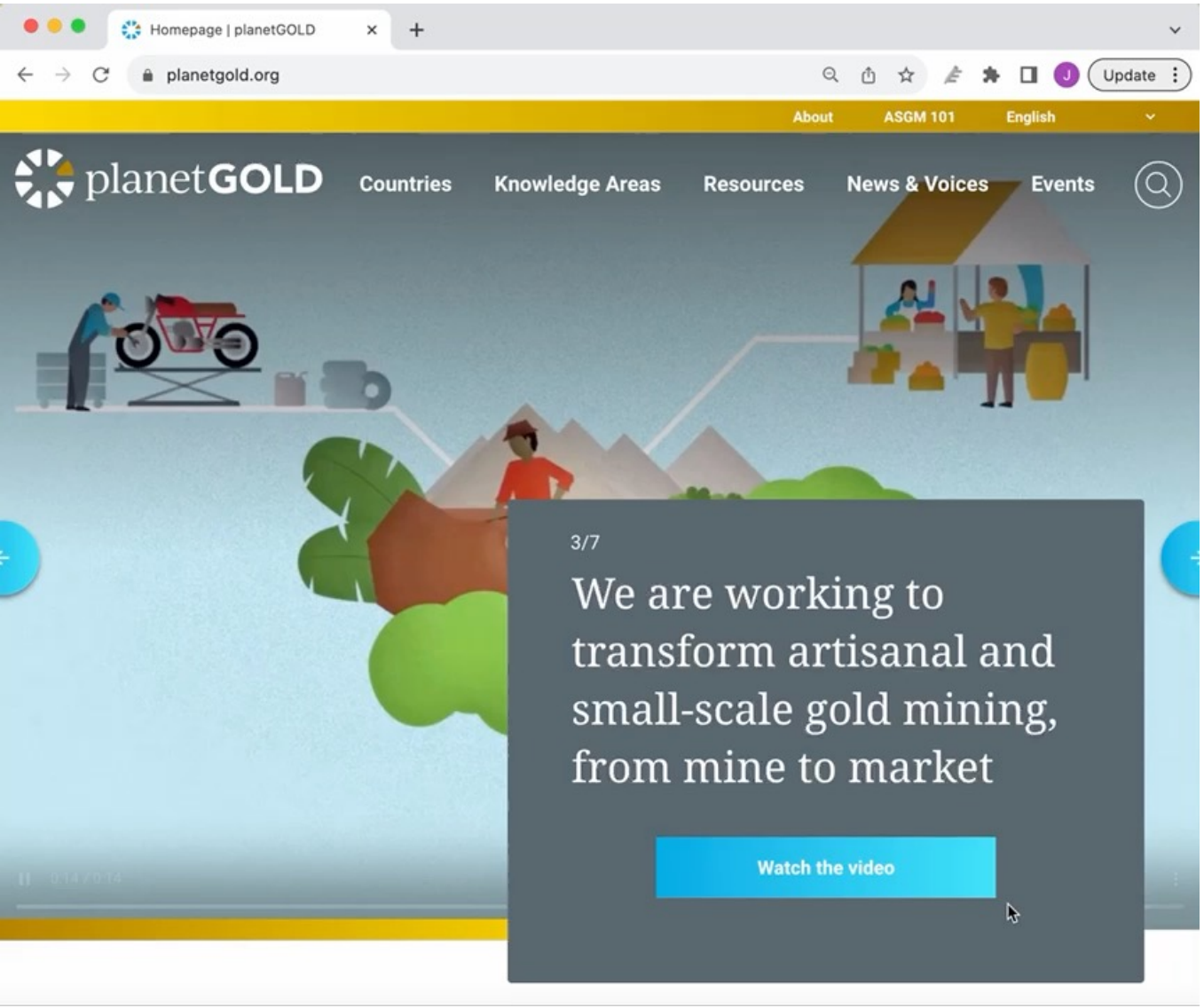
- General audiences
- Investors and financial community
- Government stakeholders
- The media
- Concerned consumers
- Local communities

## Answers to Frequently Asked Questions (FAQs)

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

# Communication Platforms

# Programme Website: PLANETGOLD.ORG




## 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

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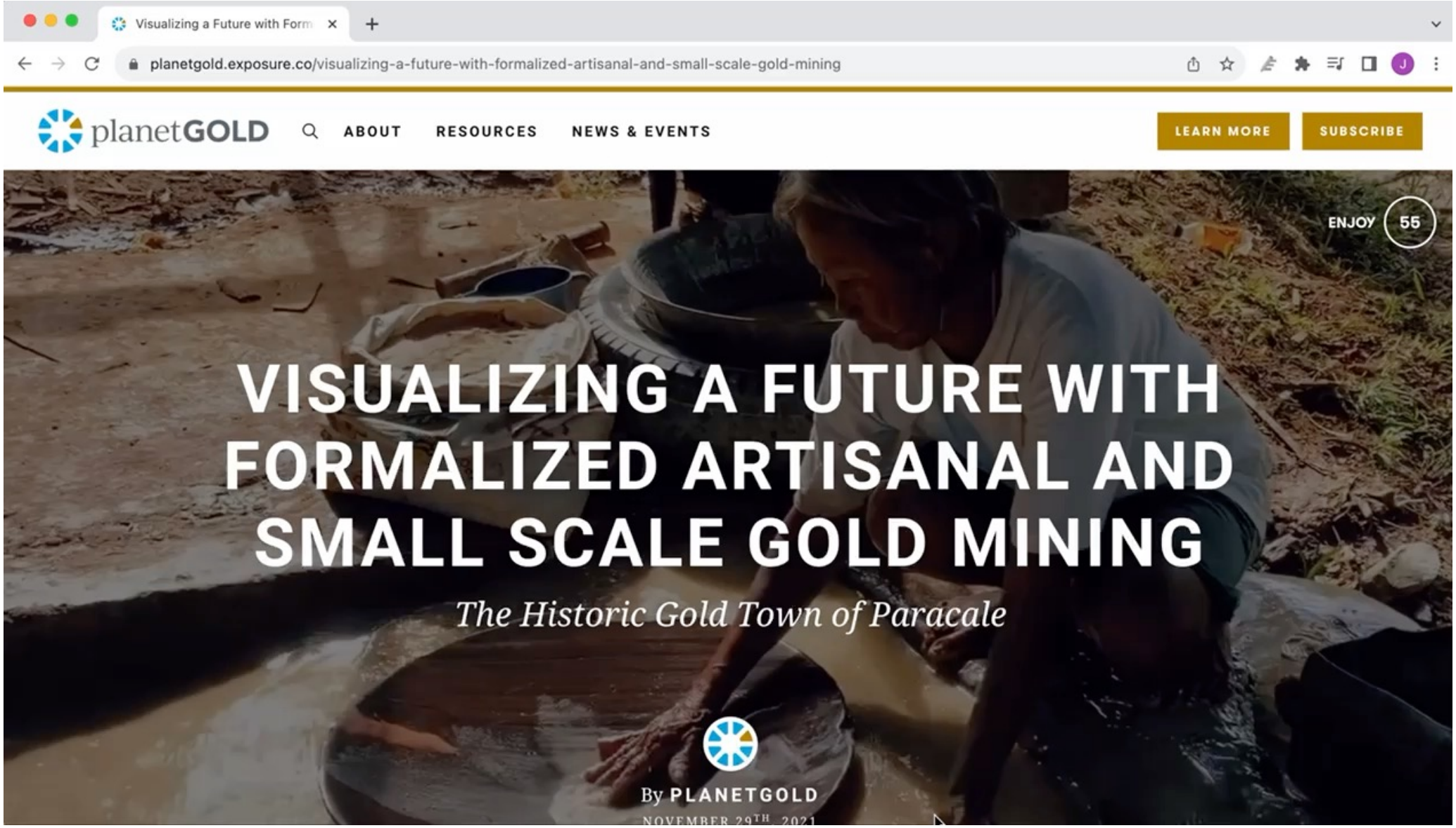
# Photo Stories



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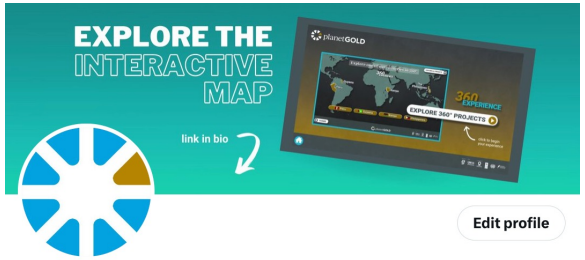
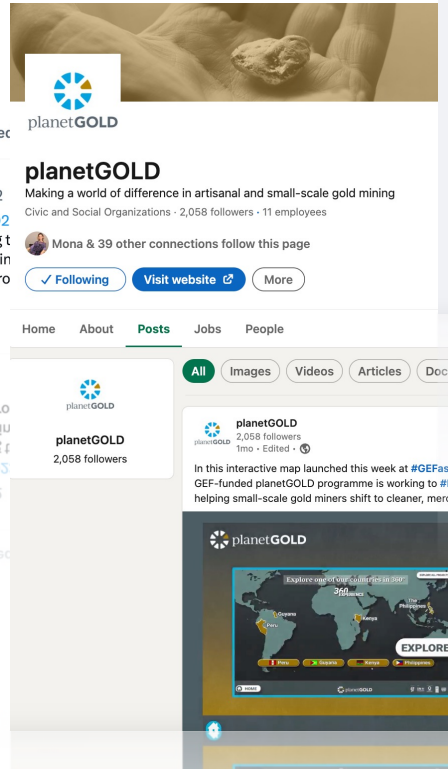
# Social Media

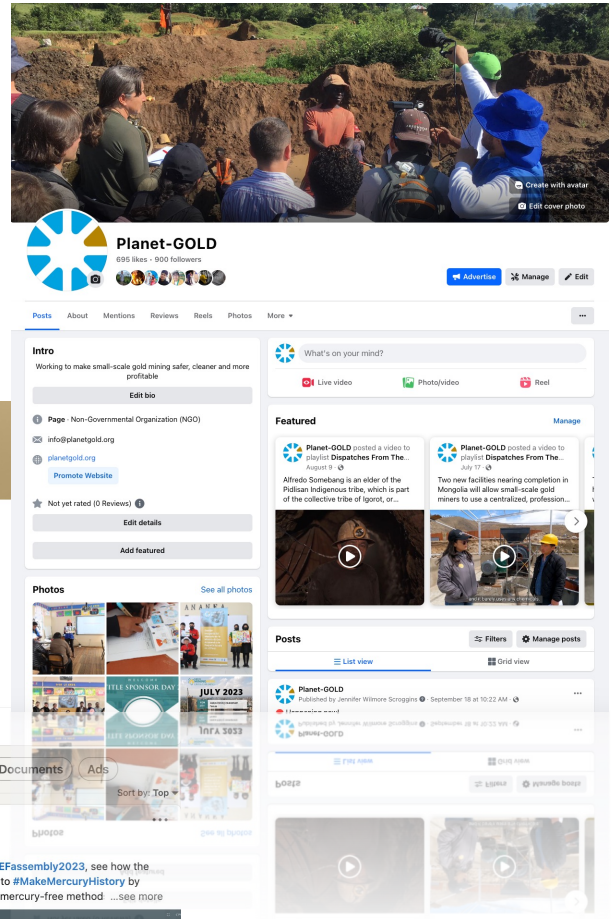
## The planetGOLD programme hosts accounts on:

- LinkedIn
- Twitter
- Facebook

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

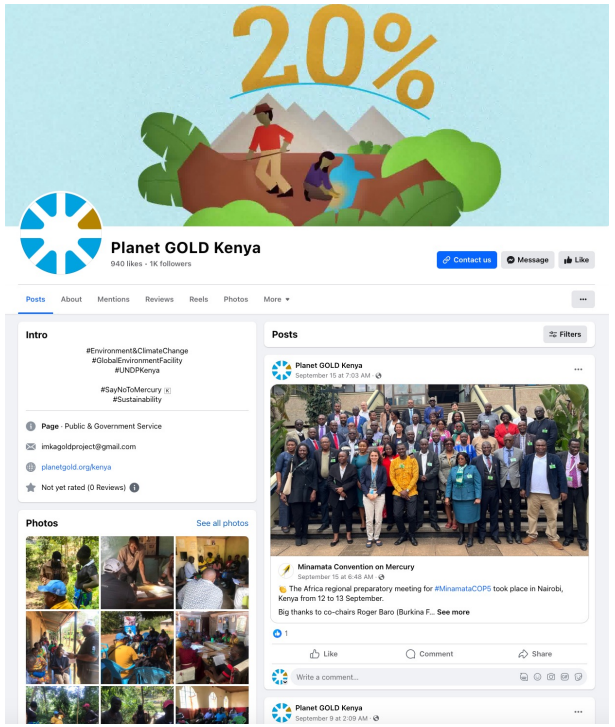


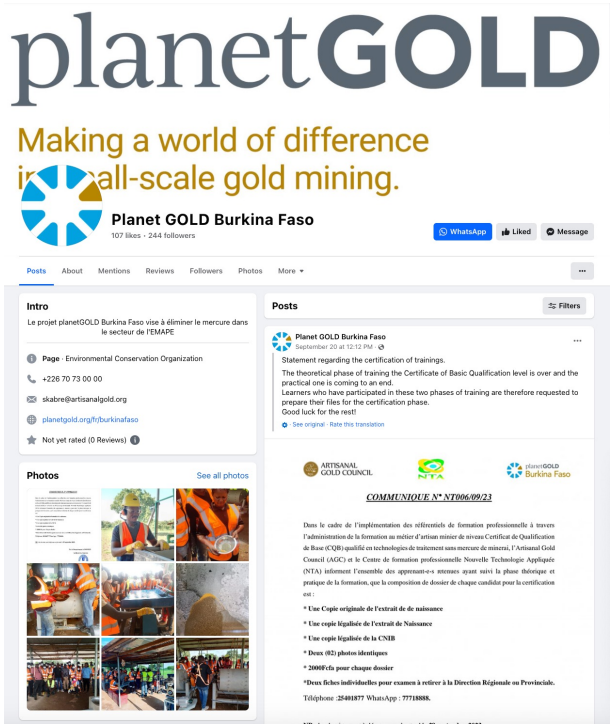



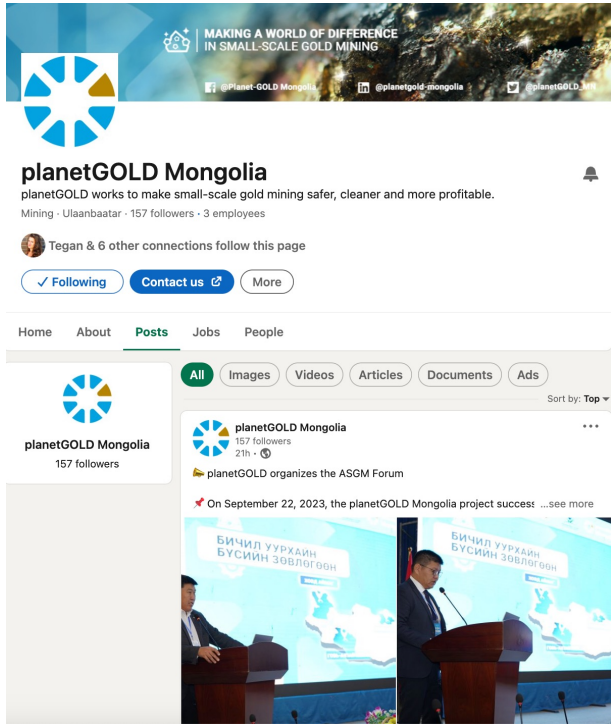



# Project Social Media Accounts

- “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

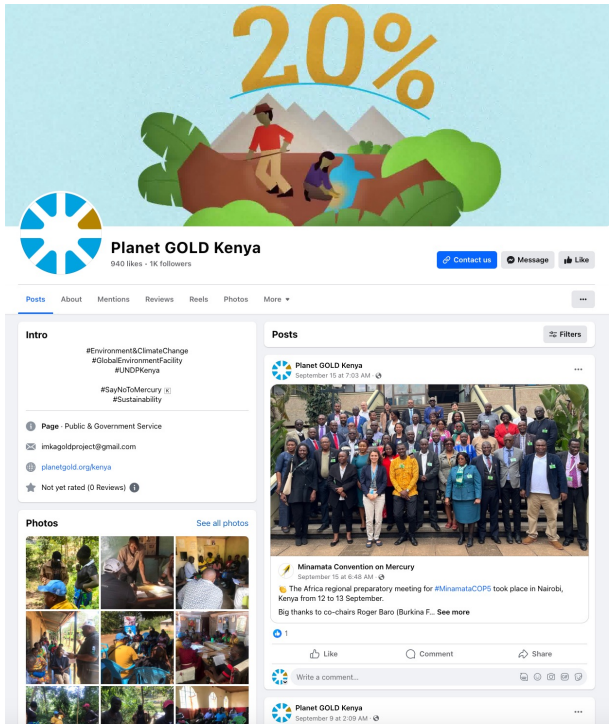


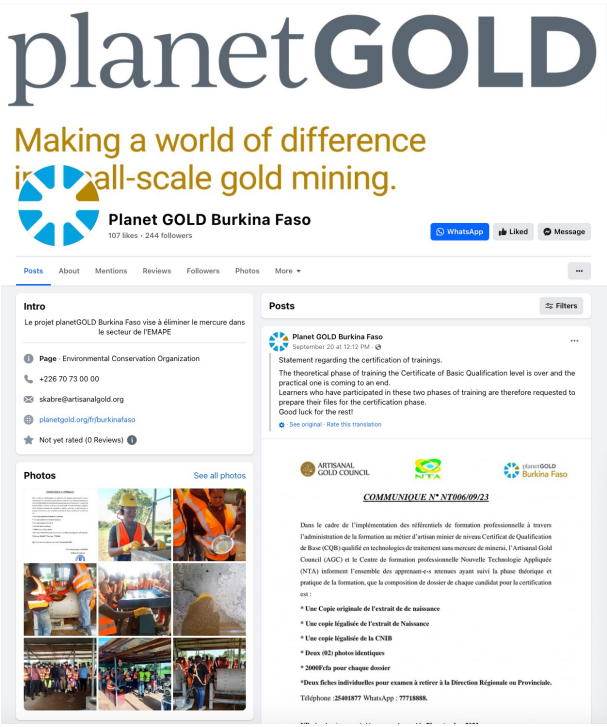


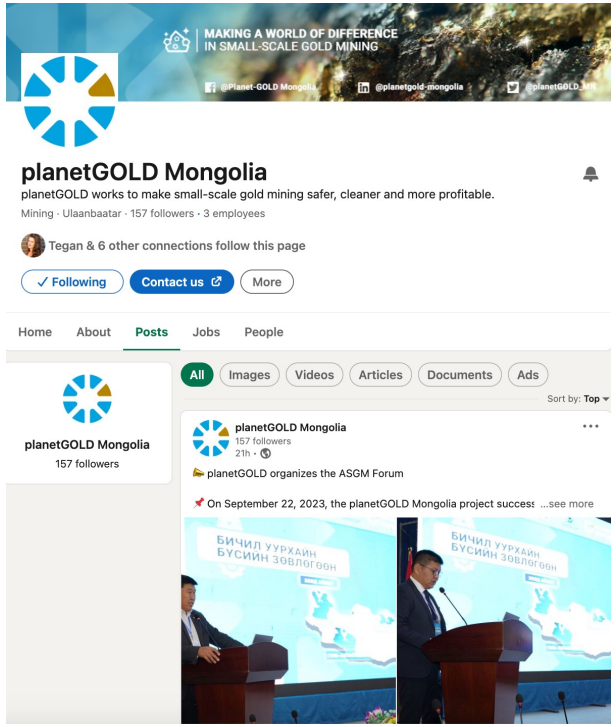



# Project Social Media Accounts

- **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)





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# YouTube

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@planetGOLD 3.03K subscribers 168 videos

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

planetgold.org and 4 more links

Subscribe

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

**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 -...

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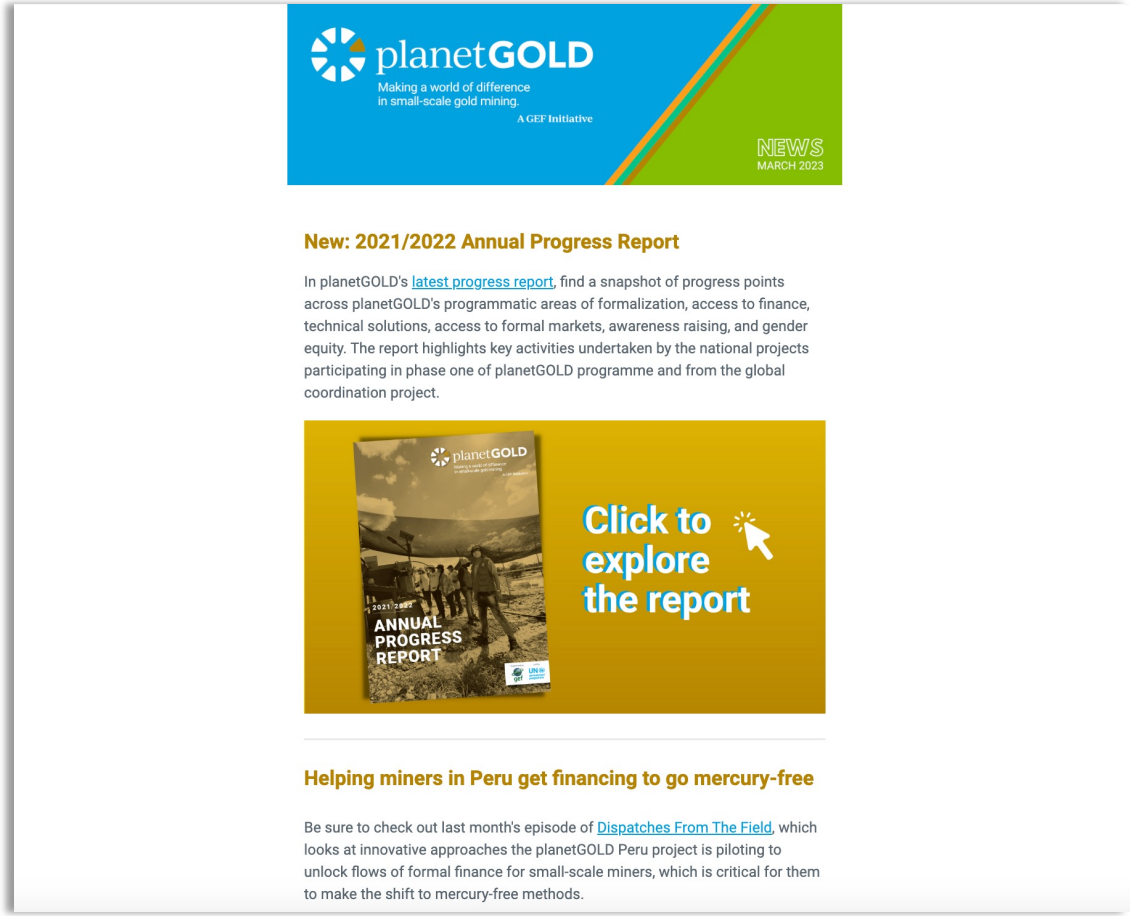
# Quarterly Email Newsletter




**Sign up! bit.ly/pGEmailList**

# Branding Requirements & Templates

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## 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**

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# Country Project Name & Logo

**Country projects are required to:**

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

planetGOLD Bolivia

planetGOLD Burkina Faso

planetGOLD Colombia

planetGOLD Côte d'Ivoire

planetGOLD Ecuador

planetGOLD Ghana

planetGOLD Guinea

planetGOLD Guyana

planetGOLD Honduras

planetGOLD Indonesia

planetGOLD Kenya

planetGOLD Madagascar

planetGOLD Mali

planetGOLD Mongolia

planetGOLD Nicaragua

planetGOLD Nigeria

planetGOLD Perú

planetGOLD Philippines

planetGOLD Republic of the Congo

planetGOLD Sierra Leone

planetGOLD Suriname

planetGOLD Uganda

planetGOLD Zambia

# Logo Usage

## BANNER OF LOGOS REQUIRED ON ALL PROJECT PUBLICATIONS

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

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*

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## 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.*

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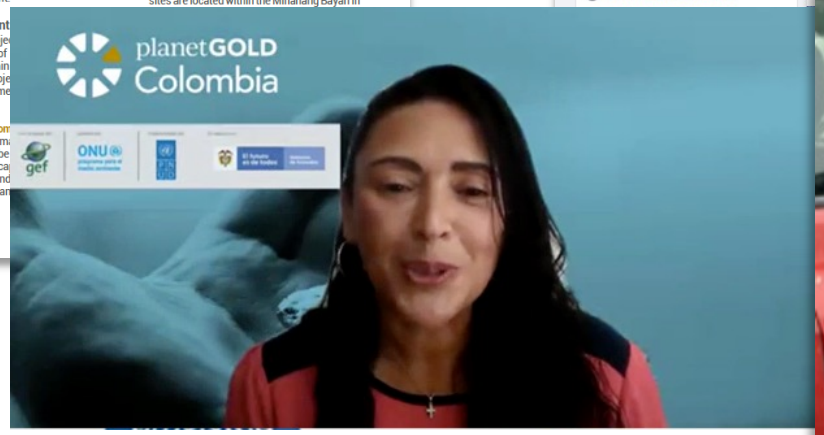
# Branding in Action



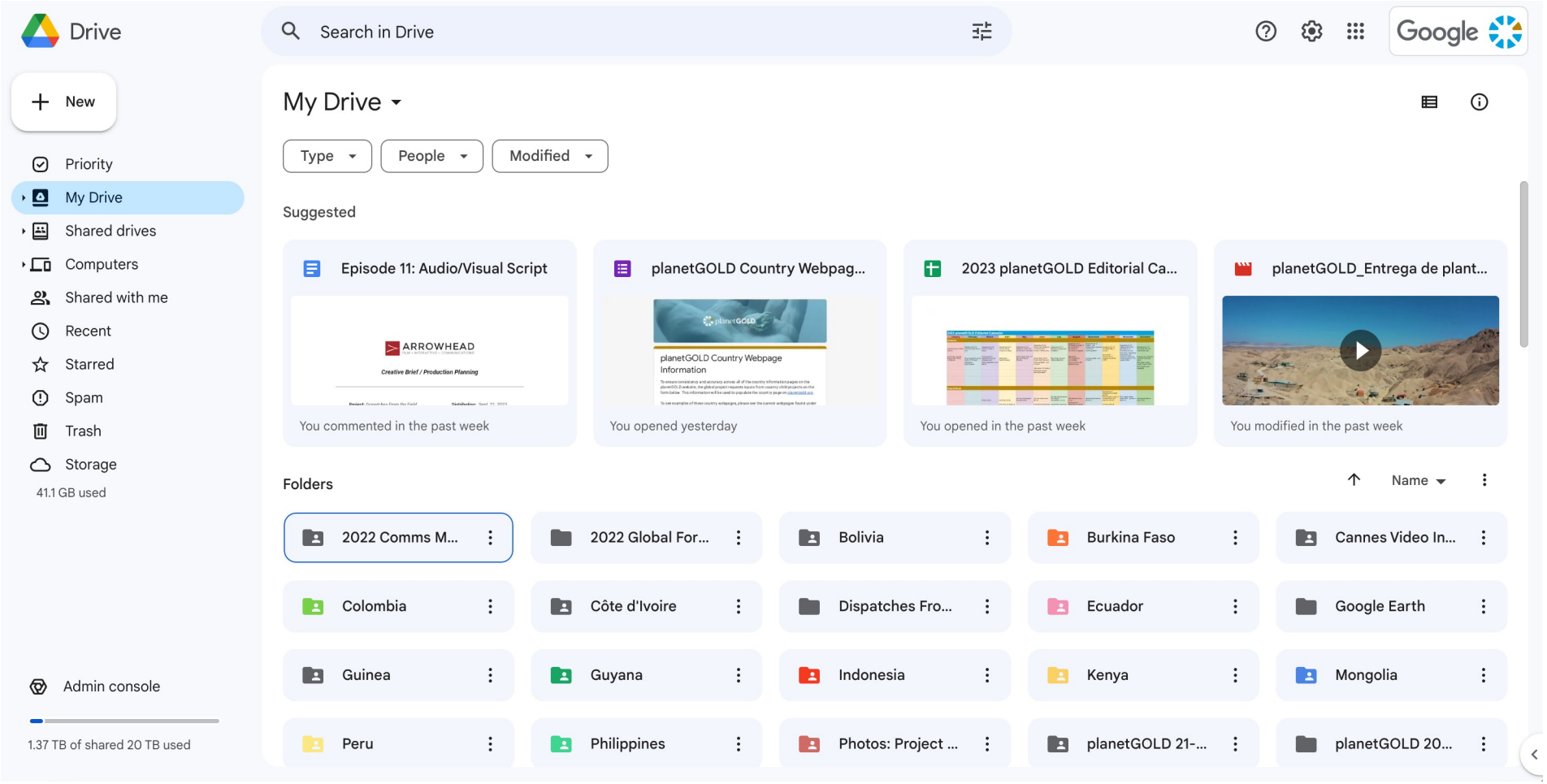
# Coordination & Collaboration

# Cross-Programme Communications Network

## Collaboration & info exchange via:

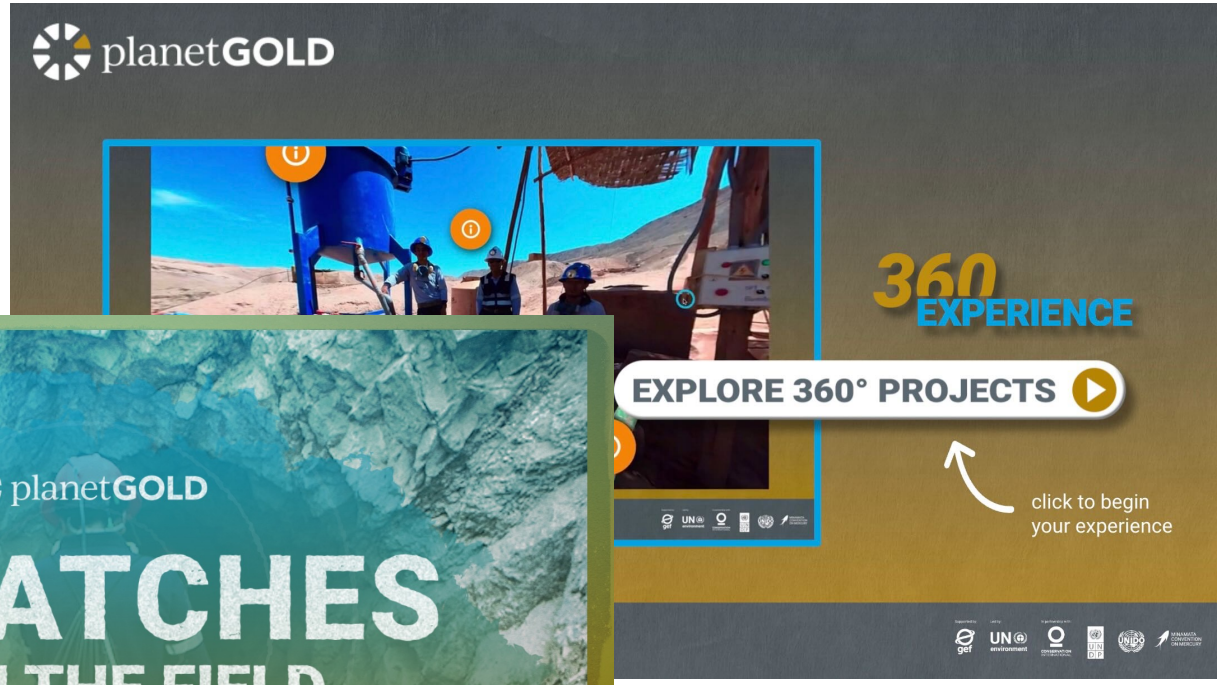
- Quarterly group calls
- In-person meetings alongside broader programme gatherings
- Online “Basecamp” project
- WhatsApp group
- Occasional trainings
- One-on-one exchanges

# Contribution to Global Communications



# Contribution to Global Communications

Elevating miners' voices and promoting project advances



planetGOLD Kenya

28 September 2023

# Communicating for planetGOLD: A planetGOLD Kenya's Perspective

Presented by:
Ruth Epwoka
Communications Officer, Kenya

Supported by: gef
Led by: UN environment programme
In partnership with: UNDP, Ministry of Environment, Climate Change and Forestry

planetGOLD Kenya

# planetGOLD Communication Strategy

planetGOLD Communications Strategy formed the blueprint for planetGOLD Kenya's Communications Strategy & Awareness Raising Plan.

Defining Messages, Branding, Channels, Audience & Feedback Mechanism

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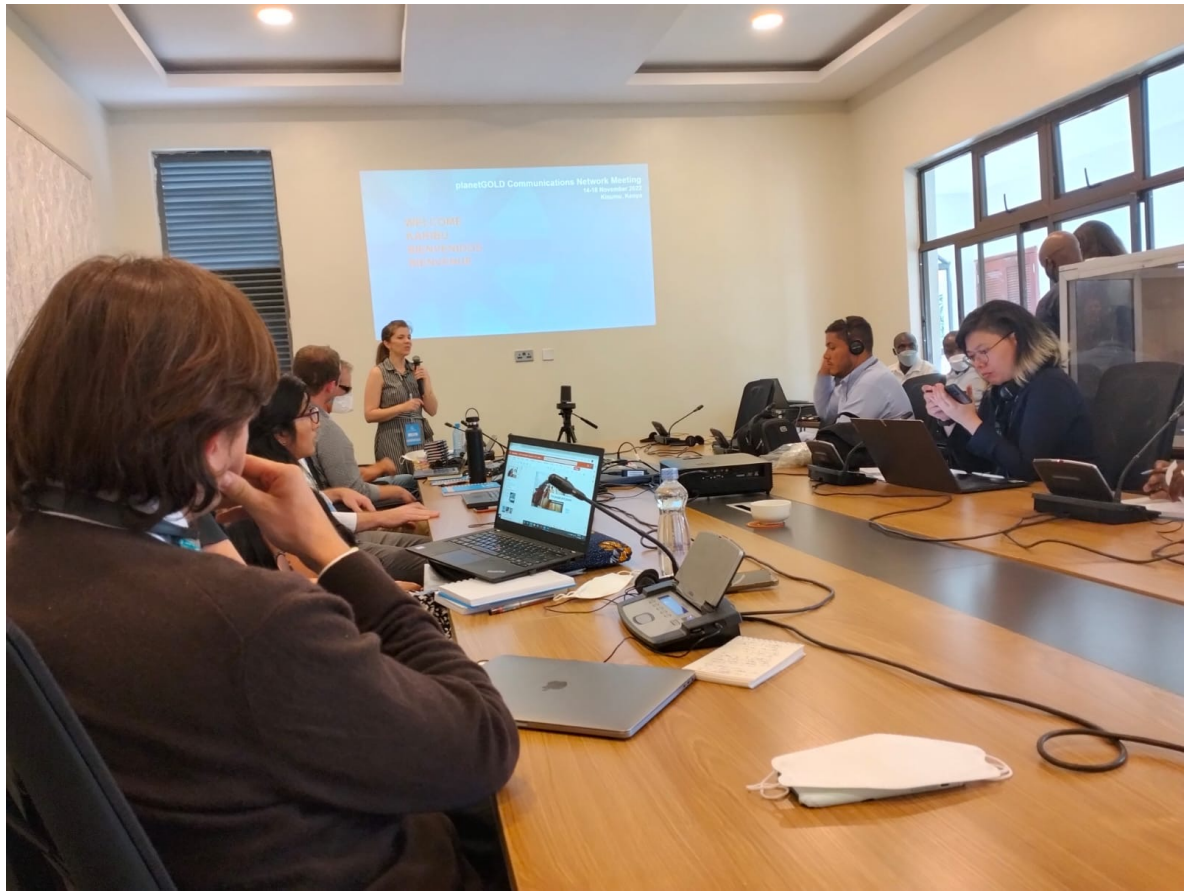
# The Communications Network

Participating in the Communications Network has been eye opening.



planetGOLD Kenya

# The Global Programme's Support

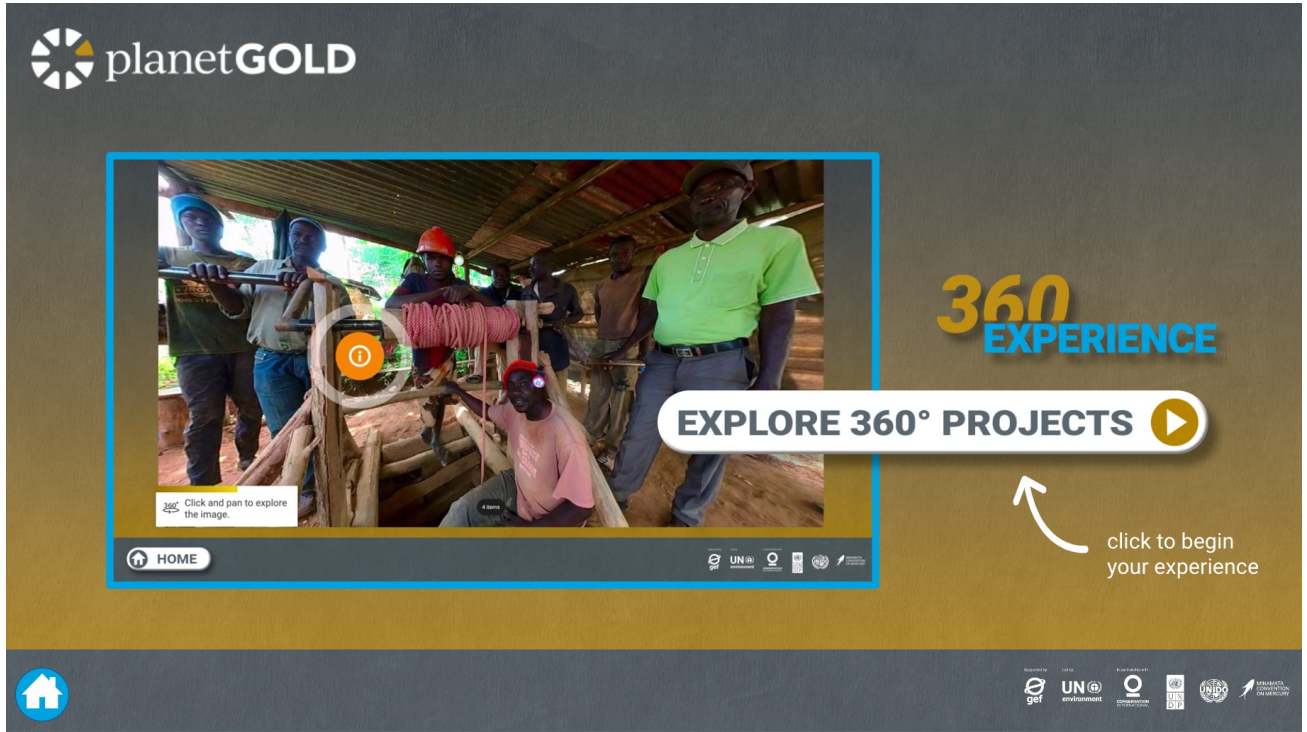
The global communication team offers support that vary from capacity building on website management, supports countries social media campaigns to supporting the documentation of country's programmes

# Arrowhead Films & Communications

Helping us tell planetGOLD’s stories

planetGOLD
STYLE
GUIDELINES
VISUAL IDENTITY AND BRAND ASSETS
rev 2021 July

planetGOLD
#MakeMercuryHistory
planetGOLD
#MakeMercuryHistory
planetGOLD
360
EXPERIENCE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360
EXPERIENCE
EXPLORE 360° PROJECTS
click to begin
your experience
Click and pan to explore
the image.
HOME

# *Episode Opportunities*

# 10 Episodes Released Since December 2022

# Episode Requirements

*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?

# What’s Next in Trainings

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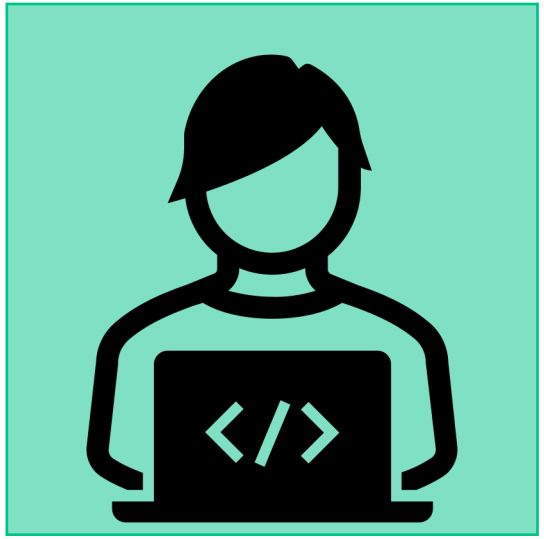

- Adding web content to the planetGOLD website (July)
- iGOLD-online quarterly reporting (July)
- Calculation of programme indicators and documentation (August)
- planetGOLD Communications Strategy & Tools (September)
- **Introduction to the planetGOLD Criteria (November)**
- **Webinar series on Jurisdictional Approaches (December)**

# Thank you

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In partnership with: UNIDO UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

UNDP

CONSERVATION INTERNATIONAL


**Susan Keane**
**planetGOLD Global Coordinator**
skeane@nrdc.org

**Jennifer Wilmore Scroggins**
**planetGOLD Communications Manager**
jwilmorescroggins@nrdc.org

**Mona Avalos**
**planetGOLD Knowledge Mgt. Coordinator**
mavalos@nrdc.org

**Marilyn Kunce**
**planetGOLD Regional Coordinator**
mmartinez@nrdc.org

**Assietou Gaye**
**planetGOLD Regional Coordinator**
agaye@nrdc.org

**Ken Davis**
**Programme Officer, UNEP**
Kenneth.davis@un.org

**Malgorzata Stylo**
**Programme Officer, UNEP**
Kenneth.davis@un.org