

# WP7 OUTREACH

*THE COMING REVOLUTION IN THE MINERAL INTELLIGENCE CAPACITY ANALYSIS*

*“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.” Tony Robbins*



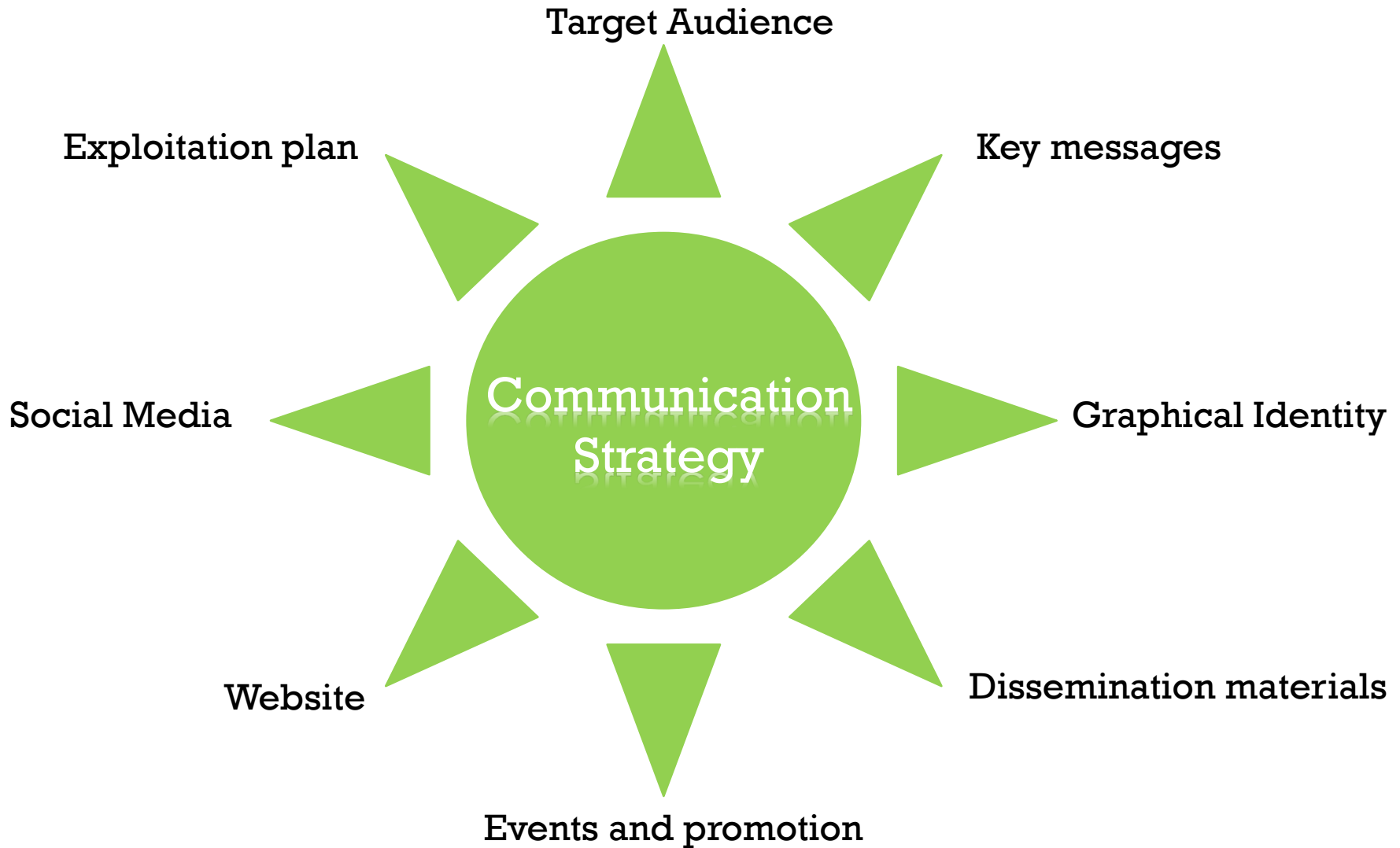
Claudia Delfini  
General Meeting  
27-29 September 2016, Brussels

To ensure a maximum

**IMPACT**

- ✓ D7.1 Graphical Identity (M3)
- ✓ D7.2. Teasers and promotion materials (brochures, gadgets, media kit, website, poster) (M6)
- ✓ D7.3 Communication Strategy, developing linkages with relevant past, on-going and future initiatives (M9)
- ✓ D7.4 MICA social network, based on LinkedIn Groups and Twitter (M12)
- ❖ D7.5 MICA's annual dedicated workshops (2) and final event (M6-24).

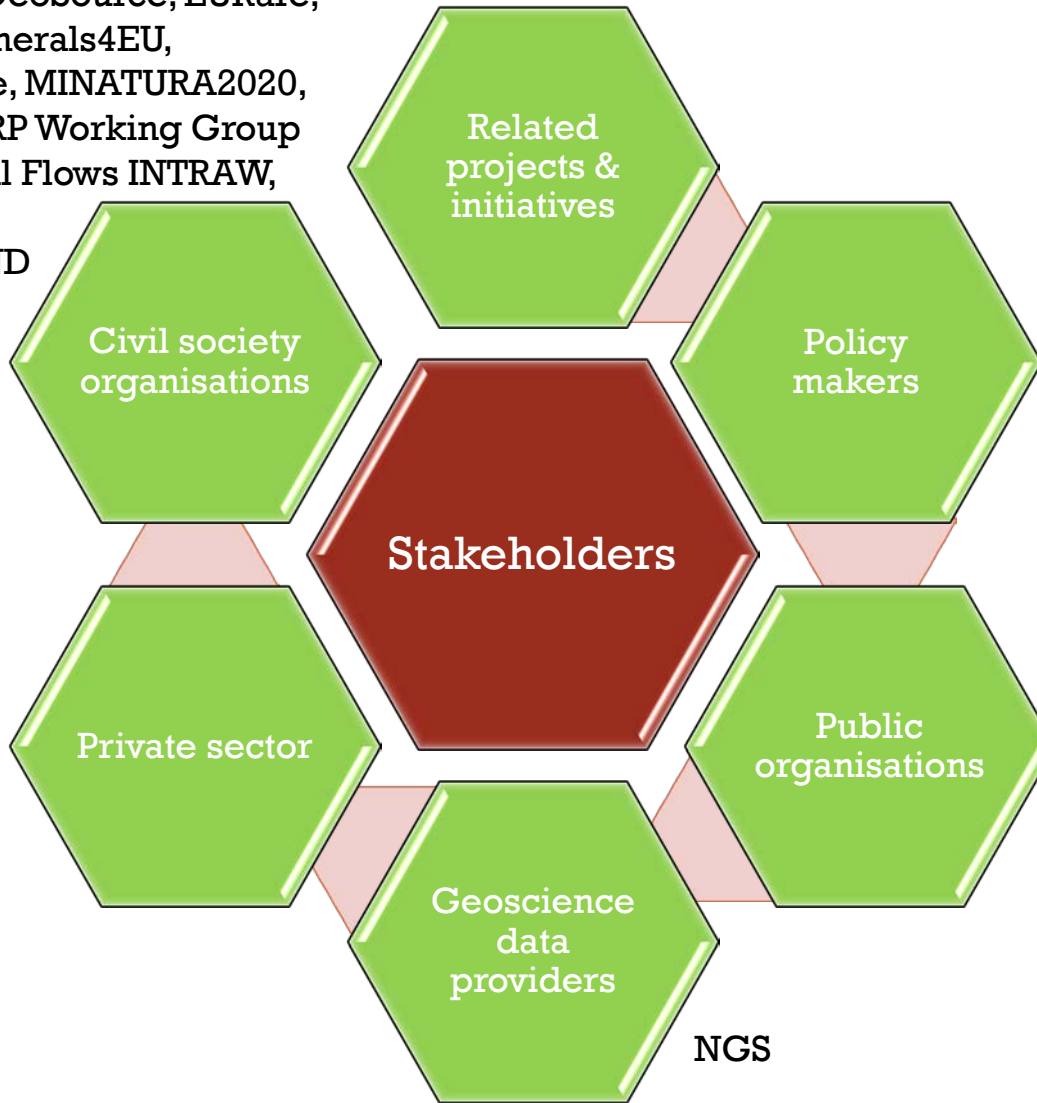




ProMine, EuroGeoSource, EURare,  
Mininventory, Minerals4EU,  
ProSUM, I2Mine, MINATURA2020,  
EGDI Bridge, IRP Working Group  
on Global Metal Flows INTRAW,  
VERAM,  
SMART GROUND

General Public  
Social welfare  
and environment  
Organisations  
media

Commercial and  
investment  
companies  
Exploration and  
mining companies,  
processing, trade,  
waste treatment  
companies and  
Finance



EU level  
EU Parliament  
National level  
Ministries  
Local Level  
Municipalities  
Administrative  
Regulatory  
Licensing Authorities

Professionals  
Universities  
Research Institutes  
Expert Community  
ICMM  
IUGS,  
CGI  
GTWG

NGS

## Early stage

- ❖ Help decision makers at EU level to better navigate the Mineral Raw Materials Domain.
- ❖ Offer a framework for the recommendation of Research & Innovation priorities;

## Middle stage

- ❖ Contribute to evidence-based policy and appropriate, cost-effective management, planning and adaptation decisions by the public sector, businesses, industry and society;

## Final stage

- ❖ Increase knowledge and stimulate the use of MICA's services among professionals.
- ❖ Improve conditions for sustainable access and supply of raw materials in the EU.

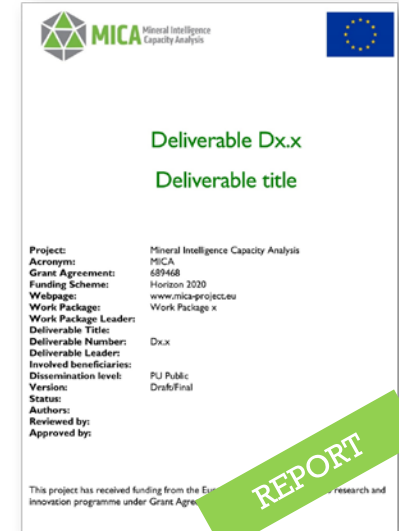


C 50 M 38 Y 38 N 17

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LETTERHEAD



REPORT



PPT

# 2<sup>ND</sup> PHASE: DISSEMINATION MATERIALS



BANNER



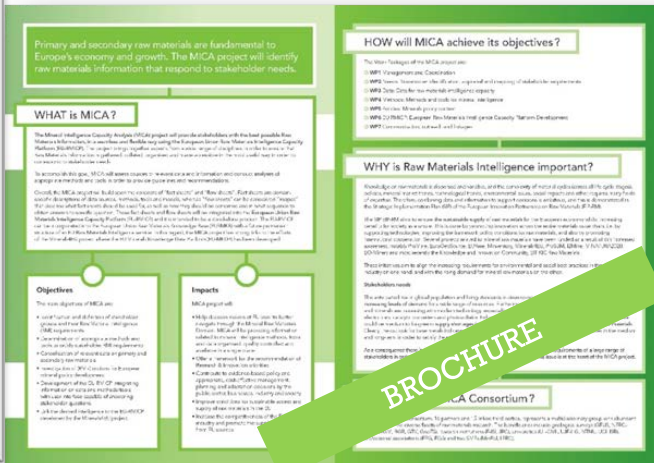
BROCHURE



PRESS RELEASE



PRESS RELEASE



POSTER



PRESS RELEASE



- ✓ EGS MREG meeting: 24 November 2015
- ✓ EGS National Delegates Forum: 15-17 February 2016
- ✓ EGS General Assembly: 15-16 March 2016
- ✓ EGS MREG meeting: 1-2 June 2016
- ✓ EGS National Delegates Forum 12-13 September 2016
- ❖ EGS General Assembly 11-12 October 2016
- ❖ GEO-XIII Plenary November 24 2015



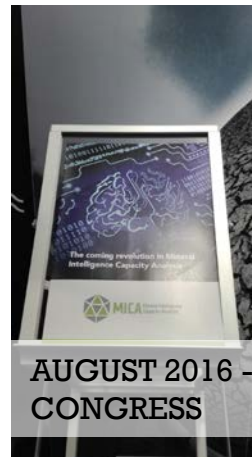
APRIL 2016 - European Innovation Partnership on Raw Materials Operational Groups meeting



MAY 2016 - MICA at the UNECE Expert Group of Resource Classification (EGRC)



APRIL 2016 - European Geosciences Union General Assembly



AUGUST 2016 - 35<sup>th</sup> INTERNATIONAL GEOLOGICAL CONGRESS





Facebook post from MICA project (@micaproject2015) dated 7 September 2016. The post text reads: "The MICA general meeting is now approaching fast... stay tuned! 27-29th September 2016 in Brussels, Belgium. Great opportunity to meet the particular #rawmaterial information needs of your organization! http://mica.eurogeosurveys.org/". The post includes a large image with the MICA logo and the text "MICA Mineral Intelligence Capacity Analysis". Below the image, it says "www.mica-project.eu" and "Primary and secondary raw materials are fundamental to Europe's economy and growth. They represent the most important link in the value chain of industrial goods production, which plays a prominent role as a source of prosperity in Europe...". The post has 5 people reached and options to Like, Comment, and Share.



Twitter post from EuroGeoSurveys (@EuroGeoSurveys) dated 7 Sep 2016. The tweet text is: "Great opportunity to meet the particular #rawmaterial information needs of your organization!". Below the text, it says "Mica project @micaproject2015 The @micaproject2015 general meeting is now approaching fast...stay tuned! September 27-29th 2016 in Brussels goo.gl/7Bc3jV". The tweet has 4 retweets and 4 likes. A reply box is visible at the bottom.



## EuroGeoSurveys NEWS

HOME ABOUT US INTERVIEWS PHOTO & VIDEO PRESS

Grid of news articles with dates and titles:

- SEPT 15**: FINANCED FOR BOOSTING GEOIDENTIFIC SKILLS IN AFRICA
- JUN 30**: EU-ADVANCED MINING RAW MATERIALS DIPLOMACY EVENT ON MINING POLICIES AND TECHNOLOGIES
- JUN 29**: EUROPEAN GEOLOGICAL DATA INFRASTRUCTURE LAUNCH EVENT: THE VERSION 1.0 IS HERE!
- MAR 31**: INTERVIEWS ON THE NEW EGS BOOK - WONDER WATER - THE VALUE OF WATER
- MAR 13**: MICA AT THE UNICE EXPERT GROUP OF RESOURCE CLASSIFICATION (EGRC), SHARE A COMMON GROUND
- MAR 13**: EUROPEAN INNOVATION PARTNERSHIP ON RAW MATERIALS - MEETING OF OPERATIONAL GROUPS
- MAR 10**: EUROPEAN GEOLOGICAL DATA INFRASTRUCTURE (EGDI) ON AFRICA REGIONAL SURVEYS (PROSPECTED PROJECTS) ANNOUNCED
- MAR 10**: THE MICA PROJECT WAS PRESENTED BY A PAPER AT THE 7th SESSION OF THE UNICE EXPERT GROUP OF RESOURCE CLASSIFICATION (EGRC)

**SUBSCRIPTION**

An email will be sent when we post a news.

Name:

Email:

**SEARCH**

RSS News (5)

**CONTACT**

### Recent Updates

EuroGeoSurveys The Mineral Intelligence Capacity Analysis (MICA) general meeting is now approaching fast... stay tuned! Great opportunity to meet the particular #rawmaterial information needs of your organization! 27-29th September 2016 in Brussels <http://goo.gl/7Bc3jV>

goo.gl  
goo.gl · goo.gl

**MICA** Mineral Intelligence Capacity Analysis

**Organic**  
Targeted to: All Followers

134 impressions	1 click	1 interaction	1.49% engagement
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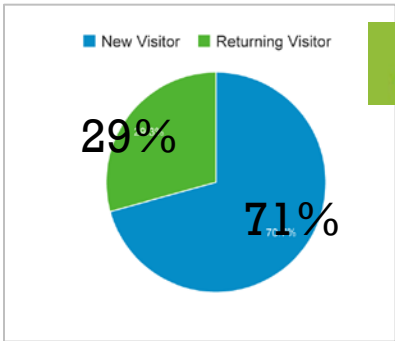
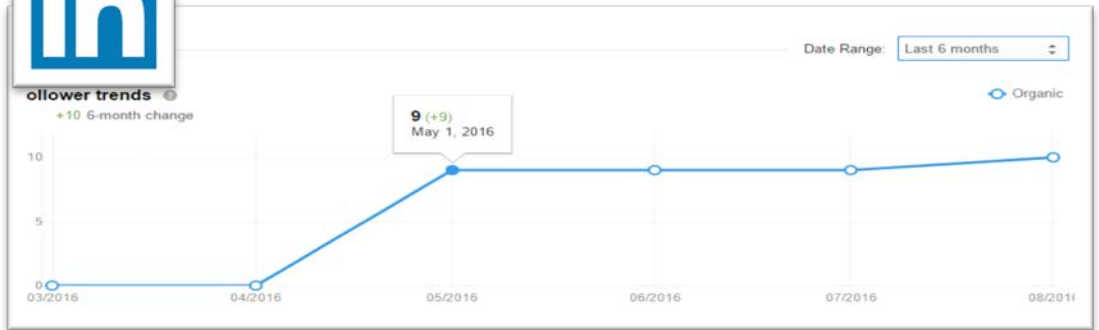
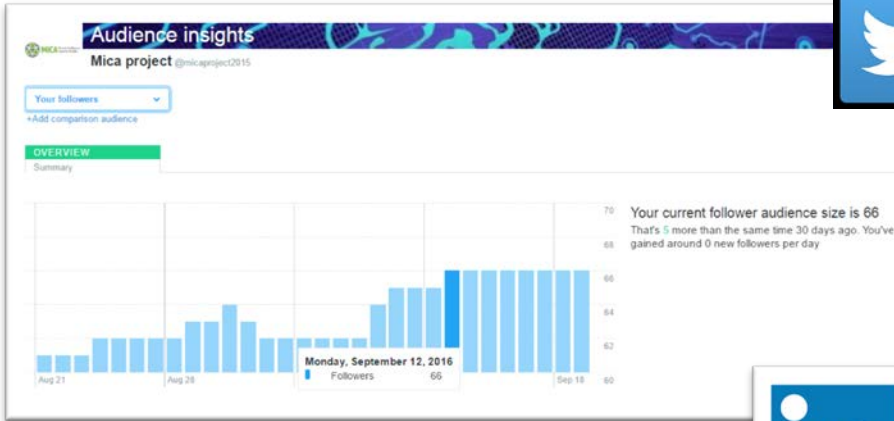
Like (2) · Comment · Pin to top · 20 hours ago

EuroGeoSurveys and Francisca Padoen

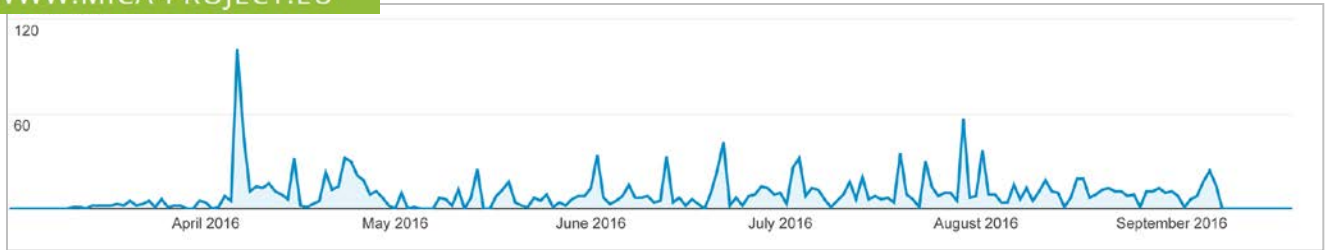
### People Also Viewed

People Also Viewed:

- EGU
- European Geological Data Infrastructure (EGDI)
- USGS
- EuroGeoSurveys Showcase Page
- EGDI
- European Geological Data Infrastructure (EGDI)
- Nonprofit Organization Management - 19 followers
- Following
- Aids You May Be Interested In
- Book Your Place Today
- Hear from the experts how to create a happy, engaged & productive workforce



WWW.MICA-PROJECT.EU



# COMMUNICATION TOOLS TARGETED TO THE STAKEHOLDERS



	Policy makers	Geoscience data providers	Private sector	Public Organisations	Civil Society Organisations	Related projects & initiatives
<b>Tools</b>						
Visual identity	x	x	x	x	x	x
Brochure – Generalist	x	x	x	x	x	x
Videos	x	x	x	x	x	x
Media articles	x	x	x	x	x	x
e-Newsletters	x	x	x	x	x	x
Project reports	x	x	x	x		
<b>Channels</b>						
Project website	x	x	x	x	x	x
Mailing lists & Contact databases		x	x	x		x
Social media	x	x	x	x	x	x
Project events – Awareness and dialogues workshops	x	x	x	x		x

# EXPECTED RESULTS



<b>Tool</b>	<b>Key Performance Indicators (KPI)</b>	<b>Expected Results (M26)</b>
<b>Website</b>	Number of unique visitors	300 Visitors
<b>Social Media (LinkedIn – Twitter)</b>	Number of Followers Number of tweets	250 followers 50 tweets
<b>Brochures</b>	Number of Brochure distributed	1000
<b>Video</b>	Number of views	100
<b>Conferences/events</b>	Number of Conferences/events attended	24
<b>E-newsletter</b>	Number of online readers	300
<b>Articles</b>	Number of articles published	20
<b>Final high- level conference</b>	Number of participants	100
<b>Stakeholders workshops</b>	Number of participants	7

The project will be exploited on the basis of different stakeholder and of the stage during and after the project duration.

Stakeholders	Anticipated Exploitation
<b>Policy makers</b>	As input to assist and enhance planning and policy making in relevant areas including, but not limited to, infrastructure development, industrial and economic planning, population and migration studies, etc.
<b>Geoscience data providers</b>	Further standardization and harmonization, reduction of cross border inconsistencies, enhanced data quality
<b>Public organisations</b>	Easier access to information resulting in reduced costs and higher quality research, development and professional advice.
<b>Private sector</b>	Greater efficiency, reduced costs and risks, higher profits and growth leading to employment opportunities and greater tax generating revenue. Possible 'next level' products and services based on the data.
<b>Civil society organisations</b>	Easier access leading to more informed decision making and greater public involvement / interest in issues.
<b>Related projects &amp; initiatives</b>	Synergy and mutual benefits

## Test points

- ❖ After the first year of the project, when the prototype is available for examination by stakeholders
- ❖ No later than three months before the end of the project by which time the post-project sustainability plans will be presented to stakeholders
  - ❖ face-to-face discussions
  - ❖ telephone / Skype
  - ❖ questionnaires



# Sustainability





## Conclusion

The exploitation activities will utilize an iterative approach of

- ❖ explaining briefly and in non-technical terms the potential outputs and benefits of the project;
- ❖ asking the industry representative(s) what types of uses they foresee;
- ❖ discussing within the project how these needs can best be addressed.



- ❖ End year one: specific activities (interviews / questionnaires)
- ❖ Middle stage: test the prototype
- ❖ End and after the end of the project: informed debate identification of type of assistance and funding for post-project sustainability.



**MICA** Mineral Intelligence  
Capacity Analysis



# THANKS FOR YOUR ATTENTION



GEUS



JRC  
EUROPEAN COMMISSION



MinPol KG

Fraunhofer

ISI



The Geological Surveys of Europe

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