

Brand and Communications Committee (BCCo) Meeting Minutes

23 April 2025

Brand and Communications (BCCo) Minutes of the FutureCoal

Brand and Communications Committee Attendees

Name	Company
Matthew Gerber (Chair)	Yancoal
Chris Demetriou (Lead Secretariat)	FutureCoal
Avhurengwi Nengovhela	CoalTech
Carmen Bergman-Ally	CoalTech
Daleen Lopez-Ruiz	FutureCoal
Daniel Zavattiero	Minerals Council of Australia
Georgia Swinton	Yancoal
Nkuli Mngcungusa	Thungela
Siphiwe Tame	Menar
Matthew Gerber (Chair)	Yancoal
Chris Demetriou (Lead Secretariat)	FutureCoal

Brand and Communications Committee Apologies

Name	Company
Debra Malandu	Hwange Colliery
Sam Deans	Whitehaven
Nick McDermott	Yancoal

8. Chair Opening Remarks

Apologies and Introductions

- The Chair welcomed everyone to the meeting and formally adopted the Agenda.
- The Chair noted the apologies received.

9. Minutes of 21 October 2024

Approval of Minutes

- The Chair presented the minutes of the previous BCCo meeting.
- With no comments from the members, the Chair proposed the adoption of the minutes as formally approved, a motion supported by the members.

10. Next steps: Brand and Communications Workshop

- The Lead Secretariat provided a summary of the Brand and Communications Workshop held on 23 November 2024.
- The workshop was convened to support the development of the 10-Year Strategy (2025–2035), with a particular focus on communications and brand positioning.
- The Lead Secretariat informed the Committee that a document summarising feedback and proposed actions will be prepared. This will incorporate input from Executive Committee and is intended for ratification at the August Board Meeting.
- The Chair recommended the development of a KPI document for BCCo to ensure strategic alignment and accountability to the 10-Year Strategy. The Lead Secretariat supported the recommendation, confirming that a KPI document will be created following formal ratification of the Strategy.

11. FutureCoal Resources

- The Lead Secretariat provided an overview of the Communications Slide Deck that was shared ahead of the meeting.
- The following feedback was provided by Sub-Committee Members:
 - slide deck was found useful, and interest was expressed in the development of additional infographics;
 - an editable version of the slide deck was requested to allow for translation and adaptation into local languages; and
 - a slideshow specifically designed to support the recruitment of younger members into the mining sector was suggested.

12. FutureCoal Activities

5.1 Activities in Q2

- The Lead Secretariat provided an update regarding FutureCoal's activities over the last Quarter.

- In February, FutureCoal conducted a South African Roadshow during Mining Indaba, attended by Michelle, Daleen, and the Lead Secretariat.
- During the event, Michelle was interviewed by major publications including Bloomberg, Reuters, Mining Review Africa, Mining Journal, and ESI Africa.
- The Southern Africa Chapter was officially launched.
- Michelle and the Chair of the South Africa Country Chapter, Mike Teke, also met with journalists from Mining Weekly, Sunday Times, and other outlets.
- Over this period, the media campaign achieved over 272 million impressions and 65 media mentions.

5.2 Media in Q2

- In Quarter 2, FutureCoal recorded 429 million media impressions and 113 mentions.
- This coverage included:
 - Media mentions from the South African interviews and the Southern Africa Chapter press release.
 - A quote by Michelle in the Daily Telegraph (UK) regarding China's coal consumption and advancements in coal abatement technologies.
- A quote in Forbes, commenting on Energy Secretary Chris Wright's statements made in February.

5.3 Website and Digital Performance

- The website experienced significant growth over the last quarter, attributed to improved SEO and targeted Google Ads in Southern Africa aimed at increasing brand awareness.
- The campaign resulted in nearly 2 million impressions and over 50,000 website clicks during this period.
- Plans are underway to expand Google Ads campaigns in coordination with Country Chapters to further optimise reach and digital presence.

5.4 Member Update

- Director Business Development and Membership, Daleen Lopez-Ruiz, provided the Committee with an update on membership activities and strategic outreach.
- She confirmed the official launch of the Southern Africa Chapter, which includes stakeholders from Botswana, Mozambique, South Africa, and Zimbabwe, and is chaired by Mike Teke.
- Additional Country Chapters are planned for launch later this year, including Eurasia, USA, India, and Southeast Asia (Including China).
- Daleen also reported on recent regional Roadshows conducted this quarter:
 - **South Africa:** FutureCoal engaged with financial institutions (Rand Merchant Bank and Citibank), investors, government ministers, and prospective members. The financiers are looking at working with FutureCoal on developing a Coal Playbook to support stakeholder engagement.

- **United States:** Michelle represented FutureCoal at CIAB and met with Co-Chair of the U.S. Coal Caucus, Congresswoman Carol Miller and the DOE. FutureCoal’s fact-based advocacy approach was well received, and which is reflected in the recent US Presidential Executive Order 14241, which supports deregulation of licensing and promotion of clean coal technologies.
- **India:** FutureCoal met with Finance Stakeholders in Mumbai who signalled interest in establishing a FutureCoal-led Technical Advisory Committee to guide assessments of coal-related investments, senior representatives from the Ministry of Coal, the Ministry of Power in Delhi who is seeking further international collaboration on the platform in support of Sustainable Coal Stewardship and the Country Chapters, and prospective Members, including NTPC.

13. Yancoal Presentation

- The Committee heard from Georgia Swinton, Communications and Corporate Affairs Specialist at Yancoal, who presented on how the organisation uses FutureCoal assets to primarily educate and inform internal stakeholders within the company.
- Engagement data indicated that 2,412 users accessed the materials, with an average reading time of 58 seconds — an 81% increase compared to the platform’s average reading time of 32 seconds.
- She reported that the educational materials have been well received, with participants finding them informative, clear, and useful.
- Interest was expressed in accessing more infographics and video content to support ongoing internal education efforts.
- The value of using these assets were noted to support the Shandong Energy WeChat account.
- The Lead Secretariat agreed and proposed a joint effort to boost FutureCoal’s brand awareness on WeChat through coordinated content sharing.

14. Any Other Business (AOB)

7.1 FutureCoal Leaders Forum

- The Lead Secretariat informed Committee Members of the upcoming FutureCoal Leaders Forum, scheduled to take place in Dubai on 11 August, followed by the Board Meeting on 12 August. More information will be shared in the coming weeks.

7.2 Next Brand and Communications Committee Meeting

- The next Committee is planned for October. The Lead Secretariat will provide date and time options in advance to ensure fair consideration across the Committee.

15. Close