



FUTURECOAL

The Global Alliance for Sustainable Coal

Brand and Communications Committee (BCCo) Meeting Minutes

21 October 2024

Brand and Communications Committee Attendees

Matthew Gerber (Chair)	Yancoal
Chris Demetriou (Lead Secretariat)	FutureCoal
Daleen Lopez-Ruiz	FutureCoal
Daniel Zavattiero	Minerals Council of Australia
Nick McDermott	Yancoal
Hulisani Rasivhaga	Thungela Resources
Linda Khuluse	Seriti
Debra Malandu	Hwange Colliery
Edwin Elias	Morpule Coal Mine
Sam Deans	Whitehaven
Bradley Forder	World Steel Association

Brand and Communications Committee Apologies

Name	Company
Siphiwe Tame	Menar
Carolina Solano	Colombia Mining Association

1. Chair Opening Remarks

Apologies and Introductions

The Chair welcomed everyone to the meeting and formally adopted the Agenda.

The Chair noted the apologies received.

2. Minutes of 25 October 2023

2.1 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.

3. FutureCoal Updates

3.1 Roadshows and Initiatives

The Lead Secretariat detailed the roadshow activities over the past six months, with the Secretariat embarking on seven roadshows, including China, India, Australia, Japan, Colombia, United States, and Botswana.

- During these roadshows, Chief Executive Michelle Manook met with senior officials and ministers, including India's Minister of Coal, China's Vice Minister, and the Special Envoy on Climate Change from the Ministry of Ecology and Environment (MEE). These meetings reaffirmed coal's strategic importance to both nations and highlighted abatement and beyond-combustion opportunities to make coal a sustainable resource for achieving their long-term economic and environmental goals.
- The committee noted our participation in nine events, including the National Mining Congress in Colombia, the Bluefield Coal Symposium in the U.S., the Africa Mining Summit in Botswana, and the ASEAN Energy Business Forum, where we launched our joint report with ASEAN Centre for Energy (ACE).
- The report with ACE, titled 'Addressing the UN Sustainable Development Goals in the ASEAN Coal Value Chain', presents 60 case studies illustrating coal's multifaceted contributions beyond energy. It also underscores our Sustainable Coal Stewardship (SCS) program's alignment with numerous UN Sustainable Development Goals.
- The committee noted the upcoming November launch of the report 'Roadmap for a Sustainable Global Coal Value Chain', peer-reviewed by industry connections and members, including Alok Perti from the Indian Coal Forum and Beni Suryadi from the ASEAN Centre for Energy.
- This report presents our vision for coal, highlighting proven technologies and projects across the value chain, and coal's potential. Members are encouraged to share this with stakeholders upon release.

3.2 Media Update

- The committee was informed that recent media efforts have achieved over 550 million impressions across 20 countries, with 96 media mentions, including an interview with Michelle in El Tiempo, Colombia's largest newspaper.
- An op-ed in Colombia is in planning stages and will be shared with the committee once published.

3.3 Website Update

- The committee noted that a new South African vendor has been appointed to enhance the website's design and SEO. Google Ads campaigns have also commenced in key target countries.
- As a result, website traffic has grown by 63%, generating 500,000 impressions and over 23,000 clicks.
- Additional growth is expected with the upcoming report release and increased blog content. Members interested in contributing blog content are invited to reach out via email.

4. Brand Messaging

4.1 Messaging Pack

- The Lead Secretariat expressed appreciation to committee members who provided feedback on the messaging pack.
- The Lead Secretariat presented a selection of the messaging, during which Daniel Zavattiero raised a question regarding the phrase "up to 99% abatement." He inquired about the basis of this figure. The Lead Secretariat clarified that it is derived from CCS support, noting that the phrase "up to" ensures the messaging is more cautious.
- Daniel also requested clarity on the statement *"Removing 2 billion tonnes of CO2 is equivalent to taking 111 million cars off the road."*
- Daniel pointed out that the term "remove" could imply direct air capture and suggested reconsidering the phrasing to state "emissions" after CO2 or rephrasing it to "equivalent to 2 billion tonnes less CO2."
- The Lead Secretariat will reflect on this feedback and adjust the wording of that message accordingly.

5. Membership Updates

- Director of Business Development and Membership provided the Committee with an update on membership activities.

5.1 Recruitment and Exits

- Two new members have been recruited: CoalTech and Benicon Mining in South Africa.
- Advanced discussions are underway with NTPC (India), who is finalising all administrative matters.

- Dyno Nobel has cancelled their membership.

5.2 Country Chapters

- Following the global Roadshow and subsequent discussions, the initial recommended Recruitment Campaign has evolved. It is now suggested that this campaign be integrated into the respective Country Chapters, guided by their own strategies.
- Proposed Country Chapters include Australia, China and Mongolia, CIS, Colombia, India, Southern Africa and the USA.
- Each Chapter will have its own Chair, recruitment targets, and work programme.
- Membership efforts will focus on the Country Chapters during the FY25 period.
- Daniel Zavattiero raised a question regarding the purpose of the Country Chapters and if it will focus only on recruitment.
- Daleen clarified that each region will have its own Chair and Work Programme, aimed at rolling out specific objectives beyond just recruitment.
- Daniel recommended speaking with Tania Constable, Chief Executive Officer at the Minerals Council of Australia.
- Daleen noted that she will take this into consideration.

5.3 Discussions with Prospective Members and Stakeholders

- Daleen stated that ongoing discussions are being held with prospective members and stakeholders to support membership recruitment following the various Roadshows.

6. World Steel Association Presentation

- The Committee heard from Bradley Forder, Head of Communications at the World Steel Association (WSA), regarding the industry's perception of steel and collaboration with FutureCoal to align messaging and enhance the perception of both steel and coal.
- The Chair raised a question about green steel, emphasizing that the issue is not solely about energy but also about restructuring supply chains.
- Bradley clarified that the WSA does not define what constitutes green steel in terms of CO2 emissions per tonne of steel produced, as their members have varying views based on different production routes.
- He noted that the WSA aims to establish a consensus among members and non-members on measurement methodologies, while individual members set their own criteria for defining green steel.
- WSA is also focusing on supply chains related to green steel, highlighting that the Middle East has significant access to renewable energy. The only operational carbon capture, utilisation, and storage (CCUS) steel-producing plant is located in the UAE, reflecting trends among their membership.
- The Chair inquired about any formal channels between WSA and FutureCoal.

- The Lead Secretariat confirmed that they had presented at the WSA Brand and Communications Committee Meeting in July and October 2024, and a meeting is being scheduled between the two CEOs to discuss closer partnerships.

7. Feedback on FC Collateral

- The Chair requested feedback from the Committee on FutureCoal (FC) collateral and suggestions for improvement.
- The Chair noted that Yancoal successfully utilises FC collateral to achieve their objectives.
- The Committee suggested that FutureCoal create "BBQ Cards" to enhance messaging effectiveness, enabling use in various forums and settings.
- Regarding the Quarterly Updates, the Committee observed that the content is quite heavy and recommended simplifying it by incorporating infographics and videos to promote the release of new updates.
- Daleen acknowledged that the Quarterly Updates are distributed to diverse audiences, necessitating a certain level of content reflection, but agreed that refinement is possible.
- The Committee also inquired about the ability to download infographics for their use.
- The Lead Secretariat confirmed that infographics will be made available on the Members Portal and that members will receive notifications when new infographics are released.

8. Any other business

8.1 Amending Terms of Reference

The Lead Secretariat reported that, following the last BCCo meeting where the committee approved updates to the terms of reference, the revisions have been completed. These updates will be sent along with the minutes for committee members to review at their convenience.

8.2 Brand and Communications Workstream

The Lead Secretariat informed the committee about the upcoming Brand and Communications workstream scheduled for 20 November.

8.3 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.

9. Close

Chair

Date