



Horizon Europe Framework Programme (HORIZON)

# **D8.1 – Initial Dissemination, Exploitation and Communication Strategy**

**WP8 - Task 8.1**

27/09/2022

Joy Cremesty<sup>1</sup>, Anwar Benkerta<sup>2</sup>

<sup>1</sup>LGI

<sup>2</sup>LGI



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## Abbreviations and Acronyms

Acronym	Description
WP	Work Package
CE&D	Communication, Exploitation and Dissemination
RM	Raw Material
NGO	Non-Governmental Organization
ASSM	Artisanal and Small Scale Mining
KPI	Key Performance Indicators
OECD	Organisation for Economic Co-operation and Development
WB	World Bank
EITI	Extractive Industries Transparency Initiative

## Executive Summary

The main purpose of deliverable D8.1- Communication, Exploitation and Dissemination Strategy & Plan is to describe AfricaMaVal's communication, exploitation and dissemination strategy. The CE&D plan will give more visibility to the project itself through targeted actions during the 42-month duration of the project. This document includes a section on the context of the project and identifies the communication objectives, the target groups, key messages, and expected Key Performance Indicators (KPIs). It also defines the exploitation strategy, the tools, and the channels used to communicate with the audience and disseminate the project's results.

## Keywords

AfricaMaVal, communication, dissemination, visual identity, poster, roll-up, website, LinkedIn, events, workshops, and scientific publications.



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# 1. Introduction

## 1.1 Purpose and scope

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the Horizon Europe programme.

The purpose of this deliverable is to describe the dissemination, exploitation and communication strategy of AfricaMaVal, and to provide greater visibility of the process. This document identifies the communication objectives, target groups, and key messages, and defines the tools and channels used to communicate with the audience and disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding AfricaMaVal and its results. Communication actions will be continuously monitored and updated in an updated and final version of the Dissemination, Communication, Exploitation plan due at M42.

## 1.2 Partner Contributions

LGI Sustainable Innovation (LGI) leads communication, dissemination, and exploitation activities for AfricaMaVal. More specifically, LGI focuses on the global communication of the project and its results as well as the dissemination of results and progress to key African and EU stakeholders (industrials of the raw materials value chain from the EU and Africa, EU manufacturing industries, government, and institutional organizations, EU and African policymakers, citizens, and NGOs in the RM sector, international organizations and ASSM organizations.) The dissemination, communication, and exploitation strategy outlined in this deliverable will be followed by all partners.

A summary of partner contributions to this strategy can be found in the table below:

Partner	Contribution
<b>LGI, EIT RM, WRFA and BRGM</b>	<b>Task 8.1 Communication &amp; Dissemination Strategy (M1 – 36)</b> <ul style="list-style-type: none"> <li>LGI and EIT RM will develop a Communication and Dissemination Plan (D8.1, update on M36) containing goals, key target audiences, channels, and KPIs to assess success.</li> <li>LGI will develop a visual identity (templates, flyers, roll-up, and virtual backgrounds to promote the project at relevant events)</li> <li>LGI will design a project website (M3) to serve as the main digital tool for promoting the project.</li> </ul>



	<ul style="list-style-type: none"> <li>LGI, EIT RM, and WRFA (editorial team) will coordinate with BRGM for disseminating the project's results through a blog and social media accounts and will coordinate publications in open access journals.</li> </ul>
<b>LGI, EIT RM, WRFA, AWIMA and BRGM</b>	<b>Task 8.2 Awareness Raising Campaign (M12 – M33)</b> <ul style="list-style-type: none"> <li>LGI will lead a series of campaigns to give visibility to the generated results of the project. Short videos for social media, infographics, visuals, and quizzes will be used.</li> <li>A strategy with objectives, target audiences, KPIs, and a content calendar will be designed by all partners involved, and a monitoring routine will be set up.</li> <li>Disseminating communication materials for the training courses in cooperation with WP4</li> </ul>
<b>LGI, MADI and BRGM</b>	<b>Task 8.3 Exploitation (M1-M36)</b> <ul style="list-style-type: none"> <li>Maximize exploitation and impacts of the project results during and after the project lifetime</li> <li>Two exploitation workshops will be organized during the project (M12 and M24, respectively).</li> <li>An exploitation plan will be developed</li> </ul>
<b>EGS, LGI, BRGM</b>	<b>Task 8.4 Dialogues (M1-M36)</b> <ul style="list-style-type: none"> <li>Facilitate targeted dialogue activities</li> <li>Reinforce the relations and potential collaborations with relevant projects and initiatives involved in EU-Africa RM value chains.</li> <li>Arrange facilities for bilateral dialogues and sessions or side events with key partner initiatives and stakeholders at major events that attract both EU and African interests</li> <li>LGI, with EGS, will organize 3 webinars for relevant key decision makers to further strengthen cooperation.</li> <li>A final event will be organized in Africa to present and disseminate AfricaMaVal results to key stakeholders.</li> </ul>
<b>All partners</b>	<ul style="list-style-type: none"> <li>Support in translating materials into key European languages (when needed)</li> <li>Contribution to communication and dissemination of content, and promotional materials when needed</li> <li>Support to relay news and results produced in the AfricaMaVal project</li> <li>Support to produce of the project video and campaigns</li> <li>Support in all the WP tasks</li> </ul>

**Table 1 - Partner Contribution**

### 1.3 Relation to other activities

The success of the overall communication, exploitation, and dissemination strategy depends on and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP8 with information on their activities and in sharing relevant information about the project with their own contacts and networks.

The following WPs will be particularly interrelated with the work of WP8:

- **WP4, WP5 and all WPs:** WP8 will disseminate communication materials for the training courses in cooperation with WP4 and WP5, and will disseminate the key results and activities of all the WPs
- **WP9:** led by BRGM will coordinate with LGI all the tasks carried out in WP8

## 2. Context & Objectives

Access to mineral resources represents a crucial strategic question for Europe's ambition to deliver the Green Deal and perform the twin transition (EC, 2020). As future demand for primary critical raw materials will continue to be largely met by imports, the **EU needs to engage in strategic partnerships with resources-rich third countries covering extraction, processing, and refining such as with African countries**, where the EU can help to develop sustainable mineral resource value-chains in a co-development perspective.

In this framework, **AfricaMaVal aims to develop EU-Africa partnership** ensuring responsible sourcing of minerals for the European industry while providing for a sustainable local co-development in the best Environmental, Social, and Governance (ESG) conditions and creating a long-term business environment for European and African companies. AfricaMaVal will focus on the minerals and metals present in the Fourth list of Critical Raw Materials for the EU1 as well as on Copper (Cu), Nickel (Ni), Tin (Sn), and Manganese (Mn) that are particularly pertinent considering Africa's geological potential and their critical status in the digital and energy twin transitions.

Based on the needs of the project, AfricaMaVal's main communication and dissemination objectives include the following:

- Fostering the connection between existing African and European level contacts, through the deployment of targeted communication and dissemination strategy to promote the activities and results generated in the project
- Promoting and ensuring the visibility of the AfricaMaVal project
- Disseminate project results among identified target groups
- Raising awareness of Raw Materials value chains at the global, national, and local African level as well as at the EU level

- Promoting sustainable exploitation of the project results, ensuring the project network legacy, and maximizing the impact of the project.

### 3. Communication, Exploitation & Dissemination Strategy

The overall AfricaMaVal communication, exploitation, and dissemination strategy is based on a series of key messages tailored for specific audiences, an exploitation methodology, and a consistent project description. Those will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

#### 3.1 Target Audiences and Key messages

The AfricaMaVal project aims to reach key target groups through its communication and dissemination strategy including industrials of the raw materials value chain from the EU and Africa, EU manufacturing industries, government, and institutional organizations, EU and African policymakers, citizens, and NGOs in the RM sector, international organizations and ASSM organizations. Each communication action will be targeted at different levels: local, nationwide, European, and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences.

An initial set of tailored messages for AfricaMaVal has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

Target Audience	Key Message
<b>Industrials of the RM value chains from EU and Africa</b>	<ul style="list-style-type: none"> <li>• AfricaMaVal strongly contributes to the development of strategic partnerships between EU and African entities in the field of mineral exploration, extraction, processing, refining and recycling of raw materials supply</li> <li>• AfricaMaVal fosters the development of European investments in the African raw materials value chains, including energy supply and infrastructure, enhancing the diversification of EU ECRM supply chains to lower its vulnerabilities toward raw materials sourcing</li> <li>• AfricaMaVal actively contributes to the development of the knowledge of the African ECRM value chains, from the geological potential to existing capacities with a strong accent on sustainable ESG principles.</li> </ul>

	<ul style="list-style-type: none"> <li>Opening new responsible sourcing possibilities, AfricaMaVal will contribute to the EU industrial leadership, increasing its autonomy in key strategic value chains.</li> </ul>
<b>EU Manufacturing Industries</b>	<ul style="list-style-type: none"> <li>AfricaMaVal promotes practices relying on the best ESG approaches to improve the sustainability of the mining and metal recycling sectors in Africa and enhance legal and ethical supply chains between the EU and Africa</li> <li>Opening new responsible sourcing possibilities, AfricaMaVal will contribute to the EU industrial leadership, increasing its autonomy in key strategic value chains.</li> </ul>
<b>Government and Institutional organizations</b>	<ul style="list-style-type: none"> <li>AfricaMaVal will allow exploring opportunities to enhance responsible governance practices in the Africa RM Value Chain.</li> <li>AfricaMaVal promotes practices relying on the best ESG approaches to improve the sustainability of the mining and metal recycling sectors in Africa and enhance legal and ethical supply chains between the EU and Africa</li> </ul>
<b>EU and African policymakers</b>	<ul style="list-style-type: none"> <li>AfricaMaVal explores policies-based opportunities to strengthen EU-African RM partnerships.</li> <li>AfricaMaVal strongly contributes to the development of strategic partnerships between EU and African entities in the field of mineral exploration, extraction, processing, refining, and recycling of raw materials supply</li> <li>AfricaMaVal fosters the development of European investments in the African raw materials value chains, including energy supply and infrastructure, enhancing the diversification of EU ECRM supply chains to lower its vulnerabilities toward raw materials sourcing</li> </ul>
<b>Citizens and NGOs in the RMs sector</b>	<ul style="list-style-type: none"> <li>AfricaMaVal strongly contributes to the development of strategic partnerships between EU and African entities in the</li> </ul>

	<p>field of mineral exploration, extraction, processing, refining and recycling of raw materials supply</p> <ul style="list-style-type: none"> <li>• AfricaMaVal fosters the development of European investments in the African raw materials value chains, including energy supply and infrastructure, enhancing the diversification of EU ECRM supply chains to lower its vulnerabilities toward raw materials sourcing</li> <li>• AfricaMaVal promotes practices relying on the best ESG approaches to improve the sustainability of the mining and metal recycling sectors in Africa and enhance legal and ethical supply chains between the EU and Africa</li> <li>• By promoting responsible and sustainable practices, AfricaMaVal will lower the negative impacts of EU RM sourcing.</li> </ul>
<b>International organizations (OECD, WB, Africa Development Bank, EITI, etc.)</b>	<ul style="list-style-type: none"> <li>• AfricaMaVal promotes practices relying on the best ESG approaches to improve the sustainability of the mining and metal recycling sectors in Africa and enhance legal and ethical supply chains between the EU and Africa</li> <li>• By promoting responsible and sustainable practices, AfricaMaVal will lower the negative impacts of EU RM sourcing.</li> </ul>
<b>ASSM actors and organizations</b>	<ul style="list-style-type: none"> <li>• AfricaMaVal contributes to disseminating best practices in the ASSM sector including eradicating child labor and enhancing the place of Women in mining.</li> <li>• AfricaMaVal promotes practices relying on the best ESG approaches to improve the sustainability of the mining and metal recycling sectors in Africa and enhance legal and ethical supply chains between the EU and Africa</li> <li>• By promoting responsible and sustainable practices, AfricaMaVal will lower the negative impacts of EU RM sourcing.</li> </ul>

Table 2 - Target Audience &amp; Key messages

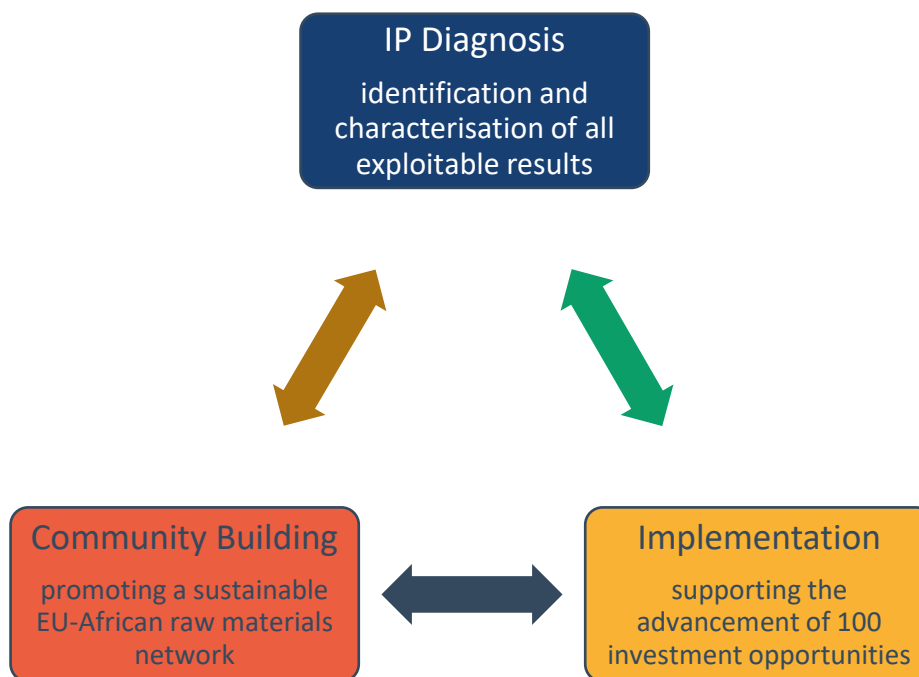
## 3.2 Exploitation Methodology

### Overview

The exploitation task, T8.3, will submit two versions of the exploitation plan over the course of the Project:

- Initial Communication, Exploitation and Dissemination plan (D8.1, M4);
- Final Communication, Exploitation and Dissemination plan (D8.1, M42)

The ambition of the exploitation strategy is to help maximize the impact of AfricaMaVal by following a three-dimension approach: IP diagnosis, Community Building, and Implementation, as indicated in figure 1 below.



### IP Diagnosis

This initial phase of the task initiates dialogue with project partners about Intellectual Property (IP) and informs them about key issues to consider during the project. It also allows information to be gathered to set the basis of the Project exploitation strategy. The outputs of LGI's consultation with partners will feed into a collaborative IP repository, which will be a spreadsheet categorizing all IP related to the project (background and foreground). Each IP result will be assigned ownership, and a specific strategy for exploitation or dissemination will be attributed as well. These are, of course, expected to evolve as the maturity of the Project and its results increase.

Given the commercial nature of the project, partners will also be guided on respecting background IP of actors involved within the EU-African Raw Material Network and protecting any confidential information. In line with the project's ambition as a Community Support Action, this phase of the exploitation plan will

work to ensure that (whenever possible) partners make their results (foreground IP) open source and widely accessible as laid out in the Consortium and Grant Agreements.

### Community Building

This phase of the exploitation task will work transversally across WPs, and particularly in collaboration with MADi in T9.3 Sustainability, to support the growth and longevity of EU and African business networks working on Critical Raw Material value chains.

To accomplish this, a community building workshop will be organized in parallel with the project's General Assembly in M12. This will be an opportunity for project partners to collaboratively share their ambitions and suggestions for the scope of the AfricaMaVal business network. It will also present a forum for discussion about the EU-Africa Networking Platform being designed in T5.1. Issues related to the long-term governance of the project's stakeholder network will be addressed during this phase of the exploitation task, which will work to link directly with the ERMA and AMDC communities developed by the European Union and African Union respectively.

### Implementation

This part of the exploitation task will also work transversally with partners across WPs to promote the post-project implementation of the 100 investment opportunities identified by AfricaMaVal.

This effort will be supported by hosting a second exploitation workshop during the General Assembly in M24 dedicated to gathering partners' feedback related to the 100 projects that will be identified in T7.6. Where possible, specific members of the AfricaMaVal business network will be identified and informed of relevant investment opportunities among the 100 projects. Potential barriers to implementing the 100 projects will be identified based on consultation with partners, and a series of actionable next steps and recommendations for the most feasible projects will be co-created based on partner recommendations.

### 3.3 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.

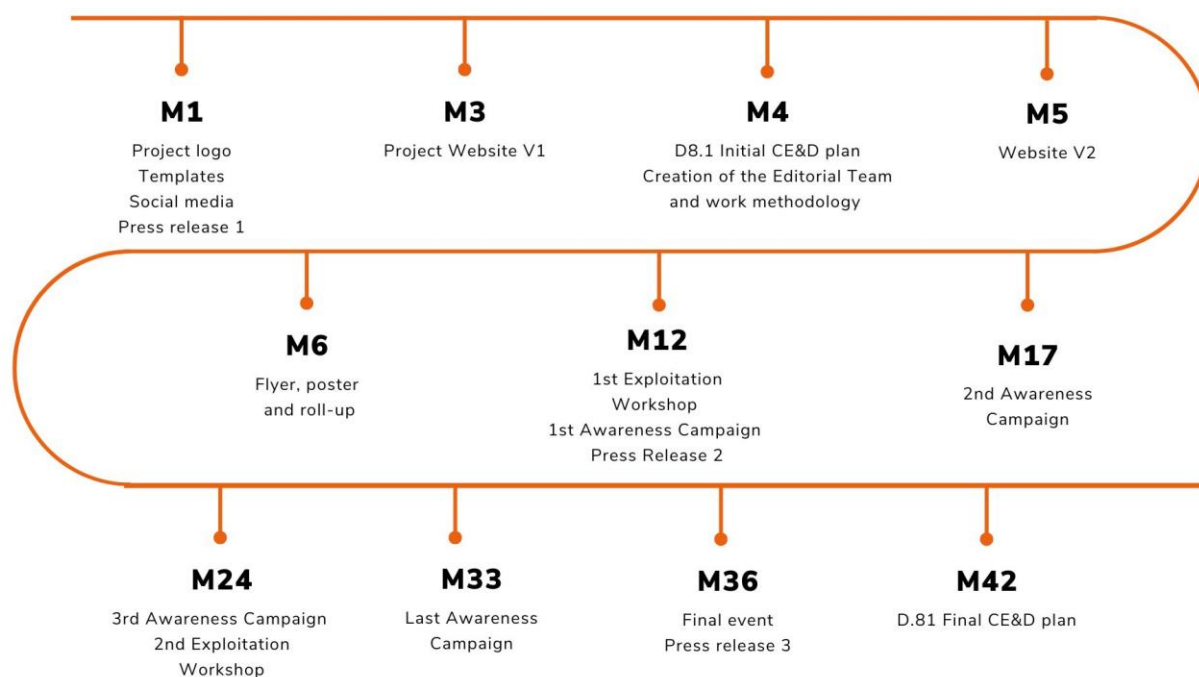


Figure 1 - Timeline

## 4. Management

### 4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through AfricaMaVal communication channels. LGI uses the email address [contact@africamaval.eu](mailto:contact@africamaval.eu) to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project.



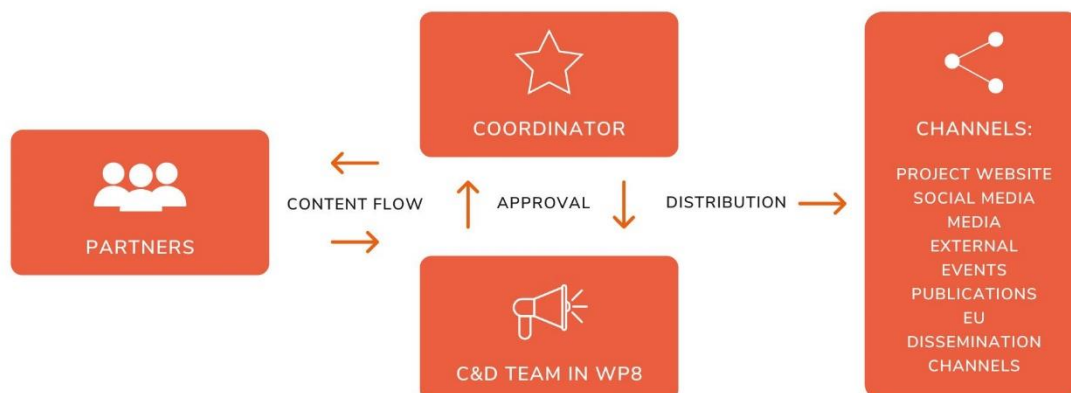


Figure 2 - Communication Workflow

## 4.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, an online form was created. Partners can fill out the form when they participate in an event, attend a conference related to the AfricaMaVal project or publish an article about the project.

The screenshot shows a web form titled "AfricaMaVal - Communication & Dissemination Reporting". The form is in French, with "Questions" and "Réponses" (6) tabs. The main heading is "AfricaMaVal - Communication & Dissemination Reporting". Below the heading, there is a paragraph explaining the purpose of the form: "With this form you can share information with the communication & dissemination team about your participation in a conference/event, the publication of an article/scientific paper related to AfricaMaVal, any news you come across related to the project, or whatever communication activity you are involved in. If you have any further questions, you can always send us an email at [contact@africamaval.eu](mailto:contact@africamaval.eu) and we'll get back to you!". The form is divided into sections, with "Section 1" visible at the bottom.

Figure 3 - Screenshot of the Communication & Dissemination Report

Partners are strongly encouraged to use this form frequently in order to provide communication and dissemination content to include in the blog, website newsroom, and social media channels. This form will also be used to collect information for reporting periods.

## 5. Communication channel and tools

### 5.1 Visual Identity

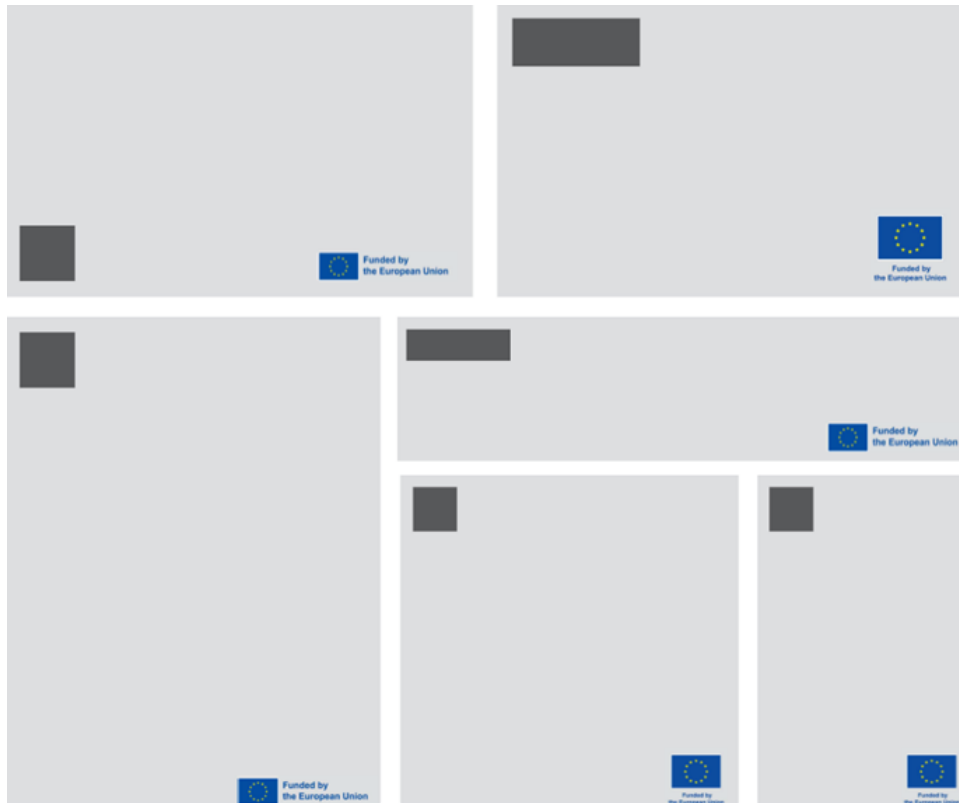
This document presents the AfricaMaVal project's visual identity and the main communication and dissemination tools. The visual identity has been created to coincide with the nature and missions of AfricaMaVal. The alignment between the visual identity and the AfricaMaVal project allows brand consistency and for better understanding of the role that AfricaMaVal will play in the future of the mining industry, and the access to critical raw materials in the European Union.

All the communication and dissemination tools described in this deliverable are consistent with the AfricaMaVal project's brand identity, which aligns with the image that the project wishes to convey. This Style Guide Handbook has been developed to provide partners guidelines on how to use the visual identity of the project, how to present the project, how to use social media, etc.

In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem, acknowledgment and required disclaimer above (the disclaimer is included in the "AfricaMaVal word deliverable template"). Moreover, it is important to note that the placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions.



Figure 4 - Example EU emblem and acknowledgement



**Figure 2: example EU acknowledgment placement**

The partners have been informed that they can always find the full guidelines at the following link [Operational guidelines for recipients of EU funding](#) and download the EU emblem and acknowledgment [here](#).

### 5.1.1 AfricaMaVal logo and usage

The main elements of a brand's visual identity consist of a logo, a colour palette and a font. These three elements should be used to distinguish the project's identity from other projects or organizations.

One of the first communications actions was to develop the project's visual identity. To ensure brand recognition, consistency, and a strong project identity, several logo versions were designed, and analysed before the kick-off meeting of the project.

This logo shall be associated and included in all paper and electronic documentation as well as promotional materials. The logo is a combination of a letter mark and an abstract mark.



Original logo



Full white logo

Figure 3: AfricaMaVal logo

The original logo also contains the full name of the project to further distinguish the identity of the brand.



Example 1: if the AfricaMaVal logo is smaller than 3cm and the reader is at 1 meter away, use the small logo. Example 2: during a conference, if the logo is smaller than 15cm and the reader is at 12 meters, use the small logo.

In the logo tool package, a grayscale and some monochromous versions of the logo will be provided to the consortium members for when the background color reduces the visibility drastically.

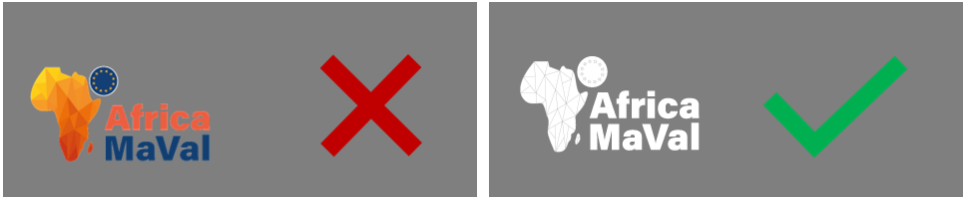


Figure 5 - Example of usage of logo depending on background colour

Please avoid any overlapping of the logo with any other visual element (e.g. logo, graphics, pictures). The logo PNG already contain the borders that are to be respected.



**Figure 6 - Borders to respect**

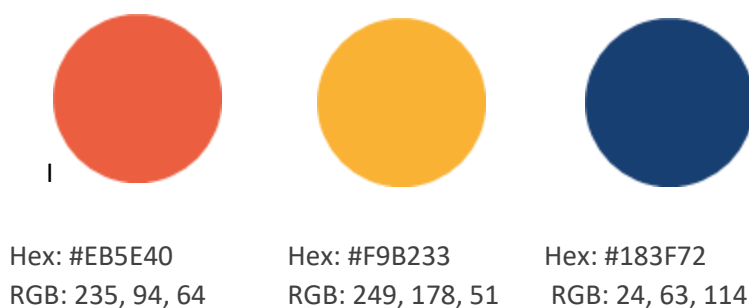
- The green border allows the logo to be set apart the best from other visual elements, however it might be complicated to respect this at all times.
- The orange border is the original blank space that should be respected, this blank space is already put in the logo files available on the collaborative workspace.
- The red border should only be used in worst case scenarios, e.g. a high number of different project logos are displayed on one slide during a presentation and reducing the logo size will reduce its visibility compared to the other logos

When using the logo, the following rules apply:

- It cannot be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project.
- The AfricaMaVal logo must be used in PNG format with a transparent background
- all versions of the logo are available for download on the collaborative project workspace
- When used with other logos, the AfricaMaVal logo size must be proportional to that of other logos
- For optimal visibility and readability, the logo must be surrounded by a proportional amount of blank space as illustrated above

### 5.1.2 Selected Colors

These three colours are used in the logo. Orange, yellow and blue



**Figure 7 - Colour palette**

### 5.1.3 Selected font

The main font selected for AfricaMaVal is Calibri. It is used for all titles in the deliverable word and PowerPoint templates. The choice of this font coincides with the similarity with the font used in the logo and its availability on most electronic devices, as well as the message this font conveys: it is a clear, and straight-lined font which highlights the professional and research-orientated aspects of the AfricaMaVal project.

According to the EU acknowledgment requirements, the beneficiaries can choose from multiple fonts to display the acknowledgment. To keep coherence with all written production related to AfricaMaVal it is recommended that all consortium members use Calibri, such as on-screen and printed documents.

## 6. Deliverable Materials

### 6.1 Deliverable templates

A Word document and a PowerPoint template have been prepared and shared with all the members of the AfricaMaVal consortium shortly after the start of the project. Consistent with the AfricaMaVal visual identity and streamlined for ease of use, the template makes it easy for partners to take the visual identity in consideration while working alone or collaborating on deliverables.



Figure 8 - AfricaMaVal Word document template



Figure 9 - AfricaMaVal PowerPoint template

The design for the deliverable templates are purposefully based on a low-design principle to decrease the environmental impact of the communication and dissemination of the project: when these documents are printed, they will use less ink than the more commonly and graphic-intensive designs.

Two platforms are used for the coordination of the project: Teams and Flexx. On those 2 platforms, partners can also access several communication materials such as the templates but also AfricaMaVal project's logo, partners' logos, and other materials that will be created as the project advances, e.g., press releases.

Flexx is a project management platform where all final documents will be stored (submitted deliverables for instance) as well as relevant project management documents (contact list for instance). Teams will be used as a more collaborative platform to communicate between partners and work simultaneously on shared documents. Both platforms are available on personal access links. The access to Flexx will be given upon request by the team at LGI, while the access to Teams must be requested to the team at BRGM.

## 6.2 Other materials

As the AfricaMaVal project will develop, and more communication materials will be developed such as press releases and other communication materials. As previously mentioned in this document, these materials will all be available to all consortium members on this project's internal communication platform: the Teams channel.

The various communication materials will be provided to the consortium as the AfricaMaVal project unfolds. A first press release, stating the launch of AfricaMaVal and the Kick-of-meeting was released on the 23<sup>rd</sup> and 24<sup>th</sup> of June 2022. Other communication materials will follow, like the ones described down below.

- Standard presentation: a standard presentation will be developed in English and continuously updated based on project achievements. Partners will be able to use this standard presentation at conferences, events, workshops and meetings with stakeholders, and will be free to adapt and translate it based on their needs.
- Flyer: a flyer will be designed and distributed at workshops and events organised or attended by AfricaMaVal. It will include key messages, objectives, expected impacts and consortium members and contact information. The flyer will be printed on demand to avoid waste.
- Roll-up: a roll-up will be designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information.
- Other promotional materials: visuals will be created to promote project events, publications and project news across the AfricaMaVal communication channels including social media as needed.

## 7. Project description

A text describing AfricaMaVal has been drafted in three versions (extremely short, short and long) to ensure a comprehensive and consistent message about the project. The project descriptions can be used by all partners in materials dedicated to promoting, communicating and disseminating the results of AfricaMaVal—such as flyers, PowerPoint presentations, and articles published by the partners—and to present the project at events or conferences.



### Short description:

Secure the access to raw materials represents a critical issue for European ambition to deliver the Green Deal and perform the energy and digital twin transition. As future demand of primary critical raw materials will continue to be largely met by importations, the EU needs to diversify its supply chain and engage strategic partnerships with resources-rich third countries covering extraction, processing and refining such as African countries. AfricaMaVal project aims to develop an EU-Africa partnership ensuring a responsible sourcing of mineral resources for the European industry while granting a sustainable local co-development in the best Environmental, Social and Governance (ESG) conditions and leading to a long-terms business environment for European and African companies.

### Long description:

Secure the access to raw materials represents a critical issue for European ambition to deliver the Green Deal and perform the energy and digital twin transition. As future demand of primary critical raw materials will continue to be largely met by importations, the EU needs to diversify its supply chain and engage strategic partnerships with resources-rich third countries covering extraction, processing and refining such as African countries.

In this context, the AfricaMaVal project aims to develop an EU-Africa partnership ensuring a responsible sourcing of mineral resources for the European industry while granting a sustainable local co-development in the best Environmental, Social and Governance (ESG) conditions and leading to a long-terms business environment for European and African companies. The consortium, created with partners coming both from Africa and Europe, is made of experienced organizations and networks deeply anchored and involved in the raw material domain with a specific expertise and knowledge of African culture, organisations, difficulties and resources.

The mineral, financial, environmental, social, institutional and economical aspects will be studied along with all the value chains, including the ASSM activities, to the project completion to reach its operational targets:

- Building an EU and Africa business network on the whole CRM value chains.
- Developing a strategy on the integration of identified and emerging EU and African raw materials value chains for the energy and digital transition.
- Assessing responsible investment opportunities.

The AfricaMaVal project will conduct ten case studies in African countries and an evaluation of 100 investment opportunities, a wide dissemination within Europe and Africa to promote responsible sourcing and will implement a sustainable organisation after the completion of the project.

The extremely short description main purpose is for the communication platform that restricts text to 160 characters, like the social media Twitter, and should only be used in similar cases. This description does not fully appreciate the complexity and value of the project.

**Extremely short description:**

AfricaMaVal aims to build an EU and Africa business network on the whole CRM value chains.

## 8. Online tools

### 8.1 Website

The AfricaMaVal public website was officially launched in September 2022: <http://www.africamaval.eu>. It will be continuously updated and will evolve with the lifecycle of the project, in line with the AfricaMaVal Communication and Dissemination Plan.

As the main information entry point and delivery channel for results and progress achieved in AfricaMaVal, the public website will disseminate the key messages to target audiences, inform on events, publications or activities of interest for the AfricaMaVal community, and foster participation and engagement among consortium members. In addition, any stakeholder can access it to gain information or to contact relevant partners. Lastly, the public website will promote the European and international visibility of AfricaMaVal.

To make useful and relevant information available to website visitors, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders such as:

- what the project is about, why it exists, and why it matters
- how the project works, its objectives, and impacts
- what the project is delivering
- information about the project partners
- the latest news and events of the project

The AfricaMaVal public website will contribute to achieving the following objectives in terms of public communication:

- widely promote and ensure the visibility of the AfricaMaVal project

- disseminate the knowledge and results achieved in AfricaMaVal
- collect and make available all possible relevant public reports and project results
- inform and educate the general public about AfricaMaVal and its importance.

Browser compatibility: the website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

This Communication, Exploitation, and Dissemination Plan will be available to the consortium before the launch of the finished website. The following description of pages illustrate the structure of website in the coming months.

## 8.2 Homepage

Key information on the project can be directly found from the homepage under the header and/or the different sections.

Therefore, visitors have direct access to general information on:

- the project: its context, main objectives and expected impacts, etc.
- the activities carried out
- the partners involved in the project
- the latest news and upcoming events
- all published reports, newsletters, and promotional materials produced in the project (flyers, press releases, etc.)

In the footer (all pages and not only on the homepage), users can find the EU funding emblem and acknowledgement, name of the coordinator, project's email, plus links towards the project's social media accounts, and the latest articles published on the website.

### 8.2.1 The project

The "Project" page describes the context, objectives, and activities of the project. It presents why the project was created and why it matters. It also includes key figures, a description of the main objectives and of brands' involvement, the overall approach, and the timeline of the project.

### 8.2.2 Partners

The “Partners” page presents the AfricaMaVal consortium members. It features the logo and a description of each partner, as well as a link towards their website.

### 8.2.3 News

The “News” section reports on the news related to AfricaMaVal and that would be of interest for the project’s key stakeholders: general information on topics directly related to the AfricaMaVal project, project updates, news from partners, media features, etc.

### 8.2.4 Events

The “Events calendar” is a tool presenting all the past and upcoming events related to AfricaMaVal. It features events organised as part of the project, as well as external events that could be of interest for partners and members of the AfricaMaVal community.

### 8.2.5 Resources

The “Resources” page gives access to the results of the project. It includes the public reports/deliverables, and publications in external journals or documents. Media mentions and communication materials will also be accessible from this page: press releases, promotional materials produced during the project (flyers, factsheets, deliverables, etc.). All these documents and materials will be added to the page as they become available over the lifecycle of the project.

## 8.3 Social Media

Different social media channels, including Twitter and LinkedIn, will be used throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

- Industrials of the RM value chains from EU and Africa
- Downstream EU manufacturing Industries
- Institutional organisations along the governance line
- EU and African policy makers
- Citizens and NGO involved in the RMs sector
- International organisations (OECD, WB, Africa Development Bank, EITI etc...)
- ASSM actors and organisations

A first list of hashtags related to AfricaMaVal has been developed and will be used to maximise the project's visibility on all channels:

#africamaval, #rawmaterials, #mining, #innovation, #environment, #circulareconomy, #industry, #africa, #miningafrica, #sustainable, #horizoneurope, #EUGreenDeal

The above indicated lists of audiences and hastags are non-exhaustive. The targeted audience and the related hashtags will be adapted according to the key-message or achievements that need to be disseminated.

### 8.3.1 Twitter

A Twitter account was created at the start of the project under the handle @AfricaMaVal and the following URL <https://twitter.com/AfricaMaVal>

Twitter is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for Twitter are to:

- build relationships and engage with target audiences
- disseminate knowledge on CRM value chain
- bring the AfricaMaVal results closer to the general public, journalists and policymakers

The AfricaMaVal Twitter account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- target at least one tweet/retweet on a bi-weekly basis
- reply to users who tweet or mention @AfricaMaVal
- follow and engage users who tweet content related to AfricaMaVal activities
- track specific words, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by AfricaMaVal partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the AfricaMaVal Twitter account.

### 8.3.2 LinkedIn

A LinkedIn page was created for AfricaMaVal : <https://www.linkedin.com/company/africamaval>

The AfricaMaVal LinkedIn account will be managed daily. In terms of audience, a specific focus on mining professionals, Industrials of the RM value chains from EU and Africa and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- target at least one post or share on a bi-weekly basis
- reply to users who mention @AfricaMaVal
- follow and engage users who post content related to AfricaMaVal activities
- track specific words, mentions and trending hashtags

### 8.4 Videos

We will edit interview videos that were shot during the kick-off meeting for partners involved in the project explaining about the project, its objectives and impacts and the videos will be featured on the project website and widely disseminated on AfricaMaVal social media channels. Other videos may be developed for the awareness campaign described in section 9.

Interviewee consent is requested as the video is being recorded. When necessary, the final edited video will be sent to the interviewee for final content validation and consent.

### 8.5 Press releases

To ensure efficient communication and visibility in mainstream and specialised media in the field of critical raw materials, press releases will be distributed. The first press release was shared in June 2022 announcing the project's kick-off meeting. It has been made publicly available on the project's social media platform and website landing page.

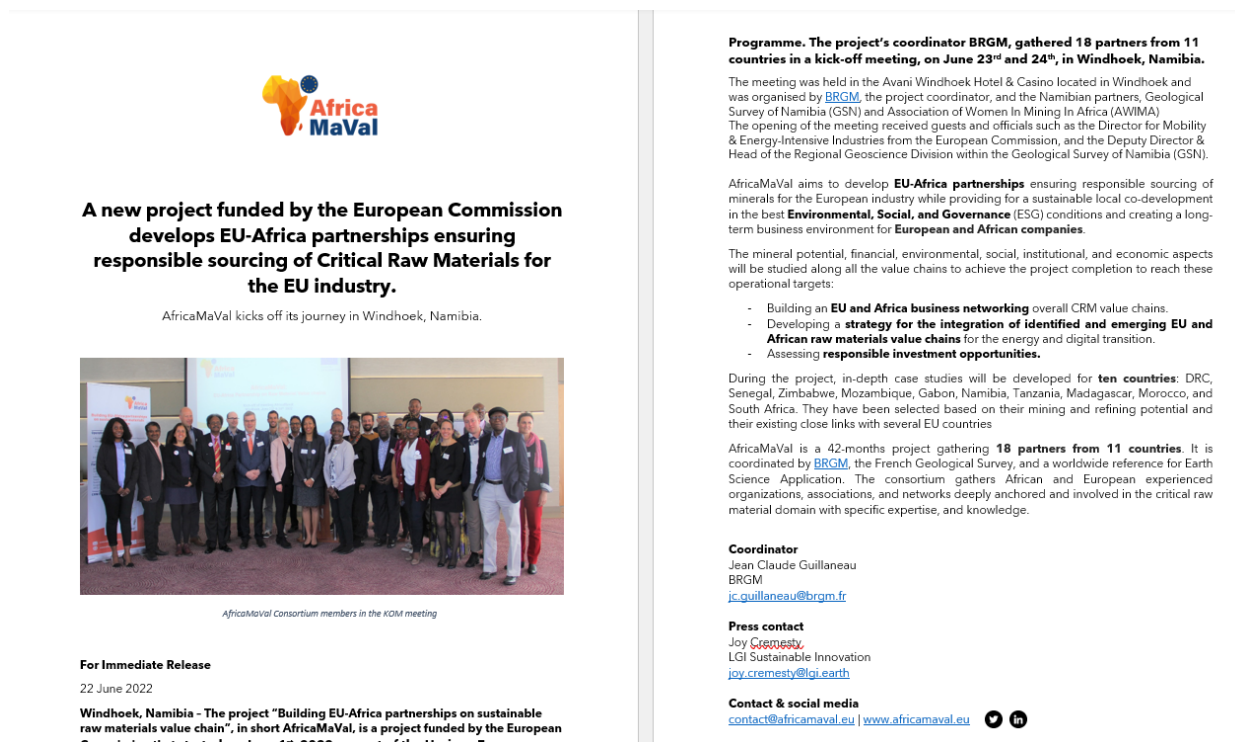


Figure 10 - First press release

Press releases will be shared whenever relevant depending on the achievements of the project. In particular, at least 3 additional press releases will be distributed during the project in support of the general public awareness campaign and the project's key results.

## 9. Awareness raising campaign

LGI will lead a series of campaigns to give visibility to the generated results of the project. Short videos for social media, infographics, visuals and quizzes will be used. A strategy with objectives, target audiences, KPIs and a content calendar will be designed by all partners involved, and a monitoring routine will be set up. The campaigns will focus on **showcasing the results of the strategic studies on potential value-web development across Africa and more specifically for the ten African countries**, promoting the best practices of sustainable mining activities and disseminating communication materials for the training courses in cooperation with WP4 and other existing trainings. The structure, audience and key messages of the campaign will be defined during the project with the involved partners EIT, WRFA, AWIMA and BRGM.

The communication channels previously described in this document will be heavily mobilised to make the awareness campaign a success:

- Media relations: at least one press release will be shared at the launch of the general awareness campaign. LGI will ensure that the campaign is pushed in mainstream and specialised media
- Social media: the social media channels of the project (Twitter, LinkedIn) will be used to connect with the general public and create a two-way dialogue. Messages will be targeted according to audience profiles. As social media will be the main communication channel for the awareness campaign, a dedicated hashtag will be created.
  - Membership of relevant LinkedIn groups and the dedicated AfricaMaVal LinkedIn page, will enable the project to contribute to discussions on the topic of raw materials, highlighting articles and events happening. This will enable the establishment of the AfricaMaVal project as a credible, reliable voice in this area.
  - Twitter will be used to create a follower base firstly by following similar projects, organisations and thought leaders in the field and then by sharing relevant information from the AfricaMaVal project and beyond to establish it as an interesting, thought-provoking commentary on this topic.
  - Online media and influencers: Social media influencers will be contacted to share the campaign messages with their online communities. Online general/science/technical magazines and relevant blogs with a general audience will be contacted and targeted to act as relays to promote the campaign and the key messages of the project. NGOs will also be contacted to act as communication relays.
  - Success metrics will be followed to adjust the campaign, if necessary, to deliver traction, make the biggest impact and encourage audiences to advocate for on the importance of raw materials.

The outcome of this task will be reported in Deliverable 8.2 “Updated version of the Communication, Exploitation and Dissemination Plan”.

## 10. Dissemination channels and content

### 10.1 Interaction and exchange with other related project

AfricaMaVal will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European, African and national/regional levels to share information and exploit synergies and additional dissemination channels. Several networks, clusters, initiatives, and platforms at the European, African and national/regional level to establish close collaboration with AfricaMaVal have been identified:



- **The African Minerals and Geo-sciences Centre (AMGC):** Established to carry out regional geological surveying and to provide minerals exploration and consulting services for programs of its founding member states.
- **Minerals for development:** The sector includes the mining of industrial minerals, construction materials, dimension stones and semi-precious stones.
- **PanAfGeo:** A project that supports the training of geoscientific staff from African Geological Surveys.
- **OAGS:** the African association of the Geological Surveys
- **GSAf:** the Geological Society of Africa
- **AMDC:** the African Mineral Development Centre

### 10.2 Conferences and events

Presenting the AfricaMaVal results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

An online form has been created to track and monitor partner participation in international and national conferences.

The AfricaMaVal project has identified several events of interest including the following:

- PDAC Annual Conference 2023, 2024 & 2025
- Raw Material Week 2022, 2023 & 2024 In November in Brussels
- Mining events throughout Africa
- Investing in African Mining – Indaba 2023, 2024 & 2025

AfricaMaVal will also hold a final event (M36) to present project findings. We will aim to organize the final event with all partners with a similar initiative or European projects to increase the

project's visibility and reach. Key aspects of the event will be accessible online so as to allow stakeholders who are unable to travel the ability to participate.

### 10.3 European dissemination channels

All official channels established by EU institutions will be used to disseminate the project's results. The following official EU dissemination channels will be targeted:

<b>Magazines</b>	Research*eu results magazine	<a href="http://www.cordis.europa.eu/research-eu/home_fr.html">www.cordis.europa.eu/research-eu/home_fr.html</a>
	Horizon – The EU Research and Innovation Magazine	<a href="https://horizon-magazine.eu/">https://horizon-magazine.eu/</a>
<b>Portals</b>	CORDIS	<a href="http://www.cordis.europa.eu/home_fr.html">www.cordis.europa.eu/home_fr.html</a>
	Horizon 2020 newsroom	<a href="http://www.ec.europa.eu/programmes/horizon2020/en/newsroom">www.ec.europa.eu/programmes/horizon2020/en/newsroom</a>

**Table 3 - EU Dissemination Channels**

### 10.4 Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project and the Editorial team. These publications will include the main findings of the project's deliverables and will primarily be presented in some of the conferences listed in section 10.2 of this document.

AfricaMaVal will follow the Horizon Europe open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable. A Zenodo account will be opened for the AfricaMaVal project by LGI and populated by LGI and BRGM as publications arise from the project.. The AfricaMaVal project will combine different measures to foster open access to knowledge as much as possible.

Project partners will be encouraged to regularly share information about their scientific publications via the online form described in section 4.2. Summaries of these publications will be disseminated on the project website and on all social media channels.

As relevant depending on the publication, journals will be contacted, such as for instance the following::

- Mineralium Deposita
- Economic Geology
- Ore Geology Reviews
- Geology
- Journal of Applied
- Geochemistry
- Computers & Geosciences
- Precambrian Research

## 10.5 Key performance indicators

Activity	Description	Target
<b>Logo and templates</b>	Ensure brand consistency, recognition and visibility	Used in all deliverables and materials
<b>Project website</b>	Main communication tool to promote AfricaMaVal	>8000 visits by the end of the project
<b>Flyer and roll up</b>	To promote the project at relevant events	At least 5 events where the roll up is displayed and 200 flyers distributed
<b>Twitter</b>	To build a community in the field of RM value chains and to raise awareness among followers	At least 250 followers
<b>LinkedIn</b>		At least 800 followers
<b>Press releases</b>	To support the dissemination of the project	Direct engagements with 5 journalists and/or influencers
<b>Blog</b>	To support the dissemination of the project	At least 4000 page views of the blog by the end of the project

<b>Events</b>	To disseminate the project's objectives and results	8 events and conferences where partners have participated by the end of the project
<b>Webinars</b>	To disseminate the project's results	3 webinars organized
<b>Final event</b>	To present project findings to key stakeholder groups and maximize the project's impact	At least 300 participants

Table 4 - Key Performance Indicators

## 11. Conclusion

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote AfricaMaVal and its results in an efficient yet impactful way. The plan will be updated and improved based on the monitoring results collected.