

## UK EITI comms strategy

Date updated: 16/06/2020

The communications strategy aims to identify opportunities and deliver communications activities to raise awareness of UK EITI. This strategy will develop over time.

### 1. Background

#### MSG Terms of Reference

The MSG is responsible for agreeing and delivering a communications strategy that raises awareness, encourages debate, increases accountability and ensures better management of revenues. This is set out in the Terms of Reference:

“The MSG shall agree and implement a robust, proactive communication strategy incorporating stakeholder outreach. The communications strategy will ensure stakeholders are aware of the UK Government’s commitment to implement EITI and will explain the central role of civil society and industry. The strategy will consider how to disseminate the public information that results from the EITI process including the EITI Report. Public engagements and contact with the media to promote EITI must be authorised in advance by the Chair. The Secretariat will keep a central record of events and publicity on EITI.”

#### The EITI Standard

The 2019 EITI Standard includes requirements to raise awareness of the EITI and stimulate public debate, particularly:

“The multi-stakeholder group must ensure that government and company disclosures are comprehensible, actively promoted, publicly accessible and contributes to public debate. Key audiences should include government, parliamentarians, civil society, companies and the media.”

#### UK EITI Communications Subgroup

Developing an effective communications strategy is a key responsibility of the MSG, as set out in the Terms of Reference, and is a vital part of the UK’s strategy for achieving full UK EITI compliance. The UK EITI Communications Subgroup is composed of MSG members from the three MSG constituencies and lead on the development and delivery of the UK EITI Communications Strategy, overseen by the wider MSG. All MSG members have a responsibility to raise awareness of UK EITI, as set out in the 2019 EITI Standard. They are our greatest assets in the delivery of this strategy, thanks to their wide range of networks and expertise.

### 2. UK EITI Communications Objectives

The UK EITI Communications Strategy Objectives were agreed at MSG 2 September 2019, building on an earlier communications strategy. The objectives are:

- To raise the profile of UK EITI using a range of communication channels including the new website ([www.ukeiti.org](http://www.ukeiti.org)).
- To inform and increase public understanding of the impact and contribution of the extractives industry on the UK.
- To present information in a useful way, taking advantage of existing data to encourage debate and enhance accountability.
- To coordinate and document MSG’s members’ outreach to their constituencies to promote UK EITI.
- To develop the communications plan which will be agreed by the MSG and detail how the MSG will communicate with stakeholders and members of the public.

- To raise awareness within industry, civil society, government and other audiences and the role they can play in the process.

### 3. UK EITI target audience

The following target audiences were agreed at MSG 2 September 2019.

- Government departments/agencies responsible for regulating the extractive industries
- Government departments/agencies responsible for collecting or monitoring revenues
- Mining & Aggregate companies
- Oil & Gas companies
- National oil and gas or mining bodies/associations
- Local, national and international civil society groups and NGOs involved in monitoring the extractive industries in the UK and beyond
- Extractive industries employees
- Trade unions
- Universities, academics, think tanks and private sector consultancies
- Local representatives of other governments involved in EITI implementation
- Local, national, regional and international media organisations
- Parliamentary committees and parliamentarians with a responsibility for, or an interest in, the extractive industries
- The EITI Board and the EITI International Secretariat, or other EITI-implementing and supporting governments, and EITI supporting companies
- General public, including local communities affected by the extractive industries

### 4. 2019-2020 Communications Plan

This communications plan covers the period October 2019-December 2020.

#### Key dates

- December 2019 – Publication and launch of 2018 UK EITI Reconciliation Report.
- 28 May 2020 – New, independent EITI Website ([www.ukeiti.org](http://www.ukeiti.org)) goes live.
- 30 May 2020 – Reporting templates issues to companies for the 2019 payment reconciliation process.
- Autumn/Winter 2020 – Publication and launch of 2019 UK EITI Reconciliation Report.

#### 2019-2020 objectives

1. **To raise awareness of EITI through effective outreach activities.** This could include participation at existing events and forums, organising report and website launch events, breakfast briefings, outreach events at relevant universities, engagement with relevant All-Party Parliamentary Groups (APPGs), engagement with local councils, engagement with local media and publications in written publications, industry and civil society websites. This could also include one-off events organised by the EITI Secretariat to raise awareness of EITI, for example to launch the reconciliation report and/or the website.
2. **To deliver a new, independent UK EITI website in Spring 2020.** Website launched in May 2020. The website will be independent from the Gov.uk website, which will allow more timely updates and an enhanced user experience through presenting information in a more visually engaging way.