

ECGA Communication Committee Meeting

17th April 2024, 16h00 - 18h00

Genval, Belgium

DRAFT AGENDA

1. **Welcome and anti-trust rules**
2. **Introduction – Roundtable**
 - Communication interaction and challenges, setting the scene
 - Recognition and positioning of the association, the sector and the material
3. **Key Topics: Educating on Carbon and Graphite and their uses**
 - Highlight carbon & graphite's role in markets and applications
 - Infographics and graphs - demonstrating the strategic value of the industry
 - Statistics - EU supply and demand of natural and synthetic graphite
 - Book on graphite in your daily life
4. **Addressing Stakeholders - Policy Makers, Supply Chains, Media**
 - **Electronic and Printed Media**
 - ECGA Company Profiles: champions of the sector
 - ECGA Media Pack: leaflets, interactive map
 - ECGA website: Case studies on breakthroughs in technology and performance
 - **Events**
 - ECGA presence at conferences (Benchmark Minerals, Reuters, Fastmarkets, EIT RM)
 - ECGA - Euractiv Event "Energy and Trade"
 - ECGA Annual Press Conference (October 2024)
 - **Social Media**
 - Awareness Campaign 2024: Carbon/graphite in EV batteries and carbon fibre-reinforced parts
 - Posts based on our Infosheets
 - Campaign "The Indispensable Role of Graphite and Carbon Fibre" (general public, media)
 - Social Media – Security
5. **Internal Communication**
6. **Date and place of next meeting**