

ECGA Communication Committee Meeting

17th April 2024, 16h00 - 18h00

Genval, Belgium

DRAFT MINUTES

1. Welcome and anti-trust rules

Ms. Sochorova welcomed the participants to the first meeting of the ECGA Communication Committee. The meeting commenced with a brief on the anti-trust rules to ensure compliance throughout the discussion.

2. Introduction – Roundtable

Members introduced themselves, highlighting their roles in the companies.

The "European Phoenix" metaphor is used in the ECGA Annual Report to illustrate the resurgence and evolving significance of the carbon and graphite sector in technological advancements and economic resilience. However, it was mentioned that this metaphor was not clear to everyone, with some members needing further explanation regarding its relevance and symbolism for the ECGA.

The Phoenix is intended to symbolise the sector's rebirth and its role as a catalyst in Europe's green transition, emphasising its continuous growth and leadership in sustainability.

The discussion also covered the necessity of debunking common myths about carbon and graphite, such as misconceptions about their environmental impact. The aim is to balance technical information with accessible communication to ensure that the strategic value of the industry is understood by a broader audience.

The ECGA's strategic role was outlined as critical in advocating for industry-friendly policies, promoting standards, and driving sustainability within the sector. The presentation noted the association's efforts in data and research advocacy, which provide valuable insights that support informed decision-making within the industry.

Ms Sochorova also touched on the positioning of ECGA and the sector in political arenas, highlighting its involvement with European and national strategies to secure favourable outcomes for the industry.

3. Key Topics: Educating on Carbon and Graphite and their uses

Ms. Sochorova explained why education about carbon and graphite and their numerous applications across various industries is vital. An exploration of why educational initiatives are essential was provided.

Highlighting the carbon & graphite's role in markets and applications

Ms. Sochorova emphasised that infographics are important for quick information sharing, supporting decision-making and increasing engagement. These visuals facilitate understanding and enhance the impact of communications. She further highlighted the importance of statistics, examples were provided, for informed decision-making and building trust among stakeholders. Accurate statistics ensure transparency and accountability in sector reporting.

Additionally, the role of ECGA Infosheets was emphasised in simplifying complex industry information, raising awareness and supporting advocacy efforts. These infosheets are tailored to specific topics and using appealing design to simplify information, thereby making it accessible and engaging for a broader audience. An overview of all ECGA infosheets that are already online was provided. The participants of the meeting agreed that the infosheets are very good tools, marked it as one of the communication priorities and that ECGA should continue to produce these infosheets.

Book on graphite in your daily life

Ms. Sochorova presented the concept of a book titled "Graphite in Your Daily Life," emphasizing its numerous benefits. She explained that the book would enhance the understanding of graphite's roles and properties through structured learning for a broad audience, thereby increasing educational impact. Meeting participants agreed that the book would be an excellent communication tool, but suggested that it should be considered a long-term goal.

Some additional tools on education were suggested like the new podcast of Fastmarkets:

<https://www.fastmarkets.com/insights/fast-forward-podcast/>

And the videos of Peter Tom Jones:

The full documentary - **Responsible Mining in Europe: A new paradigm to counter climate change**

<https://vimeo.com/762229908>

Full documentary – **Made in Europe: from mine to electric vehicle (Storyrunner production in collaboration with SIM² KU Leuven)**

<https://vimeo.com/884346837>

4. Addressing Stakeholders - Policy Makers, Supply Chains, Media

ECGA Company Profiles: champions of the sector

Ms. Sochorova presented a draft of company profiles designed to enhance the visibility and reputation of companies within the graphite sector. Each profile aims to highlight the company's innovation and market leadership, emphasize its commitment to environmental and social responsibility, and enhance credibility through detailed evidence of achievements and ethical practices. Additionally, the profiles align company activities with EU sustainability goals to support policy advocacy and increase visibility within the industry and among potential consumers. They also provide educational value by offering insights into the complexities of the graphite industry and appeal to potential investors and partners by demonstrating a commitment to innovation. It was agreed that participants would receive an example of a company profile to decide within their own companies if they would like to get involved.

ECGA Media Pack: leaflets, interactive map

An overview of the leaflets to be included in the ECGA Media Pack was provided, which will be available on the ECGA website. The leaflets will feature an ECGA Profile with information on the association's identity, activities, and materials (already finalised); a leaflet on the Importance of Carbon and Graphite emphasizing that no EU industry can function without these materials; and a leaflet titled "Empowering Sustainability and Innovation through Carbon and Graphite" to highlight their roles in sustainable development. Participants were encouraged to suggest additional topics for inclusion in these leaflets.

Additionally, Ms. Sochorova showcased a preview of the ECGA interactive map, which features operating, and upcoming & potential sites relevant to the industry. The link to this map was provided, and participants are requested to review and provide their feedback on the map by the end of May 2024.

ECGA website: Case studies on breakthroughs in technology and performance

Ms. Sochorova informed participants about potential new sections on the ECGA website, emphasizing the inclusion of a section dedicated to showcasing best practices of ECGA members. This section will cover case studies on breakthroughs in technology and performance, highlighting significant achievements within the sector.

Additionally, an overview of two R&D projects where ECGA is actively involved was provided:

- **GRAPhiREC Project:** A pioneering European initiative focused on creating a sustainable cycle for graphite use, particularly in recovering and recycling graphite from used batteries. This project brings together the expertise of companies, universities, and SMEs to optimize recycling processes. It also aims to enhance community engagement and awareness about the benefits of recycling and sustainable practices, while providing valuable feedback to EU policymakers that could influence future regulations.
- **BASTILLE Project:** Known as "BAtteries: barriers and enablerS To IreLand's circuLar Economy," this project aims to reshape the approach to battery use and recycling, enhancing the lifecycle management of battery materials through sustainable practices. It focuses on communicating the environmental and economic benefits of advanced battery recycling and delivering findings that could significantly influence policies and practices in the EU.

Events

An overview of ECGA's participation in various conferences and policy events was discussed, as well as outlined upcoming engagements where members can actively participate:

Past Events

Benchmark Minerals Conference Giga Europe 24 in Stockholm: ECGA discussed raw materials demand, legislative hurdles, and technological contrasts in graphite use. This participation led to the establishment of new contacts with suppliers, startups, and recyclers, enhancing strategic partnerships for a sustainable European supply chain.

Cleantech Conference 2024: Focused on the crucial role of cleantech in Europe's sustainable economy and highlighted the strategic importance of synthetic graphite in battery manufacturing, advocating for supportive policies to boost EU competitiveness in cleantech.

Policy Discussions and Advocacy

ECGA Delegation Visits JRC Petten: Discussions centered around EU policy impacts on the carbon and graphite sectors, with a focus on critical raw materials, decarbonization, and recycling efficiency. This set the stage for ongoing policy dialogue.

Responsible Mineral Initiative Working Group: Aimed at preparing for EU Battery Regulation compliance, focusing on the natural graphite supply chain structure and ESG risks. The event emphasized the advantages of European graphite suppliers, fostering collaboration between upstream and downstream sectors for regulatory readiness.

Upcoming Events

6th Raw Materials Summit: As a media partner, ECGA will participate in this summit hosted by EIT RawMaterials. Keynote speaker Maroš Šefčovič will discuss strategic directions for Europe's raw materials under the European Green Deal. ECGA members can benefit of a 10% discount on summit registration.

Industrial Decarbonisation Europe 2024: ECGA joins as a media partner with Reuters Events in Amsterdam, and will organise a special workshop "Scaling Climate Technologies to Accelerate Decarbonisation". Special discounts are available for ECGA members.

4th European Lightweighting Network Conference: Supported by ECGA, under the Belgium Presidency, this event in Liège, aims to advance a common European Lightweighting Strategy.

Navigating the Challenges Between Energy and Trade: ECGA partners with Euractiv for a panel discussion in September 2024, featuring high-level participation from EU sectors, focusing on energy access and competitiveness strategies for the EU synthetic graphite sector.

3W Conference: Scheduled for November 2024 in Warsaw, Poland, focusing on Water, Hydrogen, and Carbon - resources essential to the current and future global economy.

Ms. Sochorova emphasized the importance of these events for networking, policy influence, and industry advancement, inviting ECGA members to actively participate and benefit from the opportunities provided.

Social Media

Ms. Sochorova provided an update on ECGA's social media strategy, highlighting current efforts to showcase the association's participation at key events and policy engagement, and transforming infosheet data into engaging visual content. She proposed expanding these efforts to include broadcasting significant updates from members, sharing detailed technology case studies, enhancing member interaction, and featuring insights from board members to strengthen community connections and leadership presence.

She emphasized the need for dialogue with society to underscore the importance of carbon and graphite in everyday life and industrial ecosystems, advocating for storytelling and visual engagement to make communications more personal and impactful. Ms. Sochorova stressed the importance of transparency

and showcasing best practices that align with typical corporate communications, enhancing content relatability and shareability.

It was agreed that ECGA would focus on enhancing its LinkedIn and X profiles to improve outreach and engagement. Security of the accounts is maintained as each user's responsibility, and member consent will be secured before publishing any posts about members, adhering to privacy and best practice standards in the industry.

5. Internal Communication

A brief overview of the internal communication channels available to ECGA members was provided, including the ECGA Members Area and the ECGA Members Newsletter. These channels are designed to keep members informed about association activities, industry developments, and upcoming events.

6. Engagement with New MEPs and European Commission Members

The participants unanimously agreed that engaging with new Members of the European Parliament (MEPs) and the newly appointed members of the European Commission should be a communication priority in the upcoming months. They emphasized the importance of discussing and selecting the best communication tools to facilitate this outreach effectively.

7. Date and place of next meeting

It was announced that the next meeting of the Communication Committee will take place in conjunction with the ECGA General Assembly and Committee meetings in October 2024.