

# **RESPONSIBLE MICA INITIATIVE**

## **EXTERNAL COMMUNICATION POLICY**

Joining forces towards a world in which mica supply chains are fair, responsible, sustainable, and free of child labor

Version 3 - September 24<sup>th</sup>, 2021

## Context & objective of this document

The Responsible Mica Initiative (RMI) is a collective and multi-stakeholder coalition for action led by the common efforts of all its members. Its success and credibility rely on its ability to display a common position, speak with one voice and deliver accurate and consistent information, at the right time and in an appropriate context. Moreover, issues addressed by the RMI, like child labor, illegal mica mining and dangerous working conditions, are very critical and sensitive.

Therefore, the Initiative's external communication should follow simple, clear and shared guiding principles. Indeed, properly managed media coverage, aligned statements and coordinated public relations will preserve members' interest while validating their involvement and commitment to support the Initiative. Moreover, a centralized management of external communication enables accurate and efficient reporting of interview requests and press mentions.

This document aims at setting forth the policy of the Responsible Mica Initiative regarding how members and the Executive Team may communicate with outside parties regarding the Initiative. This means that this policy applies to all members, regardless of their status (active, honorary or associate) and as stated in the Commitment Letter, when it comes to publicly announcing support, contribution or membership, mentioning or presenting the Initiative-both internally and externally-and responding to medias/journalists about the Initiative and more broadly the issues related to mica collection in India.

Please note that this policy does not apply to general statements made by RMI members or general requests asked to RMI members regarding child labour or internal supply chain management systems, for which RMI members shall proceed in accordance with their own internal policies and processes.

Moreover, please remember that to be considered a member, you shall:

- Fill in the Registration Form
- Sign the Commitment Letter, the Members Principles and comply with the Rules of Governance as agreed during the Constituent General Assembly on January 31<sup>st</sup>
- Pay the membership fee and be up to date regarding the annual payment
- Submit your logo to the Executive Team to be displayed on RMI's website. The logo displayed on RMI's website is the only official proof of membership.

This set of rules has been initially established in consultation with the Communication Action Group and approved by the Board of Directors on April 4<sup>th</sup>, 2017, then updated with the same interlocutors on December 11, 2020, and now on September 24<sup>th</sup>, 2021. The Executive Team is mandated to implement and enforce it, however, cannot be held responsible if a non-compliant communication or statement is made public by a member or an external party.

## A – General principles

### A.1 Speak with one voice

The Executive Team is the single point of contact of the Initiative regarding external communication and has the exclusive mandate to speak on behalf of the Initiative. This general rule implies that:

- Any external communication or statement in the name of or regarding the Responsible Mica Initiative should be prepared and displayed by the Executive Team only;
- The Executive Team reserves the right to authorize, dissuade or modify any public disclosure regarding the RMI;
- No other individual or entity (including members) is authorized to speak on behalf of the Initiative, except when explicitly mandated to by the Executive Team;
- Any member receiving a request for an interview or public statement related to the Initiative should inform the Executive Team, provide a general answer regarding the Initiative and its ambition and refer to RMI's website and press contact for more information (see section D);
- Any member willing to see the Initiative mentioned or presented during a public event (conference, exhibition, etc.) must submit the proposal to the Executive Team that will ultimately decide the most appropriate response (either it will take charge of the answer, it will ask the President of the RMI to speak, or it will work/collaborate with the member);
- Where RMI's mission, objectives or program pillars will be quoted, they need to be strictly defined as stated in the latest annual report, with no addition / distortion.

### A.2 Have a single point of contact

The following email address shall be used as single point of contact for any press or third party inquiries related to RMI and its initiative: [contact@responsible-mica-initiative.com](mailto:contact@responsible-mica-initiative.com)

### A.3 Inviting members' network to join

The success of the Initiative is highly dependent on having all the industries and players along the value chain on board and committed to change their practices. Therefore, members are encouraged to contact their clients, suppliers, competitors or any other organizations that may be concerned by the issue and interested to join or contribute.

The recommended approach is to briefly introduce the Initiative (using the 2-pager and the slideshow prepared by the Executive Team) and to refer to the Executive Team for more detailed information or to engage in the membership application process.

The Executive Team must be informed of each invitation sent by members or presentation done in order to keep a joint record and build an impactful solicitation plan.

#### A.4 Valorizing the Initiative within members' organizations

Members are also free and welcome to speak about and present the Initiative within their own organizations. Basic communication materials (2-pager, official slideshow and website) and regular progress reports prepared by the Executive Team shall be used for this purpose. Latest versions of these documents will be systematically uploaded on RMI's website, [Members Area](#).

#### A.5 Governance regarding RMI's external communication

In cases not considered in this document or whenever the Executive Team deems necessary, any external communication matter may be submitted to the Board of Directors by the Executive Team for its consideration and approval.

The Communication Action Group, comprising of members willing to contribute to the internal and external communication strategy and initiatives of the RMI, may also provide guidance and advice whenever needed.

#### A.6 Update of the External Communication Policy

This document may be updated or completed whenever needed: the update will be prepared in collaboration with the Communication Action Group. Then, the Executive Team will present the proposal to the Board of Directors for approval.

#### A.7 Non-liability of the Responsible Mica Initiative

As defined in its objectives, the Responsible Mica Initiative sets a framework of Principles for responsible and sustainable mica supply chains and enables its members to comply with these Principles through self-regulation.

Only members are liable for failure to comply with these Principles, as well as for any related communication.

In the event of failure to comply with these Principles, as well as in the event of associated misleading communication, either at time of admission or during their membership, members acknowledge that the Responsible Mica Initiative will not be held liable.

## **B – Press & Media**

### **B.1 Answering questions from media / journalists**

General principle also applies with regards to the relation with media and journalists: a member who is contacted by a third party or wishes to provide an external statement or presentation of the Initiative during a conference, an interview or an official communication must refer to the Executive Team first. Then, the Executive Team bears exclusive responsibility to decide on the best format of intervention: either it will take charge of the answer, or it will ask the President of the RMI to speak, or it will work/collaborate with the member.

In case of an urgent request, like a media inquiry, members can publicly mention their involvement in the initiative (see section D) and refer to the RMI's official website and to the Executive Team for further information.

### **B.2 News and press release**

The Executive Team reserves the right to prepare and send out press releases about the RMI and share them with all members. The press release must be sent to the Communication Action Group in advance for comments before publication.

Members can publish press releases provided by the Executive Team on their website or social networks without changing the original format and content.

### **B.3 Sharing information about media inquiries and coverage**

The Executive Team ensures a watch and reporting function: thanks to its central role within the RMI's external communication, the Executive Team is in charge of keeping a record and reporting on RMI's media coverage, solicitation and public statements.

The Executive Team also informs members when extensive media coverage on RMI emerges so that members can be prepared. Therefore, the Executive Team may request questions asked by journalists and answers provided by members to aggregate them in RMI's FAQ document.

## C – Logo, communication material and tools (terms of use)

### C.1 Logo

Use of the RMI's logo on publicly available supports (website, CSR report, annual report or reference document) is exclusively reserved to members of the Initiative.

Any other use shall be previously approved by the Executive Team.

### C.2 Basic communication materials

The Executive Team prepares and shares all communication materials intended to present the Initiative.

The following basic documents will be regularly updated and shared to all members, under RMI's website, [Members Area](#):

- 2-pager
- Slideshow
- Graphic charter

These official communication supports (content and design) can be used to present the Initiative within members' own organization. Use of alternative supports or communication designs should be submitted to the Executive Team for approval before public disclosure.

### C.3 Regular progress reports

The Executive Team provides reports about RMI's latest progresses and achievements, at least twice a year, so that members benefit from accurate and up-to-date information about the Initiative, in particular to prepare their official documents and communications.

### C.4 Frequently asked questions

The Executive Team also prepares and regularly updates a document consolidating all the frequently asked questions about the Initiative with standard responses.

This document also contains key information and data regarding mica collection and related issues.

### C.5 Photos and image bank

The RMI provides an image bank to its members, available, under RMI's website, [Members Area](#).

Those images are the only authorized for use to illustrate statements regarding the Initiative. Members have the possibility to submit their own images for approval by the

Executive Team to be added to the image bank and shared by all members.

There are general rules concerning public diffusion and display of pictures:

- A picture cannot constitute an invasion of privacy or cause damage and must fully respect human dignity;
- Before using/publicly displaying a picture, one must ask all recognizable individuals appearing on it to give their consent. When it is a picture of children, parents' authorization is required.
- No picture should be published without appropriate credits (and royalties' payment if needed) to the author, who must provide a written consent for public approval.

The Executive Team ensures that the images and pictures provided in the bank comply with public disclosure rules.

### C.6 Website articles

The Executive team regularly provides articles on latest actions carried out by the Initiative, on key milestones and / or events organized by the Initiative, or to which the Initiative participated. Members are free to use this up-to-date content to prepare their official documents (CSR reports, annual reports, reference document) and communication supports, as well as share links to these articles on their websites, internal and external communications, and with their networks, without altering any of the information contained in these articles.

## D – Public announcement of membership

### D.1 Declaring support / membership

Members can publicly declare their membership as well as Members Principles they committed to on their website, in official documents (CSR reports, annual reports, reference document) and via a press release.

This public statement should be released only after confirmation of the membership by the Executive Team and comply with the following principles:

- Put collaboration upfront instead of individual commitment (for instance: “we contribute to collective and cross-industry efforts to...”);
- Mention the RMI’s global ambition: “The initiative aims to eradicate child labor and improve working conditions in mica supply chains” or “RMI’s is driven by the ambition to develop more responsible mica supply chains, from communities collecting mica to the end- user brands and products”
- Include RMI’s logo, website address and press contact (cf. section C)

The Executive Team can provide guidance upon members’ request on how to introduce the Initiative or announce their membership.

### D.2 Scope of Communication

Only the applicant and those entities and/or brands and/or subsidiaries clearly listed under Membership Scope’ section of the Membership Form signed by any applicant while joining the Responsible Mica Initiative are considered as Members and allowed to declare their membership within the Initiative, in line with Section D1.

Scope of communication shall strictly correspond to Members’ scope of commitment defined under Membership Form, Commitment Letter and Members principle, signed by members while joining the Responsible Mica Initiative.

### D.3 Founding members

Members who committed to the initiative by January 31<sup>st</sup>, 2017, authorized to vote for and sign the Resolution Text of the Constituent General Assembly, can publicly claim to be “founding members of the Initiative”.

### D.4 Forbidden statements

Membership in this Initiative cannot under any circumstances be used to claim that a company or organization is:

- Sourcing from a child labor-free mica supply chain
- Selling child labor-free products
- Compliant with any sort of social, ethical or environmental certification or standard

**RMI is not a certification body and being a member has no value of ‘sustainable’ or ‘child labor free’ supply chains.**



#### D.5 Proof of membership

Having an organization's logo appearing on RMI's website (page Current Members) attests of the organization's membership within the Initiative. No membership certificate is delivered. RMI member is free to share the webpage with any of its partners to communicate on its membership.