

The D-EITI communications strategy for the implementation of EITI requirements

Information for participating stakeholders
and for dialogue with the public

German implementation of the Extractive Industries
Transparency Initiative (D-EITI)

September 2016

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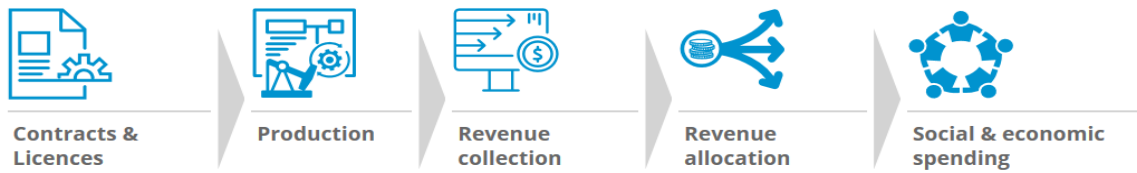
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1. Introduction

1.1 Communications strategy for the implementation of EITI

The Extractive Industries Transparency Initiative (EITI) is a global initiative to promote financial transparency and accountability in the extractive sector. EITI countries commit to publish information on financial flows and the extractive sector. The following topics are covered by EITI:



Source: <https://beta.eiti.org/about/who-we-are>

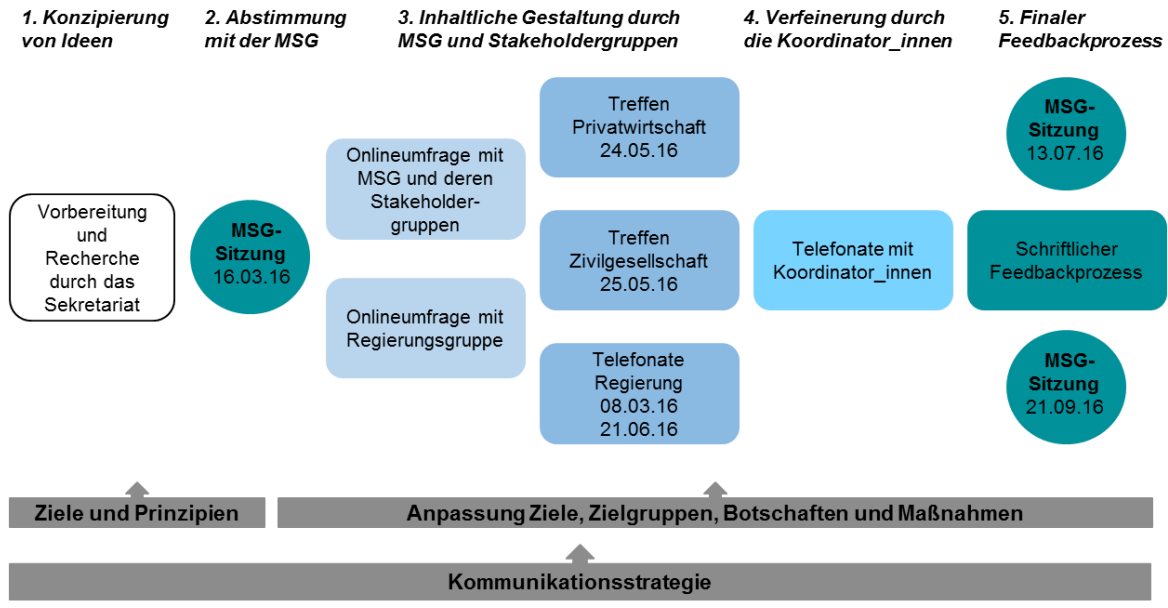
Germany was recognised as an EITI candidate in February 2016. An 18-month deadline for the submission of the first EITI report began with the acceptance of the candidacy. 30 months after acceptance of the candidacy, an independent validation of compliance with the requirements of the EITI standards is carried out. The International EITI Board then decides whether or not Germany should be admitted as a full member (compliant country), basing its decision on the results of the validation.

Requirement [7.1 of the EITI Standards](#) (as of 2016) requires that the EITI report is comprehensible, is actively published and contributes to public debate. A communications strategy must be put in place to ensure this and to provide evidence of the implementation of Requirement 7 in the validation. The communications strategy will also contribute significantly to the achievement of the [D-EITI objectives](#), which were decided by the multi-stakeholder group (MSG) on 10 June 2015 and are reflected in the [work plan of the MSG in Item 76](#) (as of 9.11.2015).

1.2 Development of the D-EITI communications strategy

The present communication strategy was developed by the D-EITI Secretariat in collaboration with an external consultant and the MSG. **Approach, communication objectives and principles** were developed in a first step, approved by the MSG on 16/3/2016 and subsequently supplemented. The three stakeholder groups were subsequently involved in the development through **online surveys, meetings and telephone interviews**. Special attention was paid to the **balanced participation** of all stakeholder groups. This was supplemented by targeted research performed by the D-EITI Secretariat on the current communications of the MSG, the communication activities of other countries and the appropriate communications activities and materials.

This approach showed that this communications strategy is the **result of an intensive dialogue** and a **consensus-oriented process** – it is not an external recommendation on the implementation of an abstract concept. The priorities here are a win/win situation for everyone involved and the attempt to address all the interests that have been expressed in the best possible way. Where appropriate, strongly divergent interests remain unaddressed out of consideration for a consensus.



Graphics: Procedure for the development of the D-EITI communications strategy

GRAPHICS TEXTS: 1. Conception of ideas 2. Coordination with the MSG 3. Content design by MSG and stakeholder groups 4. Refinement by the coordinators 5. Final feedback process Preparation and research by the Secretariat MSG meeting 16.3.16 Online survey with the MSG and its stakeholder groups Online survey with government group Meeting private sector 24.5.16 Meeting civil society 25.5.16 Telcons with the government 8.3.16. 21.6.16 Telcons with coordinators MSG meeting 13.07.16 Written feedback process MSG meeting 21.09.16 Objectives and principles Adaptation goals, target groups, messages and measures Communications strategy

1.3 Communication objectives and principles

The following objectives are pursued in equal measure for communications work:

D-EITI communication objectives	
1.	Where possible, to inform all the companies concerned, with the aim of achieving their maximum possible cooperation.
2.	To ensure that the tax authority participates in the required data delivery.
3.	To ensure that various target groups use the D-EITI report.
4.	To help interested citizens understand more about how the extractive sector works and to give them access to information that was previously difficult to access or completely inaccessible for them.
5.	To ensure that the representatives of the stakeholder groups become involved in lively exchanges and discussions with their interest groups.
6.	To ensure that other countries know what is happening in Germany and enter into partnerships to implement EITI as a result.

In order to implement the objectives, it is important to define and adhere to *principles* – this will ensure targeted and strategic communications for all participants:

1.	The D-EITI Secretariat communicates via multipliers, especially from the MSG.
2.	The D-EITI encourages a national debate through the inclusion of stakeholders who have thematic links to the topics of the D-EITI (through raw materials, transparency, etc.).
3.	The MSG and the D-EITI Secretariat promote interaction and dialogue, also on the D-EITI website.
4.	<p>The D-EITI Secretariat reports in a neutral manner about</p> <ul style="list-style-type: none"> a. the objectives and results of the D-EITI, b. news from the process and c. about how to participate.
5.	The MSG reports on the EITI process and the issues addressed in it, in compliance with the <i>EITI Code of Conduct</i> – and the stakeholders can rely on the fact that no false or reputation-damaging descriptions are disseminated.

2. Strategy

2.1 Core strategy

A discussion about the common core strategy helps to explain what the participating multi-stakeholders **expect** in the cooperation system and of it. It makes clear the methods that are being pursued to achieve the implementation of this strategy and change – and those which have been discarded. The core strategy is used to employ the resources and expertise of the MSG efficiently and to create room for the stakeholders to manoeuvre, enabling them to move within the framework of the strategy.

The core strategy is therefore an **internal guide**, one which shows each individual the common direction to the objectives and reflects what should be achieved together.

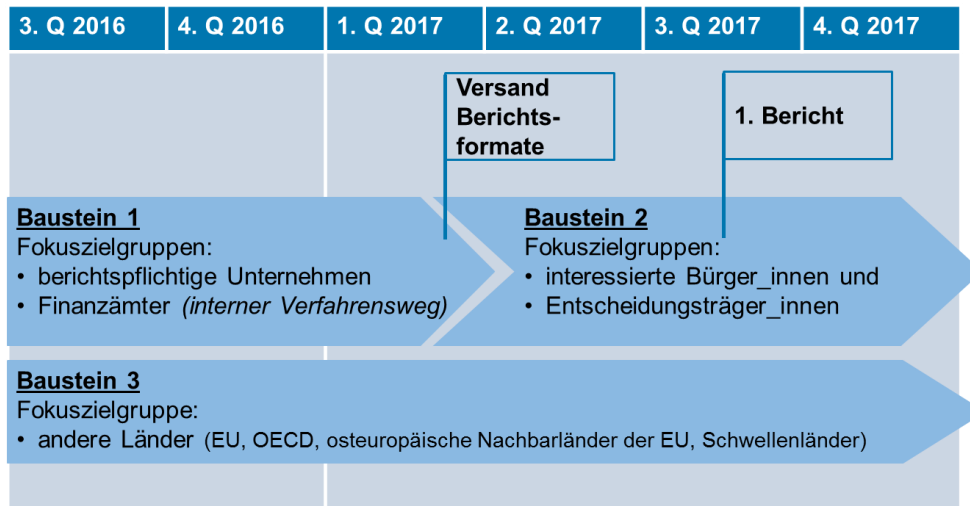
In developing the communications strategy, it has become evident that all the stakeholder groups understand that **comprehensibility and visibility** are the main added value factors of the D-EITI in the extractive sector, in addition to **transparency**. The **common fight against corruption** at international level has been defined as a second added value by all the stakeholder groups. The EITI implementation in Germany sends out an important message about this. The following **core strategy** and the target group-specific messages reflect these two added values:

“The D-EITI is part of a worldwide movement for more transparency in the extractive sector. As a Transparency Initiative, we wish to enhance and expand understanding for the extractive sector in Germany and show its importance for society. This is why the MSG discusses the information that is relevant, prepares it to make it comprehensible and interacts with the public in dialogue.”

2.2 Communication modules

To ensure that the different objectives can be achieved with the available resources, communications activities are organised into three modules that are implemented within specific time periods, each with specific objectives and target groups. These objectives and target groups are pursued with top priority. However, this does not exclude that other activities can also be implemented if resources permit.

The dispatch of the reporting template to reporting companies marks the transition from the first module to the second. The second module contains the publication of the first D-EITI report as a major milestone. The third module is constantly followed up during the entire time frame.



GRAPHICS TEXTS: 3. Q 2016. 4. Q 2016 1. Q 2017. 2. Q 2017. 3. Q 2017. 4. Q 2017 Dispatch of report formats. 1st report. Module 1 Key target groups: • Reporting companies • Tax offices (internal process channel) Module 2 Key target groups: • interested citizens and • decision-makers Module 3 Key target group: • other countries (EU, OECD, neighbouring Eastern European EU countries and emerging economies)

2.3 Language and representation

Communication via the D-EITI should be understandable, even for non-professionals. We therefore communicate

- in a simple language,
- using, where possible, German terms
- visually appealing,
- objective and factual;
- we also follow the style (both graphical and conceptual) of the International EITI Secretariat.

2.4 Communication rules

It has been agreed that MSG meetings shall comply with the [Chatham House Rule](#). This allows participants to use the information already used, but not to reveal the identity or group affiliation of the participants.

Section 2 of the [EITI Code of Conduct](#) states that all participants must always act in the interest of the initiative and shall not compromise its implementation and credibility by their actions. This also applies to all other communication activities.

Only the D-EITI Secretariat communicates neutrally on behalf of the entire initiative. The organisations represented in the MSG always speak on behalf of their organisation or stakeholder group.

3. Implementation concept

3.1 Module 1

Module 1 covers tasks ranging from acceptance of the candidacy *to the dispatch of the report formats* to reporting companies (planned for early 2017).

3.1.1. Objectives and target groups

The first communication module mainly lays the *foundation for the first D-EITI report*. This means that the focus of the communication lies on the *reporting companies* and *relevant tax authorities* to ensure that sufficient companies report and grant an exemption from tax secrecy and that the *necessary data* will be made available by the tax authorities.

Objectives

1. Where possible, to inform all the companies concerned, with the aim of achieving their maximum possible cooperation.
2. To ensure that the tax authority participates in the required data delivery.



<u>Key target groups</u>	<u>Multipliers</u>
Reporting companies	Business associations
Relevant tax authorities	Federal-State WG (working group)

3.1.2 Communication activities

The measures (1-8) of Module 1 address

- a) the principle of the *multiplier approach* and the desire of the MSG to have more *information and communication materials* available for its own communications (No. 1),
- b) specific measures for communication with *companies* and *tax authorities* (2-5) and
- c) communications measures which apply to a *broad target group* and which already pre-prepare Module 2 (Nos. 6-8)

No.	Activities (detailed descriptions in II. Catalogue of Activities)	Priority
1	<p>Communication via the MSG and stakeholder groups – Module 1</p> <p>The D-EITI Secretariat makes a <i>communications package</i> available to facilitate communication for the MSG and Federal-State WG multipliers. It contains:</p> <ol style="list-style-type: none"> 1.1. A summary of the current communications module 1.2. Discussion basics and text blocks (<i>in progress</i>) 1.3. Presentations about the D-EITI (<i>in progress</i>) 	1

	1.4. Fact sheets (<i>in progress</i>) 1.5. Information for the websites of relevant national departments/ministries, mining authorities and other organisations 1.6. Compilation of FAQs with answers for companies and tax authorities	
2	Presentation of D-EITI at relevant events	1
3	Organising an information event for reporting companies	2
4	Approaching reporting companies directly 4.1 Guidelines for reporting companies with process description and explanation of benefits for participating companies	1
5	Approaching tax authorities directly (internal process channel) 5.1 Guidelines for tax authorities	1
6	Optimisation of the D-EITI website (<i>in progress</i>)	1
7	E-mail <i>Newsletter (in progress)</i>	2
8	Publication and interaction on Twitter (<i>already being implemented</i>)	2

3.1.3 Communication topics and messages

The following **communication topics** are offered in Module 1:

- an explanation of the D-EITI objectives,
- the benefits of the D-EITI (see also messages) and
- the MSG approach.

These topics are prepared and formulated and made available in the **communication package** to the MSG and the Federal-State WG.

In order to attract the **interest of the target groups**, **messages** can be used on a regular basis. Messages are **core arguments** addressing the question “*Why is the D-EITI interesting or relevant for me?*” A message does not describe the D-EITI comprehensively, but addresses one of the most important aspects for each individual target group. The messages don’t have to (and should) not be taken literally for communication purposes, they are meant to offer an **orientation on communications content**.

- › “What does the extractive sector do for Germany? The D-EITI makes the creation of value visible in the extractive sector.”
- › “The D-EITI shows that German companies recognise their responsibilities for transparent company management.”
- › “Extract raw materials, promote transparency.”
- › The D-EITI promotes a constructive dialogue based on facts between the government, companies and civil society.”
- › “Together against corruption: The EITI is a global movement for the international fight against corruption.”
- › “Level playing field: The D-EITI promotes international good governance in the extractive sector.”

› “The D-EITI improves transparency in the German extractive sector.”

3.1.4 Evaluation of communications activities

When Module 1 is finalized, an **evaluation of communications activities** will be carried out and an **adaptation** of the measures proposed here will be discussed, based on the evaluation results.

3.2 Module 2

Module 2 begins, **when the reporting templates** have been sent to the reporting companies.

3.2.1. Objectives and target groups

Objectives

1. Various target groups use the D-EITI report.
2. Interested citizens understand better how the extractive sector works and obtain access to information that was previously difficult to access or completely inaccessible for them.
3. The representatives of the stakeholder groups are involved in lively exchanges and discussions with their interest groups.



Key target groups

Citizens who are interested in D-EITI topics

Decision-makers who are interested in D-EITI topics

Multipliers

- › Labour unions
- › National NGOs
- › Business associations
- › Selected universities
- › Media

- › Government
- › MSG representatives

3.2.2 Communication activities

The measures of Module 2 address

- a) the principle of the **multiplier approach** and the desire of the MSG to have more **information and communication materials** available for its own communications (9-10)
- b) specific activities for communication with **citizens and decision-makers** (11-13)

c) communication activities that apply to a large **target group** (14-17)

No.	Activities (detailed descriptions in II. Catalogue of	Priority
9	<p>II.2 Activities for Module 2 Communication via the MSG and stakeholder groups – Module 2 The D-EITI Secretariat updates the communication package for Module 2 in order to facilitate communication for the MSG multipliers. It contains:</p> <ul style="list-style-type: none"> 9.1 Discussion basics 9.2 Presentations 9.3 Fact sheets 9.4 Compilation of FAQs for citizens and decision-makers 	1
10	Workshops to optimise the networking of the stakeholder groups	2
11	<p>Activities when publishing the first D-EITI report</p> <ul style="list-style-type: none"> 11.1 Summaries of the report and of specific topics 11.2 An event to present the first report 11.3 Supporting activities on social Media 11.4 Publications on relevant blogs 	1
12	<p>To achieve the best communication results, it is recommended that the stakeholder groups and their respective interest groups use the provided information and documents to communicate about D-EITI, for example on their websides or in membership magazines.</p> <p>To increase the impact of the measures, it is recommended that <i>the MSG organisations</i> make use of the information and documentation that has already been prepared and made available on their own communications media such as websites and trade/member magazines.</p> <p>Information for MPs after the formal publication of the first EITI report (<i>initial ideas</i>)</p> <ul style="list-style-type: none"> 12.1 Information meetings 12.2 Letter to Parliament 12.3 Organisation of a parliamentary evening 12.4 Presentation to selected committees 12.5 Presentation at a Ministerial Economic Conference 12.6 Presentation to economic committees of the Landtage (state parliaments) 	2
13	Participation in events	1
14	Publication of press releases (<i>order clarification necessary</i>)	
15	Further optimisation of the D-EITI website	1
16	Newsletter	1
17	Publications and interaction on Twitter	1

3.2.3 Communication topics and messages

The following **communication topics** are offered in Module 2:

- Parts/contents of the D-EITI report
- The MSG approach

In order to attract the interest of the target groups, messages¹ can be used on a regular basis.

- › “Understanding the German extractive sector² with the D-EITI.”
- › “How does the German extractive sector work? The D-EITI reports on who extracts which raw materials under which conditions and which payments are made by companies.”
- › “The D-EITI shows the importance of the German extractive industry for our society.”
- › “For the first time, the D-EITI provides information about the extractive sector, information which is jointly prepared by the government, companies and civil society.”
- › “Dialogue instead of accusations: The D-EITI promotes a constructive dialogue based on facts between the government, companies and civil society.”
- › “Together against corruption: EITI is a global movement for the international fight against corruption.”

3.3 Module 3

Module 3 *is already up and running* and will be implemented at the same time as Modules 1 and 2. A more enhanced implementation of the Module 3 communication activities should take place *after the publication of the first D-EITI report*.

3.3.1. Objectives and target groups

Objectives

1. To ensure that other countries know what is happening in Germany and enter into partnerships to implement EITI as a result.



Key target groups

Other countries (mainly from the EU, OECD, neighbouring Eastern European countries, emerging economies³)

Multipliers

- › International labour unions
- › International NGOs
- › International companies
- › Governments
- › Other national secretariats
- › International Secretariat

¹ Messages are *core arguments* addressing the question “Why is the D-EITI of interest or relevant for me?” A message does not describe the D-EITI comprehensively, but it does address one of the most important aspects for each individual target group. The messages must not (and should not) be taken literally for communication purposes, they are simply meant to offer an *orientation on communications content*.

² The term *extractive sector* is very abstract. In communications with citizens, simpler terms such as *German mining* or the German mining, oil drilling, etc. can be used.

³ The BRICS countries (Brazil, Russia, India, China, South Africa) are mainly meant here

3.3.2 Communication activities

The activities of Module 3 address

- d) the principle of the **multiplier approach** and the desire of the MSG to have more **information and communication materials** available for its own communications (No.18)
- e) Activities for communication with other countries to be mainly implemented by the D-EITI Secretariat (No. 19)

No.	Activities (detailed descriptions in II. Catalogue of	Priority
18	<p>Communication via MSG and stakeholder groups - Module 3</p> <p>18.1 Information materials about the D-EITI in English (and possibly in other languages)</p> <p>18.2 Participation in international panels and conferences</p> <p>18.3 Participation of the Secretariat and MSG members in events of the International EITI Secretariat</p>	1
19	Experience reports on international blogs	2
20	Encouraging international guests to do a secondment at the D-EITI Secretariat and learn about its work	2

3.3.3 Communication topics and messages

The following **communication topics** are offered in Module 3:

- **Experiences** (*lessons learned*) incl. those in special topics such as federalism, but also key issues like the work of the MSG
- Previous **successes**

In order to attract the **interest of the target groups, messages⁴** can be used on a regular basis.

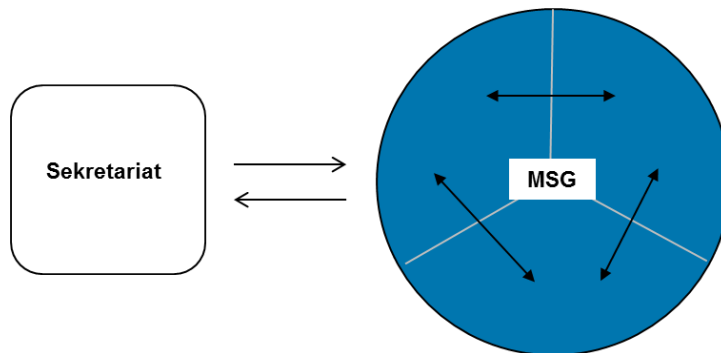
<ul style="list-style-type: none"> › “Together against corruption: EITI is a global movement for the international fight against corruption.” › “Together against corruption: In a globalised world, the promotion of transparency in the extractive industries must be tackled jointly by all countries.” › “Fair rules for all: EITI creates a level playing field in the extractive sector.” › ” The D-EITI shows the importance of the German extractive industry for our society”. › “In Germany, the D-EITI contributes to the fundamental improvement of the quality and availability of data and information on the extractive sector.” › “In Germany, the D-EITI contributes to successful dialogues between government, the private sector and civil society, giving the multi-stakeholder approach more pres-
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⁴ Messages are **core arguments** addressing the question “*Why is the D-EITI of interest or relevant for me?*” A message does not describe the D-EITI comprehensively, but it does address one of the most important aspects for each individual target group. The messages must not (and should not) be taken literally for communication purposes, they are simply meant to offer an **orientation on communications content**.

ence and making it better known.”

4. Internal communication

In this document, **internal communication** refers to communication within the MSG process, i.e. **within the MSG** or between the **MSG and the D-EITI Secretariat**.



(Graphics:) Sekretariat MSG

4.1 Activities for communication between the MSG and the D-EITI Secretariat

Efficient and consensus-oriented communications between the D-EITI Secretariat and MSG are essential for the **successful implementation** of D-EITI. The following activities address requests that were made in the online survey and during telephone conversations with the coordinators.

4.1.1 Monthly status report on successes and the current status sent to the MSG via e-mail

In order to keep the MSG members regularly informed of the **progress of the D-EITI process** at all times, it is recommended that a monthly **status report** be sent by e-mail to all MSG members. This report should provide information about the minor or major successes achieved in the previous month and about the **current status of the activities** that were discussed in the last MSG meeting. Mention can also be made of the concrete steps that are planned for the coming month.

Estimated workload: 1 day each

4.1.2 Stronger contextualization of the information to be forwarded

The D-EITI Secretariat uses the coordinators to constantly provide information about EITI and D-EITI to the stakeholder groups represented in the MSG. If information is forwarded by e-mail to this end, a more **intensive contextualization** of this information is recommended, with regard to the question of whether or not it provides support for topics on which the stakeholder groups are currently working. **Dividing the information into two categories** is also recommended (by written or pictorial instructions) – one category for information which is absolutely necessary for the successful further performance of the process (e.g. decision criteria) and the other for information which is merely recommended (e.g. background information).

A much more intensive bundling of information and E-Mails pertaining to EITI is also recommended from the viewpoint of the MSG.

Estimated workload: 2 hours each

4.1.3 Expanded offer on exchanging/discussing with individuals and groups

In addition to e-mail communication, an offer for **a regular meeting** between the Secretariat and the coordinators of the stakeholder groups is recommended; this meeting should take place every 1-2 months and can be in person or in the form of a telephone or video conference.

Furthermore, it is advisable to continue to provide resources for personal or telephone contact as required in order to discuss questions and concerns promptly. This responsiveness and willingness to exchange/discuss should be constantly communicated.

Estimated workload: 2 days each

4.1.4 Asking the MSG members again whether or not they are satisfied after completion of the first module

In order to check whether the activities taken were able to improve communications between the D-EITI Secretariat and the MSG, it is advisable to use an online survey to **again ask the MSG members if they are satisfied after completion of Module 1**. When acquired, this information can be used to adapt existing activities and possibly plan further measures.

Estimated workload: 2 days

4.2 Communication between the members of the different stakeholder groups

The dialogue between stakeholder groups is an essential element of the initiative. The basic objectives and the framework of the communications are the result of the jointly-adopted **Rules of Procedure** of the MSG and the jointly-adopted **Objectives of the D-EITI**. The D-EITI Secretariat ensures the provision of the necessary dialogue formats and platforms in accordance with the needs of the stakeholder groups.

4.2.1 Orientation on and participation in dialogue forums

D-EITI can only be successful if all the participating stakeholder groups seek dialogue with one another. Such dialogues can take place on a **voluntary personal responsibility** basis. In the case of foreseeable substantive divergences, **coordination and working meetings** between the MSG meetings can be an effective means of initiating a dialogue. The **D-EITI Secretariat supports this exchange** by arranging and moderating these meetings where required.

During telephone conversations with the coordinators of the stakeholder groups, it was also noted several times that a **workshop format**, like the one that was used to prepare the communications strategy with the civil society and private sector representatives could be helpful for this purpose.

Estimated workload: 1-2 days each

5. Monitoring, evaluation and optimisation

Evaluation indicators have been developed, the analysis of which provides information about whether or not the objectives of the D-EITI communications have been achieved.

An **Output Indicator** measures if, how often and with how many participants a particular activity was carried out. This indicator cannot make a definitive statement as to whether or not the objective has been achieved, but it is much easier to measure than an **outcome indicator**.

An **outcome indicator** measures whether or not the desired change has actually occurred. This is why at least one outcome indicator should be used for each objective.

Objective	Target group(s)	Indicator	Out-put	Out-come
Where possible, to inform all the companies concerned with the aim of achieving their maximum possible cooperation.	Reporting companies	Ratio of reporting companies to companies which have already submitted a report (Source: independent administrator)		x
To ensure that the tax authority participates in the required data delivery.	Tax authority	Participation in data delivery/information delivery (Source: independent administrator)		x
To ensure that various target groups use the D-EITI report.	Interested citizens Labour unions, National NGOs, Business associations, Selected universities, Media, Interested decision-makers, Government	No. of downloads report (Source: website statistics)	x	
		No. of visits to Data Portal (Source: website statistics)	x	
		No. of distributed print reports (Source: D-EITI Secretariat)	x	
To help interested citizens understand more about how the extractive sector works and to give them access to information that was previously difficult to access or completely inaccessible for them.	Interested citizens	No. of visits to D-EITI website (Source: website statistics)	x	
		No. of Newsletter subscribers (Source: Newsletter account statistics)	x	
		Twitter statistics, e.g. number of followers, impressions of tweets (Source: Twitter Analytics)	x	

		No. of mentions of D-EITI in external media (Source: Google Alerts, information from the MSG, D-EITI Secretariat field analysis)	x	
		No. of participations in events (Source: attendance lists with signatures)	x	
		Monitoring of the public debate: Is a change becoming evident in the way that people speak about the extractive sector? (Sources: MSG survey)		x
		Assessing which data have first been made accessible by D-EITI (Source: D-EITI Secretariat)		x
To ensure that the representatives of the stakeholder groups become involved in lively exchanges and discussions with their interest groups.	The MSG and its interest groups	Quantity and quality of contact of the MSG to their interest groups (Source: survey)	x	x
To ensure that other countries know what is happening in Germany and enter into partnerships to implement EITI as a result.	Other countries (mainly from EU, OECD, neighbouring Eastern European countries, emerging economies)	Visits to the English version of the D-EITI website (Source: website statistics)	x	
		No. of MSG and D-EITI Secretariat participants at international events (Source: internal documentation)	x	
		No. of active international contributions by the MSG and the D-EITI Secretariat (event organisation, side events, presentations, meetings, etc.) (Source: internal documentation)	x	
		No. of target group participants at D-EITI events (Source: attendance lists)	x	

		No. of visits internal area D-EITI clearing house (Source: website statistics)	x	
		No. of active partnerships (Source: D-EITI Secretariat)		x

Overview of indicator sources

- Website statistics
- Newsletter account statistics
- Twitter Analytics
- Google Alerts
- Internal documentation
- Event attendance lists
- D-EITI Secretariat field analysis
- Survey of MSG and stakeholder groups

A baseline measurement (where at all possible) is recommended, plus an **evaluation** based on all the indicators during the **transition from the first to the second module**. The communications strategy should then be revised based on the knowledge acquired. The sources that are less costly to evaluate (website statistics, Newsletter account statistics, Twitter Analytics, Google Alerts) can also be **evaluated every 3-6 months**, enabling the fast implementation of improvements.

Annex

I. Glossary

Stakeholder groups: “Stakeholder groups” refers to groups of MSG members who represent their individual interest groups (private sector, civil society and government).

Interest groups: These are all actors from the private sector, civil society and the government that are concerned with the extractive industries. They are all represented in the MSG.

Target groups: In this strategy, target groups means the smaller units of the interest groups, which can be reached in targeted manner by various communication measures.

Message: Aimed at individual target groups, messages are interesting core arguments that illustrate the advantages of the D-EITI. Messages are intended to be communicated to the target groups through the various communication activities. They are meant to arouse the interest of the target group for the D-EITI – this is why they do not describe the initiative comprehensively, but illustrate usually only one specific aspect.

II. Catalogue of Activities

II.1 Activities for Module 1

1. Communication via the MSG and stakeholder groups – Module 1

The MSG is responsible for implementing the communications strategy and is supported in this task by the D-EITI Secretariat. The MSG has the most expertise in communicating with its respective interest groups and has established contacts with them. Surveys, work meetings and phone calls have also confirmed that there is no lack of willingness, but of usable materials. In the first module, the business associations represented in the MSG should inform their member companies about D-EITI and the upcoming reporting. The D-EITI Secretariat provides a **communications package** to facilitate communication for the MSG multipliers. It contains:

No.	Material	Workload (in days)
1.1	<p><u>A summary</u> of the current communications module</p> <p>The document summarises the relevant information about the current communications module, including objectives, target groups, target group profiles and messages, as well as the available communications and information materials and possibilities for communication (website, Newsletter, Twitter).</p>	1
1.2	<p><u>Discussion basics</u> and text blocks <i>(in progress)</i></p> <p>The discussion basics contain summarised and specifically-formulated basic information about the D-EITI, the history of the process to date and the upcoming developments. They can be used as a guide for discussions or as components for texts, e.g. for websites and posts in member magazines. The discussion basics not only increase the probability that the D-EITI is introduced as a topic of conversation, but they also ensure that a congruent image of the D-EITI is mediated through the many channels of communication. The discussion basics are revised on a regular basis.</p>	1
1.3	<p><u>Presentations</u> about the <u>D-EITI</u> <i>(in progress)</i></p> <p>The D-EITI is repeatedly presented at events and meetings, so the creation of presentations in different lengths and with different focal points is therefore recommended. The presentations should then be made available to all stakeholders involved in the D-EITI. Basics and examples have already been submitted to the D-EITI Secretariat.</p>	2
1.4	<p><u>Fact sheet</u> <i>(in progress)</i></p> <p>A D-EITI fact sheet which summarises in brief what the initiative involves and which is prepared in a graphically-appealing way can be offered for download from the D-EITI website and can also be distributed at events.</p>	2 + workload for graphic artist

1.5	<p><u>Information on the website</u> of relevant regional state ministries/departments and mining authorities</p> <p>The recommendation to place information about the DE-EITI on the Internet pages of the regional state Ministries of Economics and Finances, mining authorities and further relevant ministries/departments in order to reach companies, government representatives and administrative employees in Germany originated from the query at the meeting of the Federal-State WG on 7.3.2016. In this way, an already established and trusted channel is used to communicate information about the D-EITI.</p> <p>A link via the institutions of the Federal-State WG can also be used, thus making a document with a brief description of the D-EITI and the link to the D-EITI website available to all interested organisations.</p>	2
1.6	<p><u>Compilation of frequently asked questions⁵</u> for companies and tax authorities</p> <p>The companies and relevant tax authorities that are required to report will have questions about the D-EITI. These can be collected and answered centrally. It is worthwhile to make the compilation of these questions and answers available to all those who are in contact with the companies and tax authorities concerned (e.g. D-EITI Secretariat, MSG, Federal-State WG). The questions can be collected by the business associations and by Torsten Falk (Hessian Ministry of Finance), answered by the Secretariat and published on the D-EITI website.</p>	4

2. Presentation of D-EITI at relevant events

Events during which D-EITI is presented are an appropriate medium for entering into a dialogue with reporting companies. Audiences can be fully informed about the D-EITI at such events and their questions can be answered. The MSG answers queries about possible events (first events in Chapter IV. Event overview).

Estimated workload for each event: 2 days preparation + presence at the event

3. Organising an information event for reporting companies

Should it become evident that reporting companies cannot be sufficiently reached via other means of communication, the organisation offers to host its own event. For this purpose, the topic of EITI reporting can be optionally linked with other topics that are relevant for the companies, such as BilRUG⁶. The D-EITI Secretariat first issues an invitation to the companies, which can then be forwarded by the D-EITI representatives, in particular by the business associations.

⁵Also known as **FAQ** = Frequently Asked Questions

⁶ BilRUG is the German abbreviation of the national law to implement the new EU Accounting Directive, 2013/34/EU.

Estimated workload: 2 months of preparation + workload for logistics, technology, etc.

4. Approaching reporting companies directly

Reporting companies are identified and approached by the independent administrator. The independent administrator should send a **Guide** and the reporting format to the companies:

No.	Material	Workload (in days)
4.1	<p><u>Guide for reporting companies</u></p> <p>The Guide explains what D-EITI is, the objectives the initiative is pursuing, why EITI is being implemented in Germany, and why the implementation is important. The exact process of reporting is also explained and a contact person is designated for queries.</p> <p>To provide companies with an incentive to participate in the reporting, the benefits companies have through participation (e.g. use for CSR activities) should be considered in consultation with the MSG private sector and explicitly explained in the Guide.</p> <p>The Guide can also be stored on the D-EITI website. The MSG members also receive the Guide which they can circulate as required.</p>	5

5. Approaching tax authorities directly (internal process channel)

The tax authorities (and possibly other authorities) are informed about D-EITI and the upcoming reporting via the internal process channel of the tax authorities. This task is in the hands of Torsten Falk (Hessian Ministry of Finance). The independent administrator approaches the tax authorities directly with a request for data delivery.

Throughout the entire communication system, it is important to emphasise that the D-EITI respects tax secrecy – no evasion of tax secrecy is intended.

No.	Material	Workload (in days)
5.1	<p><u>Guide for tax authorities</u></p> <p>The Guide explains what D-EITI is, the objectives the initiative is pursuing, why EITI is being implemented in Germany. The exact process of reporting and data acquisition is also explained and a contact person is designated for queries. The Guide can also be stored on the D-EITI website. The land ministries/departments responsible for tax administration also receive the Guide which they can circulate as required.</p>	3

6. Optimisation of the D-EITI website (*in progress*)

The D-EITI website is a major linchpin of the entire D-EITI communications system. Target groups which learn of D-EITI through various communication channels (online and offline) can further inform themselves about the initiative on this website. All online activities are

linked to this reference point, where it is decided whether or not the interest of the target groups is stabilising. The website is the virtual face of the initiative and should therefore be carefully and regularly maintained.

Chapter III. D-EITI website goes into detail about the recommended changes.

Estimated workload:

One-time: 3 weeks (content preparation) + implementation through an agency

Ongoing: 2 days per month (updating)

7. E-mail Newsletter (*in progress*)

An e-mail Newsletter offers interested target groups the option to stay up-to-date about D-EITI, without having to spend time on searching for information themselves. They can also effortlessly forward an e-mail Newsletter to their own networks, thus ensuring a steady increase in the range of D-EITI communications. A mailing list containing the first interested parties has already been set up. A list for registrations should be made available at all events – this will expand the mailing list.

The Newsletter should be distributed approximately once per quarter. This cycle will help to ensure that the topic of D-EITI never completely disappears from the radar of the recipients. The following sections are on offer:

- News from the German EITI implementation
- Article/Technical article on an EITI-relevant topic
- News from the international EITI
- Information on publications, dates and events

Estimated workload per Newsletter: 2-3 days

8. Publication and interaction on Twitter (*already being implemented*)

Twitter is the appropriate network when searching for users who are interested in political issues. In contrast to the website, attention can be actively drawn to D-EITI via Twitter, simply by following relevant users and publishing tweets with relevant hash tags (#).

The D-EITI Secretariat manages the D-EITI Twitter account, reporting there on EITI, D-EITI and related topics in a neutral manner. Module 1 aims at obtaining an overview of Twitter and building up a stable group of followers⁷.

Estimated workload: 2 days per month

II.2 Activities for Module 2

9. Communication via the MSG and stakeholder groups – Module 2

The D-EITI Secretariat makes a **communications package** available to facilitate communication for the MSG multipliers. It contains:

⁷ People and organisations can be followed on Twitter. This means that you subscribe to their posts and become a follower.

No.	Material	Workload (in days)
9.1	<p><u>A summary of the current communications module</u></p> <p>The document summarises the relevant information about the current communications module, including objectives, target groups, target group profiles and messages, as well as the available communications and information materials and possibilities for communication (website, Newsletter, Twitter).</p>	1
9.2	<p><u>Adapted discussion basics and text blocks</u></p> <p>The discussion basics contain summarised and specifically-formulated basic information about the D-EITI, the history of the process to date and the upcoming developments. They can be used as a guide for discussions or as components for texts, e.g. for websites and posts in member magazines. The discussion basics not only increase the probability that the D-EITI is introduced as a topic of conversation, but they also ensure that a congruent image of the D-EITI is mediated through the many channels of communication.</p>	1
9.3	<p><u>Updated presentations about the D-EITI</u></p> <p>Existing presentations are updated and new presentations created where necessary.</p>	1
9.4	<p><u>Fact sheet</u></p> <p>The fact sheet of the first module is being updated and adapted. The fact sheet briefly summarises what D-EITI is all about. The fact sheet also explains the specific changes that take place in the D-EITI. It can be offered for download on the D-EITI website and as a print version at events.</p>	2 + designer
9.5	<p><u>Compilation of the FAQs for citizens and decision-makers</u></p> <p>The compilation of FAQs for the first module will be expanded for the second module to accommodate predictable questions and answers from interested citizens and decision-makers. This compilation can also be posted on the D-EITI website and constantly updated.</p>	4

10. Workshops to optimise the networking of the stakeholder groups

The communication of stakeholder groups with their interest groups is of major importance in this module. It is recommended that after the evaluation of the communication activities carried out in Module 1 (see Chapter 5.

Monitoring, evaluation and optimisation), communication optimisation methods should be developed in a joint meeting.

Estimated workload: 2 days preparation and follow-up work + meeting

11. Activities when publishing the first D-EITI report

The publication of the first D-EITI report is a significant milestone and should be given due consideration. To increase the public visibility of this event and thus contribute to the report being distributed and used (fulfilling requirement 7.1 of the 2016 EITI standard), it is recommended that the following measures be implemented:

No.	Material	Workload (in days)
11.1	<p><u>Brief summaries</u> of the report and of specific topics</p> <p>In addition to a complete online version of the report and to the data portal, brief summaries of the report and short abstracts of individual topics from the report will be created (5-20 pages each).</p>	5 + workload for graphic artist
11.2	<p><u>Accompaniment on Twitter</u></p> <p>It is advisable to prepare the publication of the first report on social media and to accompany it, thus attracting more attention to the publication of the report and, if applicable, to the event that presents the report. To achieve this, first insights into the report in the form of selected facts and numbers can be given.</p>	2
11.3	<p><u>An event to present the first report</u></p> <p>A presentation of the report – and in the presence of Parliamentary State Secretary (PSS) Beckmeyer (if possible) – to which all newly-acquired interested parties and initiative collaborators are invited will create room for dialogue among the stakeholders and offer the possibility of initiating the interested parties in the use of the D-EITI report and the D-EITI portal.</p>	2 months
11.4	<p><u>Publications on relevant blogs</u></p> <p>The publication of the report can also be announced on relevant blogs. Many interested parties can be integrated via the use and the linking of various media such as website, blog, and Twitter, increasing the amount of attention drawn to D-EITI.</p>	1-2 days per blog post

To increase the impact of the measures, it is recommended that the MSG organisations make use of the information and documentation that has already been prepared and made available on their own communications media such as websites and trade/member magazines.

12. Information for MPs after the formal publication of the first EITI report (*initial ideas*)

MPs can be notified about D-EITI and the first report via several (tiered) activities. The information should be communicated via the Federal Government (specifically, by the Ministry for Economic Affairs and Energy (BMWi)), or Germany's Land Ministries of Economics and Finances. The following list represents a collection of ideas of possible measures. Only some selected measures should be implemented, not all of them.

No.	Ideas for measures	Workload (in days)
German Parliament		
12.1	<p><u>Information meetings</u></p> <p>The German Federal Ministry for Economic Affairs and Energy (BMWi) can invite MPs to an information meeting to present D-EITI and the first report. The main focus of the meeting should be on 1-2 issues that match the scope of duties of the invited MPs.</p>	3
12.2	<p>Letter to Parliament</p> <p>The German Parliament (Bundestag) can be informed about the publication of the D-EITI report via a letter from Parliamentary State Secretary (PSS) Beckmeyer.</p>	1
12.3	<p><u>Organisation of a parliamentary evening</u></p> <p>If MPs show interest after receiving an information letter or attending an information meeting, it may be useful to organise a parliamentary evening during which a larger group can be informed about D-EITI and the first report.</p>	5
12.4	<p><u>Presentation to selected committees</u></p> <p>If MPs show interest after receiving an information letter or attending an information meeting, it may be useful to present D-EITI and the first report to selected committees of the Bundestag (e.g. for economy and energy).</p>	2
State Parliament (Landtag)		
12.5	<p><u>Presentation at a Ministerial Economic Conference</u></p> <p>The D-EITI and the results of the first report can be presented at the Ministerial Economic Affairs Conference. All German states are represented here and can be informed in one presentation.</p>	2
12.6	<p><u>Presentation to economic committees of the Landtag (state parliaments)</u></p> <p>After consultation with the economic ministries in the states, a presentation of D-EITI and the results of the first report can take place before the economic committees of the Landtags (state parliaments).</p>	2

13. Participation in events

When the first report has been published, it is essential to promote it among interested citizens and decision-makers. To this end, D-EITI presentations by MSG members and employees of the D-EITI Secretariat, the D-EITI report and the D-EITI portal are suitable for use at events covering D-EITI-relevant topics, including the presentation of D-EITI to universities. The D-EITI Secretariat has already drafted a comprehensive concept for approaching and cooperating with universities. Presenting D-EITI offers the advantage of personal interaction and information exchange with the target groups.

Estimated workload for each event: 1 day preparation (for universities 2-3 days depending on the type of event) + presence at event

14. Publication of press releases (*order clarification necessary*)

Press releases are the more conservative way to reach the multipliers of the “interested citizens” key target group. Information and text blocks are made available to journalists via press releases. Within the framework of D-EITI, press releases thus increase the likelihood that reports will be made about the initiative.

A decision still has to be made whether or not press releases should only be publicised by the responsible ministry/department or by the D-EITI Secretariat.

15. Further optimisation of the D-EITI website

The D-EITI website is comprehensively updated when Module 2 begins and a check is performed to ascertain whether or not all the information provided is comprehensible. The evaluation of the communications activities at the end of Module 1 – and in particular the evaluation of web site statistics – also provides indications for improvement.

Estimated workload:

One-time: 5 days (supplementing the content)

Ongoing: 2 days per month (updating)

16. Newsletter

The e-mail Newsletter will continue to be used in Module 2. From this point on, the content should be increasingly focused on the interested citizens and decision-makers.

Estimated workload per Newsletter: 2-3 days

17. Publications and interaction on Twitter

Twitter is increasingly used in Module 2. Twitter Analytics evaluations can be researched to identify particularly relevant content, hash tags (#) and opinion leaders and use these in a more targeted manner. More attention can also be drawn to our own tweets via visual formats. To achieve this, parts of the fact sheets and content of the D-EITI website can be visually formatted to publicise hard and fun facts about the extractive sector, opinions, reports of successes achieved and event announcements. One possibility for the formatting of short texts is e.g. Share Pics. These are labelled photos that are distributed very quickly and can be inexpensively created on platforms such as <https://www.canva.com>.

Estimated workload: 2 days per month

II.3 Activities for Module 3

18. Communication via the MSG and stakeholder groups – Module 3

The D-EITI Secretariat makes a **communications package** available to facilitate communication for the MSG multipliers. It contains:

No.	Material and sub-measures	Workload (in days)
18.1	<p><u>Information materials</u> about the D-EITI in English (and possibly in other languages)</p> <p>In order to communicate with international audiences, it is helpful to prepare information materials such as short presentations and fact sheets about the D-EITI in English (and possibly in other languages) – this will enable the various members of the MSG to present the D-EITI to panels and conferences with minimal extra effort.</p>	2
18.2	<p><u>Participation in international panels and conferences</u></p> <p>Personal participation in events does indeed involve a lot of effort, but it is also promising, because it enables the targeted distribution of information and direct communication with the target groups. Network meetings of international union federations are also conceivable (e.g. <i>IndustriALL Global Union</i> or <i>industriAll European Trade Union</i>), NGOs (e.g. <i>Transparency International</i>, <i>Publish What You Pay</i>), international companies and/or events at EU, OECD levels, etc. If required, the D-EITI Secretariat can accompany or assist MSG members.</p>	1 + event participation
18.3	<p><u>Participation in International EITI Secretariat events</u></p> <p>The International Secretariat offers regular meetings and events (e.g. board meetings, global conferences), which can be attended by all MSG members and the D-EITI Secretariat. Immediately after Germany has published the first EITI report, D-EITI should be actively introduced at such events by means of presentations or side events.</p>	2-5 + event participation

19. Experience reports on international blogs

Experience reports concerning the German EITI implementation can be published on international blogs such as GOXI⁸ and the blog of the International Secretariat. References can also be made to the D-EITI website and Twitter in the blogs and to the first report at a later point

⁸ GOXI is an online platform on which interested parties can talk about accountability and good governance in the extractive sector. The blog is visited by an international target group: <http://goxi.org/>

in time. This ensures a wider distribution of the content and increases the number of visits to the website.

Estimated workload per blog entry: 1 day

20. Encouraging international guests to do a secondment at the D-EITI Secretariat and learn about its work

In order to promote the international exchange of experiences, the D-EITI Secretariat can offer D-EITI Secretariat secondment to interested guests. The main purpose of this is to give those who will play a future role in a national Secretariat the opportunity to get to know the ins and outs of Secretariat work.

Estimated workload: This depends on the nature and extent of the secondment

III. D-EITI website

The structure and content of the D-EITI website should target the next milestone, which is the publication of the first report. The D-EITI website will be given a more appealing design for citizens interested in D-EITI topics and all opportunities for interaction will be available for visitors.

It is advisable to structure the D-EITI information in such a way that people who only want to scratch the surface of the topic and those who want to delve deep into it both get what they want (*layering principle*).

The following structural and content measures will help to achieve this:

III.1 Structure and content of the public domain

- Creation of an archive in which all the documents are stored, but which also continues to provide a complete picture of the implementation
- A homepage with
 - a moving element (explanatory video or a part of the data portal)
 - a brief and simple description of the D-EITI (possibly using the core message) that links to the following pages and their sub-topics
- Generally more images
- Setting up the pages in such a way that tediously long scrolling is prevented
- Standardisation of the links: It should be clear to visitors where they are going when they click on a specific link
 - Downloads are located exclusively in the download area or are explicitly labelled as downloads
 - The identification of links should be more discreet (single underline instead of blue and bold)
 - In general, only a few links should be used that lead away from the website

III.1.1 Structure and content of the individual pages

- The “**What is EITI?**” page can be made more appealing with a core message and a world map of the participating countries. The topics transparency, accountability and standard will remain.
- The “**Implementation of the D-EITI**” page should be streamlined and restructured,
 - possibly with another heading such as “How does EITI work in Germany?” or “EITI Germany”
 - Presentation of the relevant stakeholders
 - Presentation of the special representative with a new quote
 - Presentation of the MSG
 - New group photo
 - or possibly only a list of the organisations and a link to the list of members with all their names,
 - or a link to a presentation of the MSG members with photo and quote “I’m here because...” (What interests me about D-EITI and what do I want to accomplish with D-EITI?)
 - Possibly visualise D-EITI objectives using graphics
 - Merge candidacy and implementation steps
- The “**Resource extraction in Germany**” page has a link to the newly-created D-EITI portal that is modelled on the [US-EITI portal](#). The D-EITI portal will show data (production data, data on the socio-economic importance of the sector and reconciliation of company payments and government revenues) and context information about the German extractive sector and cover the topics of the D-EITI report.

- A **Q&A section** for visitors that offers the opportunity to submit more questions. This section does not have to be part of the menu; it could be integrated into the header beside the current search function.
- **News and documents**
 - Press opinions and news – better structuring and classification of the documents
 - Logo, press releases and fact sheets
 - Related documents (possibly shown with pictures as in the case of <https://eiti.org/resources>)
 - List MSG meetings and store related documents
 - Access to the archive
- Possibly remove the **Dates** page and announce public events separately
- The **“Contact”** page presents the Secretariat and also has a description of the responsibilities of the employees and the respective contact details
- Use the left column for
 - News, such as new publications and event announcements
 - Twitterfeed
 - Subscribing/Logging in to the Newsletter

III.2 Structure and content of the internal section

- Structuring of the content in the “MSG meetings” and “Meetings of the Federal-State WG”, “Online Survey”, “Additional information” etc. categories. These folders can be opened by clicking on the corresponding icons. In the “MSG meetings” category, the various documents of the respective meetings are compiled in folders such as “MSG meeting of 16.03. 2016”, etc. and these can also be opened.
- Upcoming events and deadlines are displayed in the left sidebar.

III.3 Online marketing

In order to attract a growing number of visitors to the site, a number of measures from the field of online marketing are also recommended:

- Basic Onsite SEO (keyword search and scattering in the texts, inputting meta data, optimising URLs, adding the page to the Google index)
- Offsite content (posts with links to D-EITI website in external blogs, relevant websites and news portals, Open Educational Resources, guest posts in relevant online newspapers, etc.)
- Possibly GoogleAdWords⁹

III.4 Data traffic analysis

Data traffic analysis software is recommended to check the usability of the structure and contents of the D-EITI website. When installed, this software enables the tracking of users’ navigation paths and specific improvements can be made at a location at which many users leave the site.

⁹ Promotional advertisements that appear in Google search results.

IV. Event overview

Overview of events at which D-EITI can possibly be presented:

General event information

- Raw Materials Days in the German states; *accurate data must still be obtained*
- Ad-hoc WG Natural Resources of the BLA-Geo (Federal-State Commission on Geosciences); *date to be clarified* (CP=contact person): Ms. Wilken, BGR (Federal Institute for Geosciences and Natural Resources)
- G20
- SDG (Sustainable Development Goal) events?

Calendar of events

September 2016
14.09. Brandenburg Commodities Day CP: Mr. Dierks, DIHK (German Chamber of Commerce and Industry)
28.09. GIZ: Technical discussion “Multi-stakeholder partnerships: What are the effects?” http://bit.ly/2ch1AuU
26.09. GIZ: One year AGENDA 2030. How far have we come? Berlin http://bit.ly/2ctVZ3U
October 2016
5/6.10. State Congress BW “Resources Efficiency”, Karlsruhe CP: Ms. Maschke TG (target group) – economy and politics http://www.ressourceneffizienzkongress.de/
5/6.10. BDI Day; (German Industry Association), Berlin <i>The most important economic congress of the BDI. Participation is by invitation only.</i> http://bdi.eu/termin/news/tag-der-deutschen-industrie-2016/
6-7.10. Open Data Conference, Madrid CP: Mr. Haselbeck, BMI (Federal Ministry of the Interior) http://opendatacon.org/
10.10. Meeting BMI BKAmt-AK OGP (Arbeitskreis Open Government Partnership) (German Federal Chancellery-Working Group Open Government Partnership), Berlin CP: Mr. Haselbeck, BMI
12.10. GIZ: Global Compact Network Meeting, Berlin CP: Marcel Engel
12.10. Workshop Open Data, Fraunhofer Fokus, Berlin
18.10.-21.10. 24th Weltbergbau-Kongress, Rio, Brasilien (World Mining Congress)
25.-26.10. EITI 35th Board Meeting Astana, Kazakhstan
26.10. Commodities dialogue Saxony by CCI Chemnitz and the German Mineral Resources Agency <i>Here the challenges in securing a high level of acceptance from industry and mining in Germany will also be discussed.</i>

<p>Registration status up to 14.08. TG: Companies CP: Mr. Dierks? http://bit.ly/2ctVWVZ</p>
<p>26.10. Open.NRW, Dusseldorf CP: Mr. Haselbeck, BMI TG: mainly from Politics https://www.leben-in.nrw/lebeninnrw/de/home</p>
<p>27.10. Open Government Day, Munich CP: Mr. Haselbeck, BMI TG: mainly from Politics http://bit.ly/2cqgr98</p>
<p>November 2016</p>
<p>11.11. National and European Resources Forum, Berlin CP: BMUB (German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety) TG: Politics, Science, Economy http://bit.ly/2cpK451</p>
<p>9.11. NRW 4.0 e-nrw.info, Dusseldorf CP: Mr. Haselbeck, BMI TG: Politics and Economics http://www.e-nrw.info/</p>
<p>14.-15.11. Practice conference, open communities, Wuppertal TG: Communities CP: Mr. Haselbeck, BMI</p>
<p>16.-18.11. ForumMIRO Berlin CP: Mr. Haeser? TG: Gravel, Sand And Natural Stone industry http://www.bv-miro.org/termine-2/</p>
<p>December 2016</p>
<p>01.12. Thüringer Commodities Days (Thuringian) TG: Companies CP: Mr. Dierks</p>
<p>7.-9.12. OGP Global Summit, Paris [also: Open Data Get-Together KAS and OECD Global Forum] TG: Governments CP: Mr. Haselbeck, BMI https://en.ogpsummit.org/osem/conference/ogp-summit</p>
<p>7.12. Open!2016, Stuttgart CP: Mr. Haselbeck, BMI TG: Public Administration, Science, Industry, Culture sector http://www.auew.de/</p>
<p>January 2017</p>
<p>19./20.01. Design Thinking Workshop UAG OpenGov IT PL CP: Mr. Haselbeck, BMI</p>

<p>31.01. German Industry Festive Evening, Berlin (BDI) http://bdi.eu/termin/news/festlicher-abend-der-deutschen-industrie-2017/</p>
<p>Possibly contact BRG to hold a lecture in House Colloquium BGR/LBEG http://bit.ly/2cM3naN</p>
<p>Make contact with universities</p>
<p>February 2017</p>
<p>March 2017</p>
<p>April 2017</p>
<p>May 2017</p>
<p>June 2017</p>
<p>29./30.06. Conference of the Ministers of Economics</p>

Other events will be added regularly.

V. Target group profiles

Profiles of the relevant target groups have been created to implement the communication strategy.

The profiles contain the most important information about the interests and prior knowledge of the target group. They are an important reminder, which can be consulted during the preparation of communication activities, ensuring that the information and messages the target group receives is relevant. This also helps to ensure that presentations at events are prepared in a targeted manner. The profiles should be continuously expanded as any new information about the target group becomes known.

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V.1 Target group profiles for Module 1

V.1.1 Companies affected (key target group)

Who is the target group?

- › Companies that are requested to submit reports within the framework of D-EITI (“reporting companies”). The independent administrator identifies these specific companies.
- › The reporting companies are the target group on which the communication of Module 1 is focused. Nevertheless, it can be assumed that non-reporting companies which simply show interest will also be provided with information within the framework of this communication.

The most important multiplier

- › Business associations

To what extent does the target group already know and understand the D-EITI?

D-EITI is already known as a term, particularly since EITI has a name as an international initiative that fights corruption in the global south. However, the German EITI implementation is less well-known.

What does the target group find interesting about the D-EITI?

Reporting

- › Does the D-EITI affect me? And if so, why?
- › Does the D-EITI involve extra effort for me? Or can the BilRUG reporting process also be used to submit D-EITI reports?

Why the EITI in Germany? What do I gain from that?

- › The D-EITI is a chance to at last make the extractive sector better known and to show what it contributes to the German economy.
- › The D-EITI sets an example for the international fight against corruption.
- › German companies which participate are therefore sending out a signal that they recognise their responsibility to reduce international corruption.

What worries does the target group have about the D-EITI?

...that an additional burden could be involved (double reporting -> BilRUG and EITI)

How will the target group be integrated into D-EITI communication?

- › Via the multipliers of business associations
- › Via the general public relations activities of the D-EITI Secretariat (e.g. website, Newsletter, Twitter)

Additional notes:

V.1.2 Business associations (multiplier)

Who is the target group?

MSG

- › BDI e.V. (German Industry Association) (BDI)
- › DIHK (CCI - German Chamber of Commerce and Industry)
- › Vereinigung Rohstoffe und Bergbau (VRB) (Association Commodities and Mining)
- › Deutscher Braunkohlen-Industrie-Verein e.V. (DEBRIV) (German Brown Coal Association)
- › Bundesverband Baustoffe - Steine und Erden e.V. (BBS) (German Building Materials Association)
- › Bundesverband Mineralische Rohstoffe e.V. (MIRO) (Federal Association of Mineral Raw Materials)

Further TGs

- › Bundesverband Erdgas, Erdöl und Geoenergie e.V.(BVEG) (Federal Association of Natural Gas, Petroleum and Geothermal Power e.V.), contact via Ludger Radermacher (Wintershall)
- › VKS (Verband der Kali- und Salzindustrie e.V.), (VKS – Potash and Salt Industry Association), contact via Britta Sadoun (K+S Group) and Hartmut Behnsen

To what extent does the target group already know and understand the D-EITI?

- › Very well, since the associations are represented in the MSG or are informed by MSG representatives.
- › BVEG is not a member of the MSG; the D-EITI/EITI is, however, broadly known.

What does the target group find interesting about the D-EITI?

Reporting

- › How are my member companies affected by the D-EITI?
- › Which member companies have reported and what are the results?
- › Does the D-EITI involve extra effort for me? Or can the BilRUG reporting process also be used to submit D-EITI reports?

Why the EITI in Germany? What do companies gain from it?

- › The D-EITI is a chance to at last make the extractive sector better known and to show what it contributes to the German economy.
- › The D-EITI sets an example for the international fight against corruption.
- › German companies which participate are therefore sending out a signal that they recognise their responsibility to reduce international corruption.

What worries does the target group have about the D-EITI?

- › ...that the D-EITI will mean more effort due to double reporting obligations (BilRUG and EITI).
- › ...that it could be confronted by conflicting interests of the member companies.

How will the target group be integrated into D-EITI communication?

- › The business associations are represented in the MSG (with the exception of BVEG, VKS, see above) and get their information via their participation in the MSG process.
- › The D-EITI Secretariat provides information formats (e.g. presentations, fact sheets, newsletters) that can be used by the representatives for communication within the associations and communication with the member companies.
- › More integration can take place through an event jointly organised for reporting companies (and interested companies, see above) by the D-EITI Secretariat and the associations.

Additional notes:

V.1.3 Tax authority (key target group)

The most important multiplier

Federal-State WG, esp. BMF (Federal Ministry of Finance) and responsible ministries in co-operation with Torsten Falk, Hessian Ministry of Finance (no separate target group profile was created for this multiplier since it is approached through internal procedural channels).

Contact persons

Torsten Falk (Hessian Ministry of Finance) as a first point of contact; the independent administrator will determine the specific tax authorities.

To what extent does the target group already know and understand the D-EITI?

The target group has already received its first written information about D-EITI.

What does the target group find interesting about the D-EITI?

- › The actual implications for the tax authorities: What does the D-EITI mean for everyday work? What are the relevant legal regulations? Are all tax authorities equally affected? Will this now happen every year?

What worries does the target group have about the D-EITI?

- › ...that the D-EITI will cause tax secrecy to be extended. **Important message: The D-EITI is not intended to extend tax secrecy in any way!**

How will the target group be integrated into D-EITI communication?

- › The target group will be integrated via the working level BMF/competent ministries in co-operation with Torsten Falk, Hessian Ministry of Finance. The independent administrator is in charge of the direct contact.
- › Financial and economic ministries as well as the mining authorities will also receive brief descriptions of the D-EITI, a link to the D-EITI website and information materials (e.g. presentations, fact sheets). This material can then be placed on the websites of the mining authorities and used by the tax authorities to obtain more detailed information.

Additional notes:

V.2 Target group profiles for Module 2

The target group's profile should be rechecked at the beginning of Module 2 and adjusted if necessary.

V.2.1 Citizens who are interested in D-EITI topics (key target group)

Who is the target group?

Citizens who are already interested in the topics that are addressed within the context of the D-EITI. These include (inter alia)

- › employees who are informed via trade unions;
- › interested civil society persons, who inform themselves about national NGOs;
- › managers and employees who are informed by the business associations/companies;
- › researchers and students who learn about the D-EITI through selected universities and
- › other citizens, who search for the information in relevant media.

Most important multipliers

- › Trade and labour unions
- › National NGOs
- › Business associations
- › Selected universities
- › Media

To what extent does the target group already know and understand the D-EITI?

The D-EITI is not yet well-known.

What does the target group find interesting about the D-EITI?

Citizens should be approached who are already interested in the topics addressed by the D-EITI. These include (inter alia)

- › German extractive sector (legal and institutional framework; procurement and licensing, exploration for and extraction of oil, gas and mineral resources, payment flows and matching)
- › data transparency/Open data
- › (international) fight against corruption

How will the target group be integrated into D-EITI communication?

- › Via the above multipliers
- › Via the general public relations activities of the D-EITI Secretariat (e.g. website, Newsletter, Twitter)

Additional notes:

V.2.2 Trade and labour unions (multiplier)

Who is the target group?

- › Mining, Chemical and Energy Industrial Trade Union (IG BCE)
- › German Federation of Trade Unions (DGB)

To what extent does the target group already know and understand the D-EITI?

- › The IG BCE is represented in the MSG and knows the D-EITI well.
- › The DGB has been informed of the energy cooperation within the DGB.

What does the target group find interesting about the D-EITI?

- › All quantitative data for their own company
- › Prevention of corruption and creation of transparency
- › The importance of the extractive sector for Germany
- › Making the debate on the extraction of raw materials in Germany more objective through data and context

How will the target group be integrated into D-EITI communication?

- › The IG BCE is integrated into communication via the MSG process.
- › The D-EITI Secretariat provides information formats (e.g. presentations, fact sheets, newsletters) that can be used for communication within the IG BCE and for informing extractive sector employees.
- › The IG BCE communicates the information in the DGB, e.g. via energy policy cooperation.

Additional notes:

V.2.3 National NGOs (multiplier)

Who is the target group?

MSG and related network

- › Transparency International Germany e.V. (TI)
 - TI WG International Agreements
 - TI members
- › Forum on Environment and Development (MSG)
 - WG raw materials
 - Executive committee (BUND, DNR, FIAN, Inkota, Arbeitsgemeinschaft kleinbäuerliche Landwirtschaft) (Federal govt; Dept. of Natural Resources; Food First Information and Action network; Information, Coordination, Symposia; Working Community Smallholder Agriculture)
 - Forum on Environment and Development members
- › Open Knowledge Foundation Germany e.V.
- › Forum Ecological-Social Market Economy e.V.
 - KlimaAllianz Deutschland (Climate Alliance Germany); (around 100 churches, development organisations, environmental associations, trade unions, consumer protection organisations, youth associations and business organisations -> Member List)

Other organisations (participants in the first round table of the civil society and transparency summit conference)

- › Heinrich-Böll-Stiftung
- › Power Shift
- › Democracy Reporting International
- › HUMBOLDT-VIADRINA Governance Platform
- › Netzwerk Steuergerechtigkeit (member of the global umbrella organisation Global Alliance for Tax Justice, formerly Tax Justice Network)

To what extent does the target group already know and understand the D-EITI?

- › D-EITI is well-known in the organisations that are represented in the MSG.
- › The organisations from the network are regularly informed by the MSG organisations and thus know the D-EITI, or at least its main features.
- › The other organisations only know the D-EITI transparency from the civil society transparency summit/first round table, so they are possibly no longer up-to-date.

What does the target group find interesting about the D-EITI?

- › Topics that pertain to the contents of that particular organisation.

What worries does the target group have about the D-EITI?

- › ...that its own relevant issues will not be included in the D-EITI report.

How will the target group be integrated into D-EITI communication?

- › The organisations represented in the MSG obtain their information via their participation in the MSG process.
- › The D-EITI Secretariat provides information formats (e.g. presentations, fact sheets, newsletters) that can be used by the MSG representatives for communication within their organisations and for their networks.
- › Via the general public relations activities of the D-EITI Secretariat (e.g. website, Newsletter, Twitter).

Additional notes:

V.2.4 Business associations (multiplier)

Who is the target group?

MSG

- › BDI e.V. (German Industry Association)
- › DIHK (CCI - German Chamber of Commerce and Industry)
- › Vereinigung Rohstoffe und Bergbau (VRB) (Association Commodities and Mining)
- › Deutscher Braunkohlen-Industrie-Verein e.V. (DEBRIV) (German Brown Coal Association)
- › Bundesverband Baustoffe - Steine und Erden e.V. (BBS) (German Building Materials Association)
- › Bundesverband Mineralische Rohstoffe e.V. (MIRO) (Federal Association of Mineral Raw Materials)

Further TGs

- › Bundesverband Erdgas, Erdöl und Geoenergie e.V.(BVEG) (Federal Association of Natural Gas, Petroleum and Geothermal Power e.V.), contact via Ludger Radermacher (Wintershall)
- › VKS (Verband der Kali- und Salzindustrie e.V.), (VKS – Potash and Salt Industry Association), contact via Britta Sadoun (K+S Group) and Hartmut Behnsen

To what extent does the target group already know and understand the D-EITI?

- › Very well, since the associations are represented in the MSG.
- › BVEG is not a member of the MSG; the D-EITI/EITI is, however, broadly known.

What does the target group find interesting about the D-EITI?

Reporting

- › How are my member companies affected by the D-EITI?
- › Which member companies have reported and what are the results?
- › Does the D-EITI involve extra effort for me? Or can the BilRUG reporting process also be used to submit D-EITI reports?

Why the EITI in Germany? What do companies gain from it?

- › The D-EITI is a chance to at last make the extractive sector better known and to show what it contributes to the German economy.
- › The D-EITI sets an example for the international fight against corruption.
- › German companies which participate are therefore sending out a signal that they recognise their responsibility to reduce international corruption.

What worries does the target group have about the D-EITI?

- › ...that the D-EITI will mean more effort due to double reporting obligations (BilRUG and EITI).
- › ...that it could be confronted by conflicting interests of the member companies.

How will the target group be integrated into D-EITI communication?

- › The business associations are represented in the MSG (except BVEG, see above) and obtain their information via their participation in the MSG process.
- › The D-EITI Secretariat provides information formats (e.g. presentations, fact sheets, newsletters) that can be used by the representatives for communication within the associations and communication with the member companies.
- › More integration can take place through an event jointly organised for reporting companies (and interested companies, see above) by the D-EITI Secretariat and the associations.

Additional notes: all

V.2.5 Selected universities (multiplier)

Who is the target group?

- › Technical universities in the mining sector, faculties in the field of international policies/relations and economics faculties with a focus on Corporate Social Responsibility (CSR).
- › A list of relevant universities and contact persons has already been created by the D-EITI Secretariat.

To what extent does the target group already know and understand the D-EITI?

- › The D-EITI is not yet well-known.

What does the target group find interesting about the D-EITI?

Depending on the field, e.g.

- › the resource curse as a political-institutional phenomenon.
- › MSGs: An instrument for participatory problem solving or for undermining democratic principles?
- › corporate responsibility in the extractive sector.

What worries does the target group have about the D-EITI?

- › Not known.

How will the target group be integrated into D-EITI communication?

- › The D-EITI Secretariat directly gets into contact with the offer of a public lecture followed by a discussion, or with the organisation of a block seminar.
- › A concept with a precise definition of topics is already available.

Additional notes:

V.2.6 Media (multiplier)

This profile has not yet been fully processed, as another order clarification is necessary.

Who is the target group?

- › Selected press and media (see below)

To what extent does the target group already know and understand the D-EITI?

- › The topic is either not yet known or hardly known

What does the target group find interesting about the D-EITI?

- › The MSG approach
- › Content that can be associated with current issues
- › Event-driven communication such as the publication of the first D-EITI report

What worries does the target group have about the D-EITI?

- › Not known.

How will the target group be integrated into D-EITI communication?

- › Via press mailing lists, which already exist in the MSG.
- › The D-EITI Secretariat provides content that can be used for press releases via its website, Newsletter, Twitter, presentations, fact sheets, etc.
- › Whether or not the D-EITI Secretariat publishes press releases itself, or if this should only be done by the responsible ministry/department still has to be clarified. D-EITI Secretariat press releases can be sent to selected recipients on the GIZ mailing list, after consultation with the GIZ press office.

Additional notes:

V.2.7 Decision-makers who are interested in D-EITI topics (key target group)

Who is the target group?

MPs at federal and state level, in particular

- › raw materials spokesmen (topic is raw materials)
- › network policy spokesmen (topic is open data)
- › other MPs, e.g.
 - MPs that generally deal with the topic of transparency
 - MPs in charge of economic budgets and/or energy budgets
 - MPs that deal with the topic of *Open Government Partnership*¹⁰
 - MPs who are interested in the *Disclosure of Beneficial Owners*
- › at federal level: Secretary of State meetings (contact via Parliamentary State Secretary (PSS) Beckmeyer)

Multipliers

- › Federal and state governments
- › Representatives of the MSG who have contact with MPs

To what extent does the target group already know and understand the D-EITI?

- › Hardly known. A first informative letter about the D-EITI has already been sent from PSS Beckmeyer to the chairmen of relevant parliamentary committees. The Federal states were informed at a ministerial economic meeting in 2014.

What does the target group find interesting about the D-EITI

- › MSG approach (as a means of integrating various stakeholder groups)
- › Previous history of the D-EITI
- › The topics must match the field of work of the MP in question; relevant topics could be:
 - How transparency can be created in the extractive sector and how these experiences can be applied in other areas
 - The importance of the D-EITI/EITI in the fight against international corruption and the politically-correct supply of raw materials
 - The D-EITI as an example in the context of open data/open government partnership
 - Disclosure of the beneficial owner

What worries does the target group have about the D-EITI?

- › ...that the D-EITI might portray the German extractive sector *negatively*.

How will the target group be integrated into D-EITI communication?

The target group should only be integrated into individual topics later in the process, e.g. with a summary of the D-EITI report (10 pages max.) or factsheets on individual topics

- › Via the multipliers
- › Via the general public relations activities of the D-EITI Secretariat (e.g. website, Newsletter, Twitter)

Additional notes:

¹⁰ The Open Government Partnership is a multilateral initiative through which governments commit to making the work of politics, government, administration and justice more open, transparent, participatory and cooperative (more on this in [English](#)/in [German](#)). Germany is planning its candidacy.

V.2.8 Federal and state government (multiplier)

Who is the target group?

The Federal Government and the respective state governments. In the case of the state governments, it may be useful to focus on those states in which reporting companies are resident.

To what extent does the target group already know and understand the D-EITI?

- › EITI/D-EITI is a term that is already generally known.

What does the target group find interesting about the D-EITI

- › MSG approach (as a means of integrating various stakeholder groups)
- › Previous history of the D-EITI
- › How can transparency be created in the extractive sector and how can these experiences be applied in other areas?
- › The importance of the D-EITI/EITI for the fight against international corruption and the politically-correct supply of raw materials
- › The D-EITI as an example in the context of open data/open government partnership¹¹
- › Disclosure of the beneficial owner

What worries does the target group have about the D-EITI?

- › ...that the D-EITI might portray the German extractive sector *negatively*.

How will the target group be integrated into D-EITI communication?

- › Relevant government representatives are present in the MSG and in the Federal-State WG (Working Group) – they obtain their information via their participation in the process.
- › The D-EITI Secretariat also provides support for communication activities, as proposed in Chapter 3.2.2 Communication of Module 2.

Additional notes:

¹¹ The Open Government Partnership is a multilateral initiative through which governments commit to making the work of politics, government, administration and justice more open, transparent, participatory and cooperative (more on this in [English](#)/in [German](#)). Germany is planning its candidacy.

V.2.9 MSG representatives who have contact with MPs (multiplier)

Who is the target group?

MSG representatives who already have contact with MPs. These include (inter alia)

- › Transparency International
- › Forum Umwelt und Entwicklung (Forum on Environment and Development)
- › Business associations/Company representatives

To what extent does the target group already know and understand the D-EITI?

- › Very well, since they are involved in the MSG process.

What does the target group find interesting about the D-EITI

- › Topics that are suitable for their own field of work or directly relate to them.

What worries does the target group have about the D-EITI?

- › Not known

How will the target group be integrated into D-EITI communication?

- › Via the MSG process.

Additional notes:

V.3 Target group profiles for Module 3

V.3.1 Other countries

Who is the target group?

Other countries implementing the EITI or which are interested in an EITI implementation; in particular those from

- › the EU
- › and the OECD, plus
- › neighbouring Eastern European countries and
- › emerging economies¹²

Multipliers

- › International trade and labour unions
- › International NGOs
- › International companies
- › Governments
- › Other national secretariats
- › International Secretariat

To what extent does the target group already know and understand the D-EITI?

- › EITI is a term that is already generally known

What does the target group find interesting about the D-EITI

- › The international fight against corruption and the promotion of global transparency
- › The EITI as an instrument of the Open Government Partnership (see above)
- › Good Governance
- › The exchange of experiences on specific EITI implementation topics, e.g.
 - The establishment of the MSG and MSG governance
 - The definition of the scope
 - The harmonisation with directives (e.g. with BilRUG)
 - The implementation of the mainstreaming approach
 - The communication and integration of all relevant stakeholders and the population

What worries does the target group have about the D-EITI?

- › ...that implementation will be time and resource-consuming.

How will the target group be integrated into D-EITI communication?

- › Via the multipliers
- › Via the general public relations activities of the D-EITI Secretariat (e.g. website, Twitter, blogs)

Additional notes:

¹² The BRICS countries (Brazil, Russia, India, China, South Africa) are mainly meant here.

V.3.2 International trade and labour unions (multiplier)

Who is the target group?

International trade and labour unions in which contacts exist through the MSG; these include e.g. the union federations such as IndustriALL Global Union and industriAll European Trade Union.

To what extent does the target group already know and understand the D-EITI?

- › EITI is either not yet known or hardly known.

What does the target group find interesting about the D-EITI?

- › The promotion of global transparency
- › The international fight against corruption
- › Exchange of experiences on specific EITI implementation topics, e.g.
 - Representation of unions in MSG processes
 - The process to reconcile data and draw up the report and treatment of trade union-related topics in the EITI reports
 - The use of EITI reports
- › Transfer of experience from the D-EITI process to other topics and/or countries.

What worries does the target group have about the D-EITI?

- › Not known.

How will the target group be integrated into D-EITI communication?

- › The international trade union federations can be integrated via the IG BCE or the German Trade Union Federation (DGB). This enables D-EITI/EITI information to be communicated at events such as the World Mining Conference
- › The D-EITI Secretariat provides information materials in English (and possibly in other languages) for this communication

Additional notes:

V.3.3 International NGOs (multiplier)

Who is the target group?

International NGOs, in which contacts exist through the MSG. These include, e.g. Transparency International and Publish What You Pay.

To what extent does the target group already know and understand the D-EITI?

- › EITI is a term that is already generally known

What does the target group find interesting about the D-EITI?

- › The international fight against corruption and the promotion of global transparency
- › The exchange of experiences on specific EITI implementation topics, e.g.
 - The representation of civil society in MSG processes
 - The process to reconcile data and draw up the report
 - The use of EITI reports
 - The communication and integration of the population

What worries does the target group have about the D-EITI?

- › ...that civil society demands will not be sufficiently addressed in EITI processes.
- › ...that framework conditions which allow civil society to participate unhindered in the EITI process will not be created in all countries.

How will the target group be integrated into D-EITI communication?

- › Via the German MSG civil society representatives, who participate in the network meetings of international civil society and in the events of the International EITI Secretariat.
- › The D-EITI Secretariat provides information materials in English (and possibly in other languages) for this communication.

Additional notes:

V.3.4 International companies (multiplier)

Who is the target group?

International companies and business associations

To what extent does the target group already know and understand the D-EITI?

- › EITI is a term that is already generally known

What does the target group find interesting about the D-EITI?

- › The creation of a global level playing field (transparency standard and reporting standard)
- › The international fight against corruption
- › The exchange of experiences on specific EITI implementation topics, e.g.
 - The representation of the private sector in MSG processes
 - The process to reconcile data and draw up the report
 - Harmonisation of the different standards and guidelines

What worries does the target group have about the D-EITI?

- › ...that the standard will be extended and reporting companies' obligations expanded.

How will the target group be integrated into D-EITI communication?

- › Via the German MSG private sector representatives, who participate in the international meetings of the private sector and in the events of the International EITI Secretariat.
- › The D-EITI Secretariat provides information materials in English (and possibly in other languages) for this communication.

Additional notes:

V.3.5 Governments (multiplier)

Who is the target group?

Government representatives of other countries, in which contacts exist through the MSG/Federal-State WG.

To what extent does the target group already know and understand the D-EITI?

- › EITI is generally known.

What does the target group find interesting about the D-EITI?

- › The benefits of EITI for their own countries/for their governments
- › The international fight against corruption and the promotion of global transparency
- › The EITI as an instrument of the Open Government Partnership (see above)
- › The exchange of experiences on specific EITI implementation topics, e.g.
 - The establishment of the MSG and MSG governance
 - The definition of the scope
 - The harmonisation with directives (e.g. with BilRUG)
 - The implementation of the mainstreaming approach
 - The communication and integration of all relevant stakeholders and the population

What worries does the target group have about the D-EITI?

- › ...that the extractive sector could be portrayed *negatively* during the implementation of the EITI/D-EITI.
- › ...that the EITI implementation is too time-consuming and costly and brings too few benefits.

How will the target group be integrated into D-EITI communication?

- › Via MSG and Federal-State WG government representatives, who participate in international working groups, initiatives, partnerships and in the events of the International EITI Secretariat.
- › The D-EITI Secretariat provides information materials in English (and possibly in other languages) for this communication.

Additional notes:

V.3.6 National Secretariats (multiplier)

Who is the target group?

National EITI Secretariats.

To what extent does the target group already know and understand the D-EITI?

- › EITI is known.

What does the target group find interesting about the D-EITI?

- › The exchange of experiences on specific EITI implementation topics, e.g.
 - The establishment of the MSG and MSG governance
 - The definition of the scope
 - The harmonisation with directives (e.g. with BilRUG)
 - The implementation of the mainstreaming approach
 - The communication and integration of all relevant stakeholders and the population

<p>lation</p> <ul style="list-style-type: none"> › The transfer of experiences from the D-EITI process to other topics and/or countries <p>What worries does the target group have about the D-EITI?</p> <ul style="list-style-type: none"> › Not known. <p>How will the target group be integrated into D-EITI communication?</p> <ul style="list-style-type: none"> › Via the D-EITI Secretariat, which participates in International EITI Secretariat events and in bilateral coordination processes.
Additional notes:

V.3.7 International Secretariat (multiplier)

<p>Who is the target group? The International Secretariat of the EITI.</p> <p>To what extent does the target group already know and understand the D-EITI?</p> <ul style="list-style-type: none"> › EITI is known. <p>What does the target group find interesting about the D-EITI?</p> <ul style="list-style-type: none"> › The concrete implementation experiences, especially within the meaning of <i>Best Practices</i>. These experiences can be circulated internationally as good examples. <p>What worries does the target group have about the D-EITI?</p> <ul style="list-style-type: none"> › Not known. <p>How will the target group be integrated into D-EITI communication?</p> <ul style="list-style-type: none"> › Via the D-EITI Secretariat, which participates in International EITI Secretariat events and in bilateral coordination processes.
Additional notes: