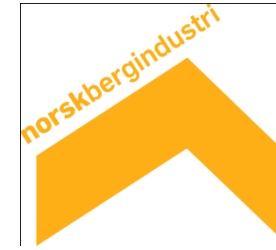


GOLD & GRAVEL



Positive visibility for mining and quarrying industry



Positive visibility for mining and quarrying industry

- > The mining and quarrying industry contributes positively to the Norwegian society every day – but too few hear about it
- > A more visible role in society gives greater freedom of action and gives us the ability to do more of what we're good at
- > This we can only achieve if we work together - through joint efforts and shared stories
- > An important foundation has already been added - through the development of the communication platform

PROMISES

Visibility:

We will promote visibility and understanding

Framework:

We will promote appropriate and fair conditions

Sustainability:

We will ensure a sustainable mining industry

Expertise:

We will ensure appropriate expertise

Culture:

We will encourage a good Industry culture

VISION

A strong and united mining industry

Norwegian Mining and Quarrying Industries is a trade organization that will work to secure good and appropriate framework conditions and sustainability in the Norwegian mining industry so that industry's businesses can be operated with minimal environmental impact, healthy economy and so a good working environment maintained

VALUES /Character

Long-term

Inclusive

Brave

Stories that give us freedom of action

- > The challenge is not to find good stories - but to choose the right ones
- > Which stories that will be the right ones depends on which way we want to go
- > We want greater freedom of action

What do we mean by freedom of action

- > Increase the attractiveness of the industry among engineering students, mining engineering students and rock engineers
- > Increase the trustworthiness among local politicians in municipalities with mining and quarrying industry
- > Create safety/increase understanding in local communities that have mining and quarrying industry
- > Increase the understanding for the industry among leaders in the environmental movement



We have talked to them

- > We are more interested in why things are as they are - than that they are as they are
- > A qualitative temperature measurement
 - Petro and mining engineering
 - Mayors and councilors, representatives of political organizations and local interest associations
 - Leaders in the environmental movement



A good starting point

> Attitudes more positive than expected

- An important industry
- Safe, long-term jobs
- Understanding, but no applause
- Beginning of a new period - positive expectations

Studenter

Students

Challenges 1:4

> Engineering students, rock engineering students, rock engineers experience

- an unknown / invisible contribution from the industry to the industry to society
- lack of professional challenges





Lokalpolitikere

Local Politicians

Challenges 2:4

> Local Politicians' experience

- a lack of interest for the industry in the local political environment,
- a lack of responsibility from the industry to natural resource management and
- lack of local community involvement





Local community

Challenges 3:4

> The local environment (our neighbours) experience

- a reactive and fact-based dialogue,
- too little information and
- lack of involvement in society





Miljøbevegelsen

Environmental movement

Challenges 4:4

> Leaders in NGO's environment experience

- a defensive attitude to the major environmental challenges,
- the industry's own regulatory agencies/ documentation is not very trustworthy
- a poor local dialogue



MAIN SUGGESTED ACTIONS

(what do we do about it)



From words to action

- > You are defined not by what you say - but what you do
- > The job of creating a better reputation does not begin with a brochure, advertisement or commercial
- > It begins with each and every one of you

Increase attractiveness among engineering students

> Make the social contribution visible

Through the press with three facts:

FINANCE: (revenue, jobs, tax revenues, etc.)

ENVIRONMENT: (minerals essential for environmental technology, etc.)

FUTURE POTENTIAL: (commodities that are unused, "the new oil")

> Highlight the academic challenges

Through education institutions from three perspectives:

OUR OWN: Representatives from last year's students that tell about their first year in a job

WHO WE WANT THEM TO BECOME: Representatives of the innovative rock engineering companies that tell of scientific breakthroughs / challenges they face today

WHO WE WANT THEM TO BE SEEN BY: Representatives from related downstream industries, that explains how the rock engineering companies have contributed to the development of new technologies.

Increase the confidence among local politicians

> Involve the local politicians

The fear of waking a sleeping dog can lead to companies choose to limit their contact with local politicians, which could easily be mistaken for arrogance. To involve the local politicians - keep them informed about the operation, present to them the plans and visions, ask them for advice – will send a completely opposite signal.

> Show you are responsible Nature Management

Nature management is not just about managing resources. It is also about the management of environmental resources where it will be extracted from. Initially it's about cleaning up afterwards, removing wrecks and clutter. Finally, it's about reducing the attack on the environment to an absolute minimum and to highlight this to the community. In the end it's about taking responsibility for how the area can be used later, and be returned to the community

> Provide greater local community involvement

For local politicians every day is about the economy - how to get the most out of a tight municipal budget. A real community involvement to them is likely to mean the extent of contribution to cover municipal needs. Maybe you can offer the municipality to build the pedestrian and bicycle path that has been discussed for several years? Maybe you can offer to reinforce the breakwater with a few extra blocks of stone? Or you can provide the municipality an additional supply of sand when the community complains about the snow clearing budget being empty?

Create safety / increase understanding in the community

> Inform

The simplest, but also the most effective means in the struggle to create confidence in the local environment is information. Continuous information about the factors that affect the neighborhood (accident, deviation, cracking, extended working hours, etc) will in itself reduce the negative experience. The information can be provided through a variety of channels, a letter or e-mail, postings in local shop, press release to local newspaper or, in exceptional cases, over the phone

>Open for a genuine dialogue

Dialogue is about including the other party, to respect their experience and willingness to understand. A frame for such dialogue can be a public meeting where all interested parts are invited to present their views. The meeting must be based on neighbors' experience (frustration and rage) must have the space it needs, a personal experience must not be met by academic evidence and legal rhetoric, but with empathy and respect. One must listen to criticism, and answer it on the critic's terms. Referring to research and documentation should be limited to a minimum, and always in a recognizable and relevant language. The meeting must have a clear goal to find a solution. To meet the need for further dialogue, representatives of the parties concerned could be invited to a neighbourhood forum.

>Show commitment to the local community

- It is easier to believe that you care if you actually do. A commitment to the local community is about more than sponsoring the local football team, it is about showing initiative. If you destroy an attractive recreation area, perhaps you can make the road shorter to another - by building a nature trail. If that will cause increased traffic, you might contribute to increase security - through construction of new pedestrian and bicycle paths.*
- You can participate in the local newspaper debates - even when it's not about your business or you can invite to a "Rock day of the year", where children and parents can bring their one stones and have them type determined by geologists.*
- In short, show that you care!*

Increase understanding from the environmental movement

> Show sincere interest in the major environmental challenges

It's a big difference between having respect for mandatory environmental requirements - and to have a sincere commitment to resolve the challenges the industry faces. The latter is largely to set the agenda, take initiative, make demands. The challenges should both be in close cooperation with the environmental movement, they have the valuable skills and they also have the right level of ambition

> Focus more on the independent control / documentation

The industry's own documentation meet with a certain amount of (justified) scepticism. The industry should increasingly pay attention to independent sources and expertise. Search documentation among opponents rather than "own" research. The challenge is not to find support, but finding trustworthy support.

> Establish dialogue locally

The biggest commitment to local environmental issues can be found in the local chapter of the environmental movement. It is here you can meet the greatest resistance, but also the main support. It's about respecting a fundamental disagreement, and recognize the environmental movement's role and competence. Maybe you can invite local leaders to joint meetings with the municipality? Or maybe you can invite yourself to the environmental movement and their meetings?

Increase attractiveness among engineering students

Secretariat

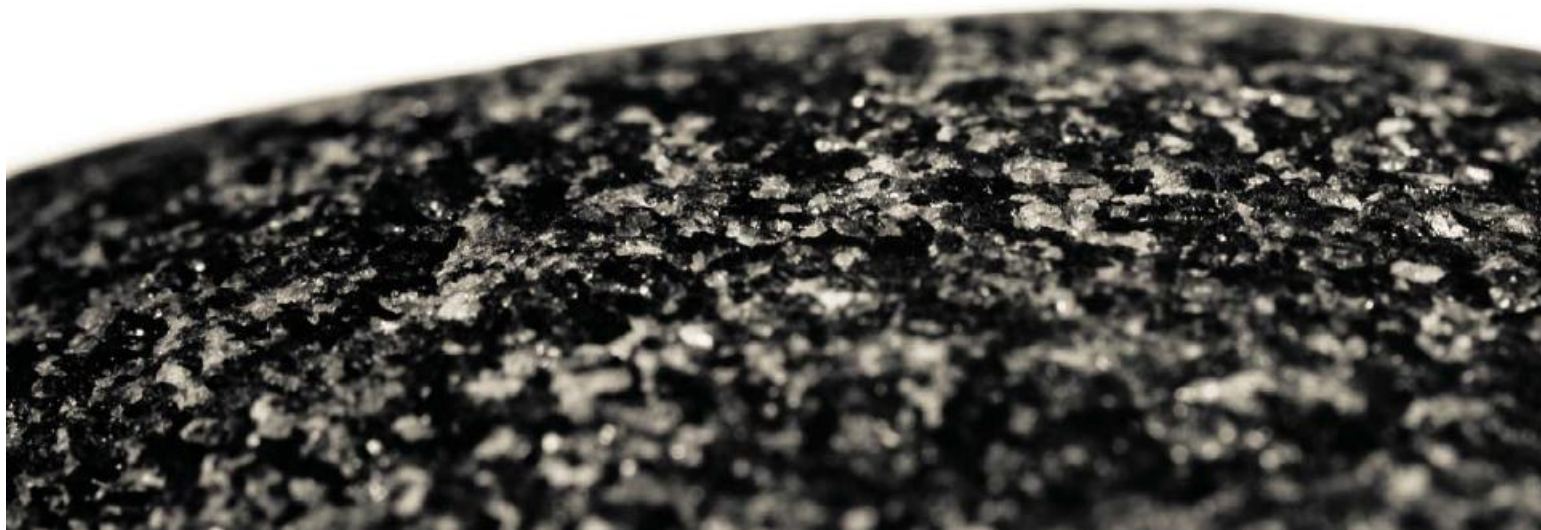
- > Develop a story bank with evidence of community contributions and professional challenges
- > Develop and present issues for the media

- > Write chronicles and debate articles

- > Establish cooperation with student institutions
 - Guest Lecturers
 - Corporate Presentations
 - Stands
 - Scholarships and tasks

- > Participate in relevant forums (social media) with academic content

	Arbidsmarked	Lokalpolitisk miljø	Lokalmiljø	Miljøbevegelse
Sekretariatet	X			
Større medlemsbedrifter		X	X	X
Mindre medlemsbedrifter			X	



What is relevant for whom	Recruitment of relevant competence	Local politicians	Local environment	NGOs environment
Secretariat	X			
Larger member companies		X	X	X
Smaller member companies			X	



Increase the confidence among local politicians

Members

- > First of all: Clean up!
- > Invite to (and maintain) a dialogue, present your own plans and visions - and listen to the municipalities
- > Develop subsequent plans, if possible with contributions from local brainstorming
- > Identify potential local community areas

Create confidence / increase understanding in the local community

Secretariat can provide:

- > Templates: Newsletters, press releases, bulletins
- > Courses: Media training, presentation skills, relationship building, sales training
- > Guidelines / guides
- > forum for exchange of experience
- > Continuous counseling



Create confidence / increase understanding in the local community

Members

- > Defining 'the local community'

- > Create a dialogue
 - Newsletters
 - Information Phone
 - Public Meetings
 - Neighbourhood Forums

- > Develop local action plan with focus on local community involvement

- > Develop emergency plan

Increase the understanding in the the local community

Secretariat

- > Invite to dialogue and joint efforts towards the largest environmental challenges (landfill, chemical use)
- > Develop your own environmental standards - more stringent than any authority imposes
- > Join the public debate, write chronicles
- > Make a story bank and media plan / initiative

Increase the awareness in the environmental movement

Members

- > Establish a dialogue with the local environmental movement, seek advice and cooperation
- > Involve the environmental movement in meetings and dialogue with politicians and others involved
- > Present your own environmental efforts to the environmental movement

The perception of our industry today



Holes in the ground, polluting, dust and noise, old fashioned

The perception of our industry tomorrow

Kompetanse

I MORGEN



Naturvennlig



Foredling
og verdier



I ett med miljøet



Innovasjon

Competence, environmentally friendly, innovation, in dialogue with the environment