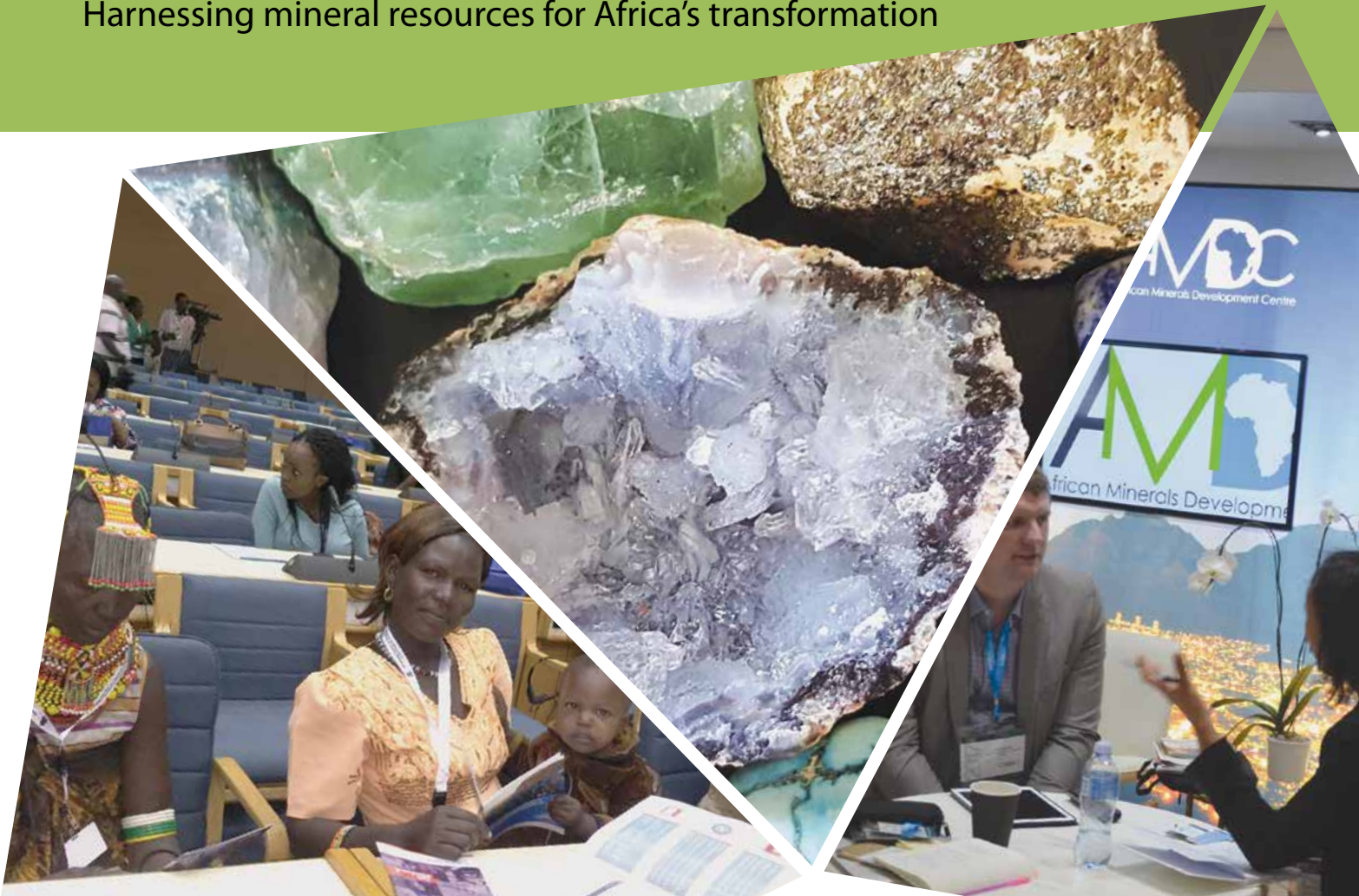




African Minerals Development Centre: Communication and advocacy

Harnessing mineral resources for Africa's transformation



Africa Mining Vision (AMV)

“Transparent, equitable and optimal exploitation of mineral resources to underpin broad-based sustainable growth and socio-economic development.”

The AMV puts Africa’s long term and broad development objectives at the heart of all policy-making concerned with mineral extraction.

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Milestones

- 2009** Africa Mining Vision (AMV) adopted by African Union (AU) Member States as the continental framework for the development of the minerals sector in Africa.
- 2011** AU Member States adopt a comprehensive AMV Action Plan.
- 2013** The African Minerals Development Centre (AMDC) established to accelerate AMV implementation across Africa.
- 2014 onwards** AMDC leads concerted and strategic efforts to put the AMV framework into operation through programme activities and studies with AU Member States, African regions, and key global initiatives.

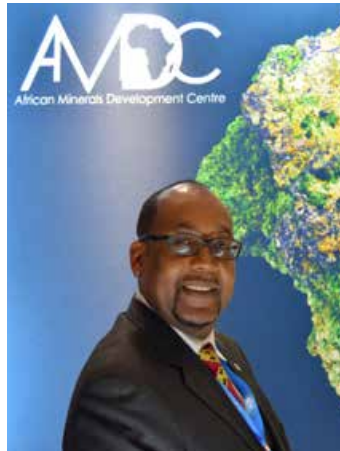
The AMDC Vision

To become a Centre of Excellence and the facilitator of choice to enable AU Member States to realise the Africa Mining Vision.

AMDC Mission

To work with AU Member States and their national and regional organisations, including the AUC, the NEPAD Planning and Coordinating Agency (NPCA), and Regional Economic Communities (RECs) to enable mineral resources to play a greater transformative role in the development of the continent through increased economic and social linkages, and in this manner, help address its intractable poverty and limited development.

A message from AMDC's Coordinator



In 2009, the Africa Mining Vision (AMV) was adopted by African Heads of State and Government. The AMV offers a unique, pan-African pathway to finally reverse the old paradigm regarding the management of our mineral wealth. It seeks to use Africa's natural resources sector to transform the continent's social and economic development. AMDC is the lead institution that supports the AU Member States to fast-track alignment of their mineral sector development to the Vision, to achieve better developmental outcomes.

The Vision is designed to support our governments in addressing the complex linkages that must be unlocked to make

mineral resources truly developmental. AMDC's seven workstreams reflect the priorities identified by African governments, and work together to support African mineral economies to: develop consistent development-oriented mineral policies and regulatory frameworks; make effective use of geological and geospatial information for governance and developmental outcomes; diversify their economies by unlocking economic linkages; establish a knowledge-driven and well-governed African mineral sector that is socially and environmentally accountable, and contributes to broad-based growth and development; and build a viable and sustainable artisanal and small-scale mining sector to provide decent quality of life for rural communities.

Effective communication is key to the success of such a transformation. The AMV emphasises the need for effective and transparent engagement and communication. The Country Mining Vision (CMV) Guidebook stresses that "the formulation and implementation of the CMV requires a robust communication and outreach strategy" and explores in detail how to ensure that all stakeholders are engaged in genuinely participatory processes around the CMV and on specific minerals initiatives. Further, AMDC must advocate effectively for the Vision, to achieve buy-in from governments, the private sector and a host of other stakeholders across Africa and globally.

Dr. Kojo Busia
AMDC Coordinator



Vision to action: the Communication and advocacy workstream

The goal of AMDC's communication and advocacy workstream is to improve social and economic development options through a free flow of information among all stakeholders around the AMV, AMDC and minerals-based transformation.

Communicating effectively about mining is a challenging and dynamic process. It also cuts across sensitive economic, environmental, and political issues, to name just a few. But these challenges can be seen as opportunities, giving space to exchange information and discuss the different facets and paradigms of the mining sector.

AMDC's communication and advocacy workstream was established to address a number of key challenges highlighted in the Vision and identified by African member states as requiring strategic support. These include:

- **Stakeholder engagement:** Mining issues are among the most dynamically-debated and widely discussed issues in Africa
- **Information flow and knowledge sharing:** Access to information and knowledge about the economic, social and environmental impacts of extractive industries is an obstacle to informed participation in CMV processes (*see page 8*)
- **Communications skills and capacity:** Many governments and policy makers have requested AMDC input on new ways to communicate effectively on the impact of minerals investments and projects - a key challenge for the design and implementation of the CMV.

“Promoting good governance of the mineral sector, in which communities and citizens participate in the processes of mineral extraction and utilization of the benefits that are accrued, is a hallmark for the AMV.”

Hon. Abdul Ignosi Koroma, *Deputy Minister of Mines and Mineral Resources, Sierra Leone*

AMDC’s communication and advocacy work addresses these issues by:

- Supporting the development of **partnerships and networking** to champion and help advance the AMV
- Extending **support to countries and regions to communicate strategically on the AMV and the CMV** – for example, offering support from experts around the world to offer country level technical assistance
- Creating **space for policy debate** by involving a wider range of stakeholders and networks to share knowledge and best practice
- Strengthening the **capacities of CMV stakeholders** in communication techniques and knowledge management
- **Advocating** for the importance of the Vision across Africa and globally.



The communication and advocacy workstream will result in:

- Enhanced awareness and understanding among stakeholders of AMV and AMDC activities and the role of these activities in the economic and social transformation of African mining countries
- Strengthened capacities of stakeholders to make informed decisions affecting various aspects of the mineral value chain
- Strengthened acceptance and ownership of AMV and AMDC activities by all stakeholders in African mining countries
- Increased access to information and knowledge packaging, resulting in improved analysis and decision-making by stakeholders.

“Governments and civil society have to collaborate to fight the injustices and imbalances of our continent, which prevent communities to benefit from national resources.”

Hon. Eduardo Joaquim Mulembwe, *First Vice President Pan African Parliament, 2016*



AMDC Partners

Strategic Partners

The African Union Commission (AUC), African Development Bank (AfDB), United Nations Development Programme (UNDP), United Nations Economic Commission for Africa (UNECA), and NEPAD.

Funding Partners (Communication and advocacy)

giz

**Australian
Aid** 

Canada 

AMDC's communication and advocacy work and the Sustainable Development Goals (SDGs)

The Africa Mining Vision and the SDGs provide a mutually-reinforcing framework for mineral-led development in Africa.

On 25 September 2015, spearheaded by the United Nations, countries adopted a set of seventeen Sustainable Development Goals, setting a fifteen-year agenda that aims to end poverty, protect the planet, and ensure prosperity for all. Adopted in 2009, the AMV has inspired Africa's position in the design and adoption of the SDGs.

The AMV has therefore proved to be ahead of its time. The strong linkages between the AMV pillars and the SDGs are evident. Preceding the global SDGs by more than six years, the AMV departed from the conventional wisdom on minerals to focus on

broad-based development. The overriding goal of the AMV is a sustainable and well-governed mineral sector that effectively garners and deploys resource rents and is safe, healthy, gender- and ethnically-inclusive, environmentally-friendly, socially responsible and appreciated by surrounding communities, and provides a mutually-reinforcing framework for structurally transformed mineral-led development for the continent.

AMDC's communication and advocacy workstream has an important contribution to make to the achievement of a number of SDGs, most importantly:

 <p>5 GENDER EQUALITY</p> <ul style="list-style-type: none">• Advocating for the role of women in mining• Creating opportunities for women and girls to have their say	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> <ul style="list-style-type: none">• Promoting knowledge-sharing• Promotion of the AMV to achieve inclusive and sustainable industrialization	 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> <ul style="list-style-type: none">• Transparency and accountability• Access to information• Inclusive institutions	 <p>17 PARTNERSHIPS FOR THE GOALS</p> <ul style="list-style-type: none">• Bringing stakeholders together to achieve change• Capacity building• Advocating for AMV implementation
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Communication and advocacy: How we are making a difference

Effective communications are vital in order to ensure that the AMV's transformative agenda is better known and its benefits understood; and that at national level, all stakeholders understand the critical role of the CMV in supporting the implementation of national development goals.

The role of communication and advocacy in the Country Mining Vision

FIGURE 1: CMV STAKEHOLDER ENGAGEMENT





Engaging with scientists and specialists

AMDC's communications work needs to gain traction with a range of highly skilled specialists to encourage their participation in realising the Vision. One example is our work with geologists, geological survey organisations, and aquatic and marine resource specialists on the development of AMDC's Geological and Mineral Information System (GMIS) Strategy.

The GMIS Strategy aims to provide improved African geological and mining information systems to underpin investment in exploration and mine development. As part of the mission to implement the AMV, the GMIS Strategy has been strongly collaborative, involving AMDC and experts drawn from institutions across Africa and around the world, including Australia, Brazil, Ethiopia, Germany, Namibia, and Tanzania. It is the first time that so many national, regional, continental and global stakeholders in geological information have come together to produce a pan-African strategy.

The GMIS Strategy itself has a communications component to enable informed participation and foster ownership by all partners throughout its implementation.

AMDC's communications workstream is taking forward a number of GMIS strategic goals in pursuit of this aim:

- Promoting informed participation and ownership at all stages of the design and implementation of the GMIS Strategy - stakeholder engagement is vital in nurturing the important role that GMIS plays in development for the region
- Enhancing wider understanding of the importance that the GMIS Strategy process embodies
- Raising awareness of how and where to access information, knowledge, and resources in order to improve analysis and decision-making by stakeholders.

Communications is crucial to the development of a CMV (*CMV Guidebook, see page 14*). It requires strategic planning to achieve effective stakeholder engagement and to:

- Promote acceptance and ownership by emphasising socio-economic benefits
- Increase access to knowledge to improve analysis and decision making
- Increase awareness and understanding of the effects of tracking and aligning geological initiatives in Africa
- Strengthen partnerships and initiatives.

The CMV emphasises that a wide range of stakeholders (*see Figure 1*) should all be targeted in a comprehensive outreach and advocacy campaign, designed to create a common understanding of, interest in, and commitment to, the CMV process. The country's CMV task force has responsibility for developing a stakeholder consultation plan and a communication plan for every stage of the CMV process. AMDC's communications team offers tools, guidance, training and facilitation for countries seeking to develop communications approaches to advance the AMV, and advocate more effectively for policies that support the CMV development agenda.

Communications capacity building: Lesotho, Malawi and Sierra Leone

The effective adoption of a new policy in a country should not be restricted to politicians, lawmakers and technical departments: it requires awareness, support and interest across society to be truly successful. As part of the CMV process, the AMDC communication and advocacy workstream has organised workshops for communication practitioners in a number of African member States.

Training content is based on country needs, but can cover:

- How to raise awareness and improve understanding of the contents and objectives of the AMV and CMV (or local mining policy)
- Linking these to the potential country benefits
- Widening the scope of engagement beyond lawmakers, government, etc
- How to support more informed and holistic reporting and communication around natural mineral policy, legislation and regulations
- Sharing practical knowledge, skills and technologies, such as new communication technologies, social media and effective photography.

Delegates are drawn from a wide range of stakeholders (see Figure 1) and experts are brought in from all over Africa and beyond to share learning and stimulate discussion. It is expected that delegates then share learning and information on the AMV, CMV, and local mining policies with other stakeholders to build momentum around the CMV.

The initiative is supported by the Federal Republic of Germany through GIZ (see page 6).

Lesotho:

The Lesotho workshop (March 2016) gathered together local communication practitioners from a range of sectors, with journalists particularly well represented. Demand was such that more than double the number of planned delegates attended. The Lesotho workshop benefitted from excellent and visible support from the Ministry of Mines, which demonstrated full ownership over the process and whose representatives were present and available to all stakeholders during the workshop. The dynamic three-day event also included a site visit and practical photography session at a sandstone quarry outside Maseru, arranged and hosted by the Ministry of Mines.

Feedback from delegates:

"For the first time, I realized how powerful social media can be."

"Local communities, traditional authorities, technocrats and contractors should all sing from the same hymn book."

Malawi:

The Malawi communications workshop, held in Lilongwe in May-June 2015, was the first of its kind in Malawi. Malawi's mining sector remained nascent, with low levels of awareness about the sector, its challenges, or the opportunities for development it might bring. The 2015 workshop aimed to raise awareness, support and interest from the broader host society in terms of Malawi's implementation of its CMV. Communication practitioners from the local media, government departments, civil society, think tanks and universities, and United Nations agencies and programmes were targeted. Representatives from UNDP Malawi and the AUC also attended. The workshop initiated professional networking links between the various stakeholders to facilitate future knowledge-sharing and well-informed, balanced reporting.

Feedback from delegates:

"Communications takes a vital role in mining. The citizenry has a right to know what is exactly going on in terms of the sector, particularly its benefits."

"The session tackled the specific roles of CSOs, particularly in Artisanal and Small-scale Mining."

Sierra Leone:

The Government of Sierra Leone has shown strong commitment to domesticate the AMV through its new Core Minerals Policy and other targeted legal and regulatory reforms. However, scope for public engagement and knowledge of AMV needed to be further expanded beyond the government. Recognising the need for multi-stakeholder consultations and involvement in its efforts to domesticate the AMV, the government has encouraged constructive engagement with a wider range of stakeholders with potential interests in Sierra Leone's extractive sector, including communities directly impacted by mining operations. In July 2016, AMDC was invited to hold a communication workshop, designed both for capacity building and to establish a cohort of participants with a good understanding of the AMV. The expectation is that these delegates will contribute to future multi-stakeholder consultative meetings on the country's new Core Minerals Policy, and act as key contacts to improve understanding of the AMV in their communities.

"I urge all participants at this workshop to assist us disseminate information about the AMV. We see all of you, particularly civil society representatives and the media, as valuable and indispensable companions in our long march to sustainable development and we expect that together, we can achieve our common goals."

Hon. Abdul Ignosi Koroma, Deputy Minister of Mines and Mineral Resources, Sierra Leone

"On behalf of my colleagues from civil society, I want to salute the AU and AMDC for an inclusive approach..."

Dr. Claude Kabemba, Director of the Southern African Resource Watch, Keynote address at the inaugural AMV-CSO Forum, September 2016

Growing media interest in AMDC's work

AMDC is seeing growing interest and engagement from private and public sector stakeholders via events and digital media, as well as a substantial increase in media coverage. There were nearly 50 substantive articles about AMDC in the second half of 2016 alone, in professional and mainstream journals such as Mining Week, The Standard, African Review, African Business Magazine, and The Africa Report. International interest meant that AMDC news was picked up as far afield as the UK and Brazil. Objective media coverage is a vital component of AMDC's effective advocacy for the AMV, and enables its work to be better understood and debated by a wide range of stakeholders.

“The Vision is important to the continent. We need a realization for this vision.”

Former South African President Thabo Mbeki, AMDC Special Indaba Session, 8 February 2017

Step change in stakeholder engagement at 2017 Mining Indaba

With an average of 7,000 mining industry professionals from more than 100 countries attending, the Mining Indaba is the world's largest gathering of stakeholders and partners in African mining. AMDC has a regular, highly visible presence at the Indaba, but Cape Town in 2017 saw a step change in terms of proactive engagement from a range of stakeholders.

Foremost amongst these were private sector representatives: AMDC saw substantially increased private sector interest in various forms of AMV partnership. Whilst partnership is sometimes initiated through corporate social responsibility (CSR) initiatives, the nature of this, too, is changing. CSR is on the rise, as an increasingly integral part of long term business strategies. This was reflected in interest in the AMV Private Sector Compact, with Chambers of Mines around Africa advocating for public-private engagement as proposed by the Compact, and a packed room to hear former South African President Thabo Mbeki stress the importance of the Vision at AMDC's special Indaba session. The Indaba also saw increasing interest in AMDC's work on knowledge sharing, especially in terms of demand for AMDC's expertise in geological and mineral information systems (GMIS).

For more on these areas, download AMDC's workstream brochures (see page 14).

Regional Sharefair: Women in the extractive industries

Women in the extractive industries play a major role in the economy and company performance, yet do not share equitably in the benefits. This has the knock-on effect of further restricting access to resources and opportunities. Effective public-private partnerships can do much to address these issues and to ensure women achieve a more central role, to the benefit of the industry as a whole.

In October 2015, AMDC collaborated with the UN Women's Regional Office for Eastern and Southern Africa to host a Regional Sharefair in Nairobi, Kenya. The Sharefair, *Gender Equality in the Extractive Industries: Building on Good Practices*, formed part of the AU's Year of Women's Economic Empowerment and was also supported by the Australian High Commission and other partners. The event offered opportunities to exchange knowledge and best practice, and explore gender-friendly policy development, business and financial prospects (see Figure 2). It also showcased the experiences of women operating profitable large- and small-scale mining operations, and achieving professional success as geologists and scientists, and in a range of other areas of the industry.

AMDC led a session on involving women in the development of the Country Mining Vision: the AMV demands that the sector is 'gender and ethnically inclusive', and a key question in the CMV lays down a challenge: 'Are gender issues mainstreamed in your policies, laws, regulations and procedures?'

FIGURE 2:



Future strategic directions

AMDC's communication and advocacy workstream was established comparatively recently and is still growing. Our outreach efforts will continue to ensure that AMDC's wide range of outputs are readily – and freely – available, and help to significantly influence both public and private sectors to join the transformation agenda of the AMV. Continuing to grow our online presence is also enabling

AMDC to engage virtually with a growing number of stakeholders. We are providing capacity building to African countries that wish to develop a strategic communications approach to CMV engagement, and AMDC also offers technical assistance from external experts on communications, advocacy and knowledge management from Africa and beyond.

Communication and advocacy workstream – Who we are

Daisy Leoncio is AMDC's communications and advocacy manager. She has more than 15 years of corporate communications experience working for the United Nations (UN) and other international organizations at country level, at regional offices, and headquarters. At the UN, Daisy has provided guidance to more than 130 country teams on communications strategies covering partnerships, media relations, online campaigns, branding, external relations, and technology-driven initiatives. Prior to joining AMDC, Daisy was the communications and knowledge management officer of the inter-agency United Nations Development Group at its New

York headquarters, providing guidance and support to UN Teams around the world and to the UN Resident Coordinator system on communications and knowledge management governance standards. As a highly experienced communications practitioner and previously as a journalist, she has extensive experience working in Africa, Asia, Europe, and North America. Daisy's professional specialism is in online communications and innovative digital engagement, and she holds a graduate degree in information technology/electronic government and technical communication.



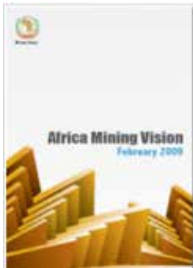
Learning more

AMDC publications are free to download at

<http://www.uneca.org/publications/african-minerals-development-centre>;

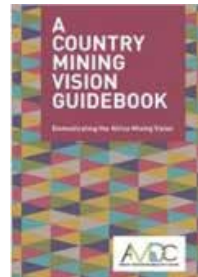
read online or download at <https://issuu.com/africanmineralsdevelopmentcentre>;

or search 'African Minerals Development Centre – Publications'.



Africa Mining Vision, 2009

Sets out the Vision and explains the rationale for a developmental mining approach that enables growth through building economic and social linkages to benefit African citizens.



Country Mining Vision Guidebook, 2014

A step-by-step guide to developing and implementing a Country Mining Vision (CMV), including planning multi-stakeholder consultative processes, policy design and monitoring and evaluation.



African Minerals Development Centre Corporate Brochure, 2016

Explains the work and impact of AMDC to date, and introduces readers to AMDC's workstreams.



African Minerals Development Centre Workstream Brochures, 2017

Brochure series covering individual AMDC workstreams.

AMDC Contacts

www.uneca.org/amdc


www.africaminingvision.org

Email: eca-amdc@uneca.org

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African Minerals Development Centre, UN Economic Commission
for Africa, Menelik II Avenue, P.O. Box 3001, Addis Ababa, Ethiopia

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