

Agenda

- 13.30 Introduction (EPMF)**
Objectives of the meeting
- 13.40 Methodology– PEST framework (RPPA)**
Political landscape - 4Ps
Socio-economic landscape – 4 box matrix on uses of Silver: volume vs value
Technological landscape - flipcharting
- 15.10 What we're seeking to achieve and reframing the issue (RPPA)**
- 15.25 Coffee break**
- 15.45 Outreach planning (RPPA)**
Who we need to reach, how we intend to do it against steps in the CLH and other processes
- Allies & opponents (RPPA)**
Identification third parties – upstream/downstream, political opponents and their likely activities
- Materials (RPPA)**
The tools that need to be developed for advocacy
- 16.30 Close (EPMF)**

Draft outline for the advocacy workshop

Objectives of the meeting

- Share and exchange views on the consequences of the classification proposal
- Align message
- Organise and build a coalition to participate in the regulatory process with public consultation as a first step and make our voice heard by authorities
- Submit to your approval an advocacy plan to make our participation to the process a success
- We will use two tools for this, the PEST framework and SWOT analysis



PEST FRAMEWORK AS A GUIDE

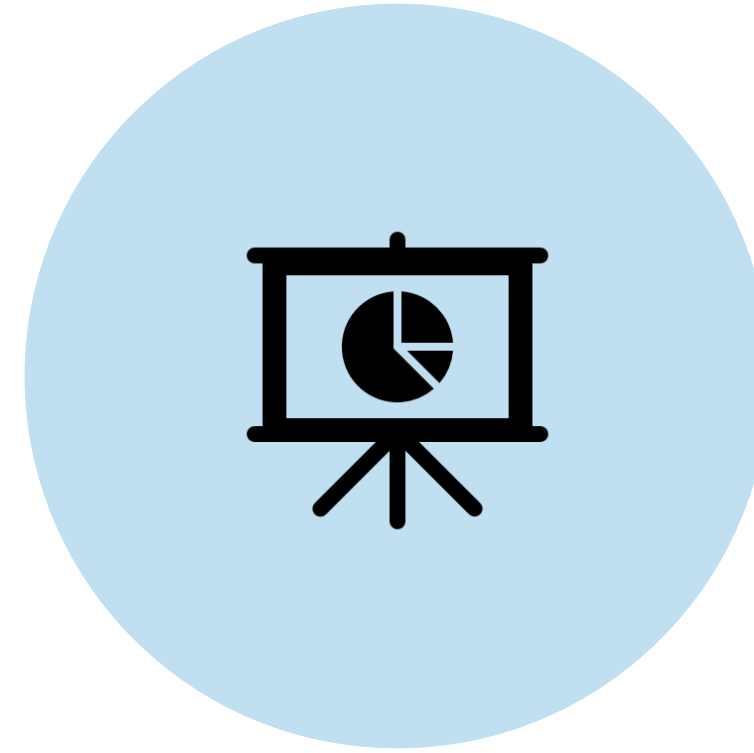


Political

What's on people's agenda ?

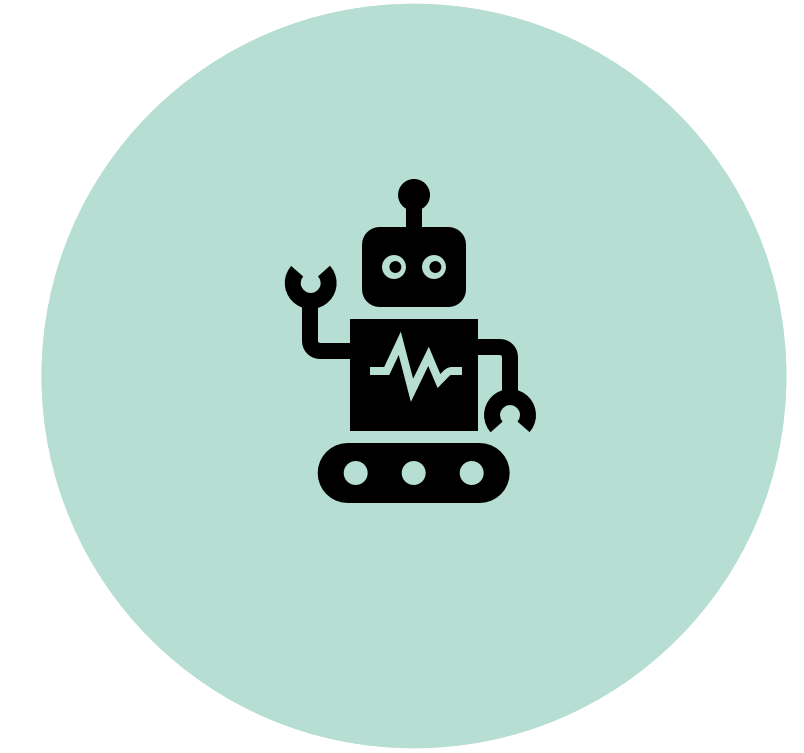
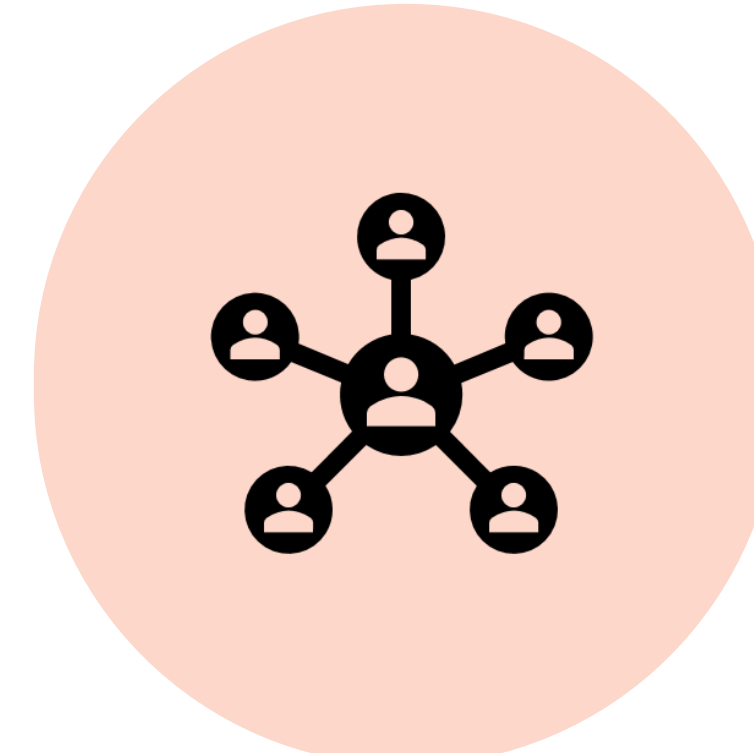
Discussion on the **4Ps**

- Politics
- People
- Policy
- Process



Economical

Societal



Technological

Where will Silver in 2030 be if it were not for the classification?

What do we think about when we think about Silver ?

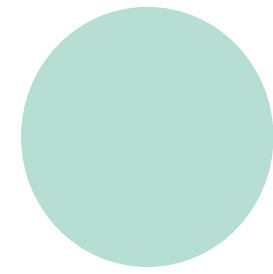
What does the real world care about ?

Political landscape

-

The 4Ps

4P DISCUSSION



POLITICS

2 minutes 'flipcharting'

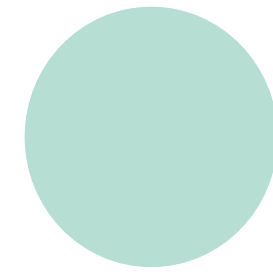
What is on politicians' agenda? (political parties in MS and in Brussels)

Commission working in Silos

Political pressure on SANTE to conclude the BPR Review Programme

No media pressure for the moment – empty space to fill with noise ?

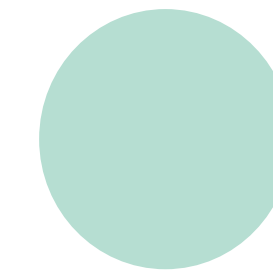
Or keep it technical and marginal ?



PEOPLE

2 minutes 'flipcharting'

What is the profile of the actors we need to reach out to ?



POLICY

2 minutes 'flipcharting'

What are the other big issues on top of EU institutions' agenda?

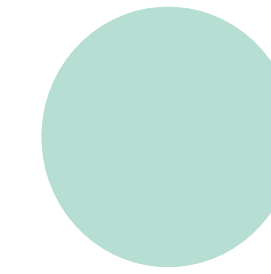
Ex:

One process one body

Paris agreement

Circularity

New European Green Deal

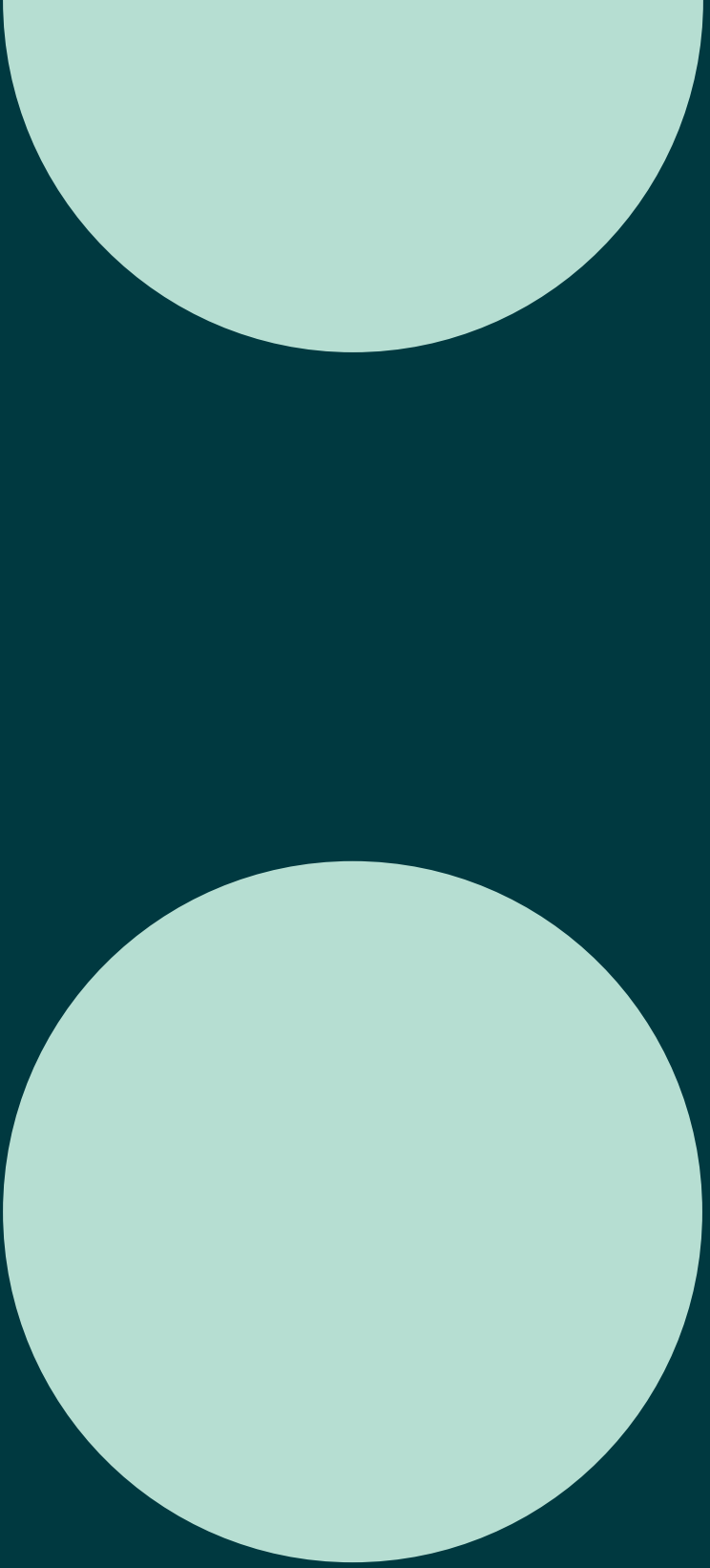


PROCESS

2 minutes 'flipcharting'

Are there any other regulatory processes we need to influence?

Anything in processes that could impact classification?



Socio-economic landscape

-

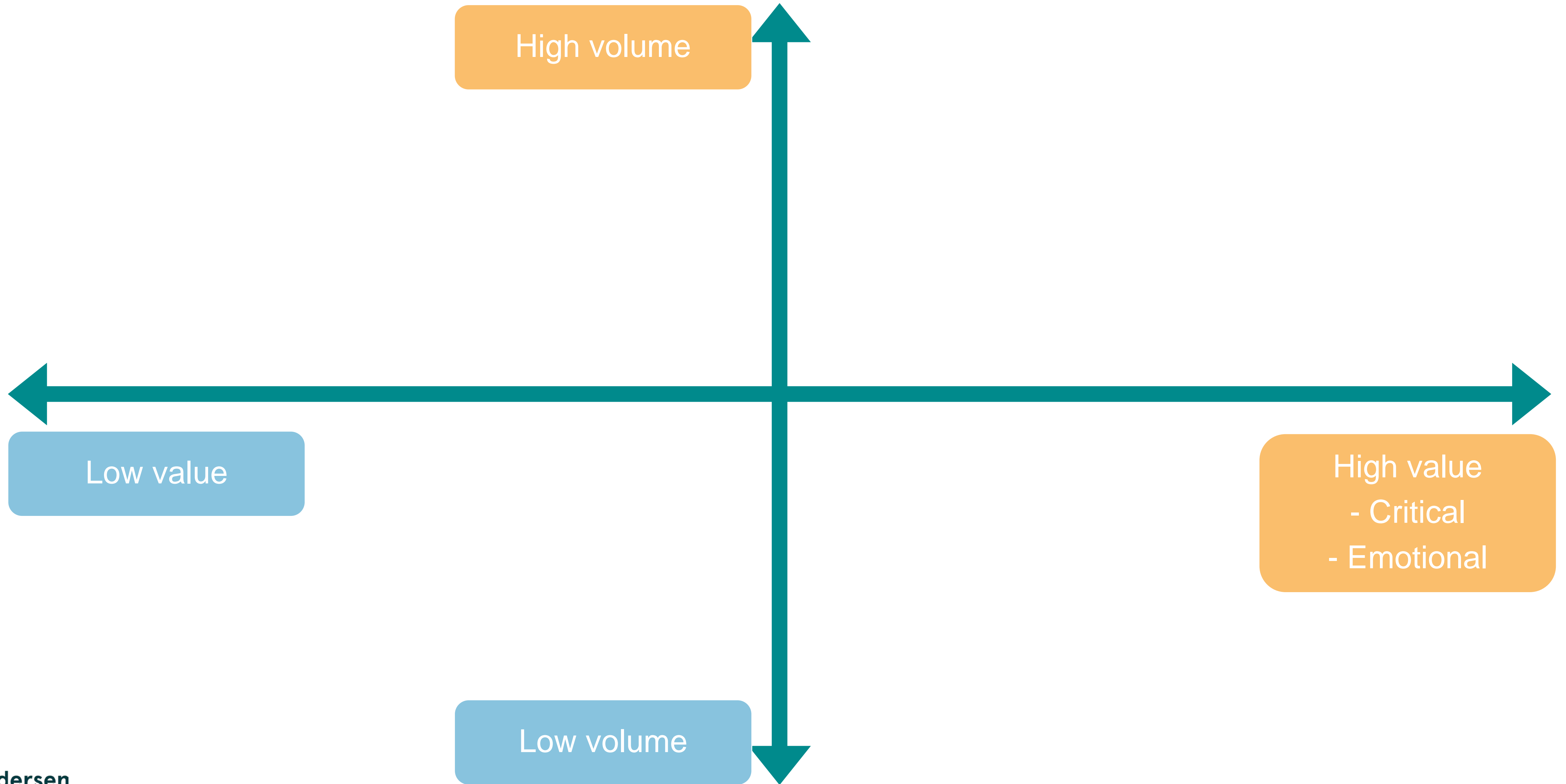
4 box matrix

**What comes to mind when you think of
silver?**

What products and what uses?

5 minutes 'flipcharting'

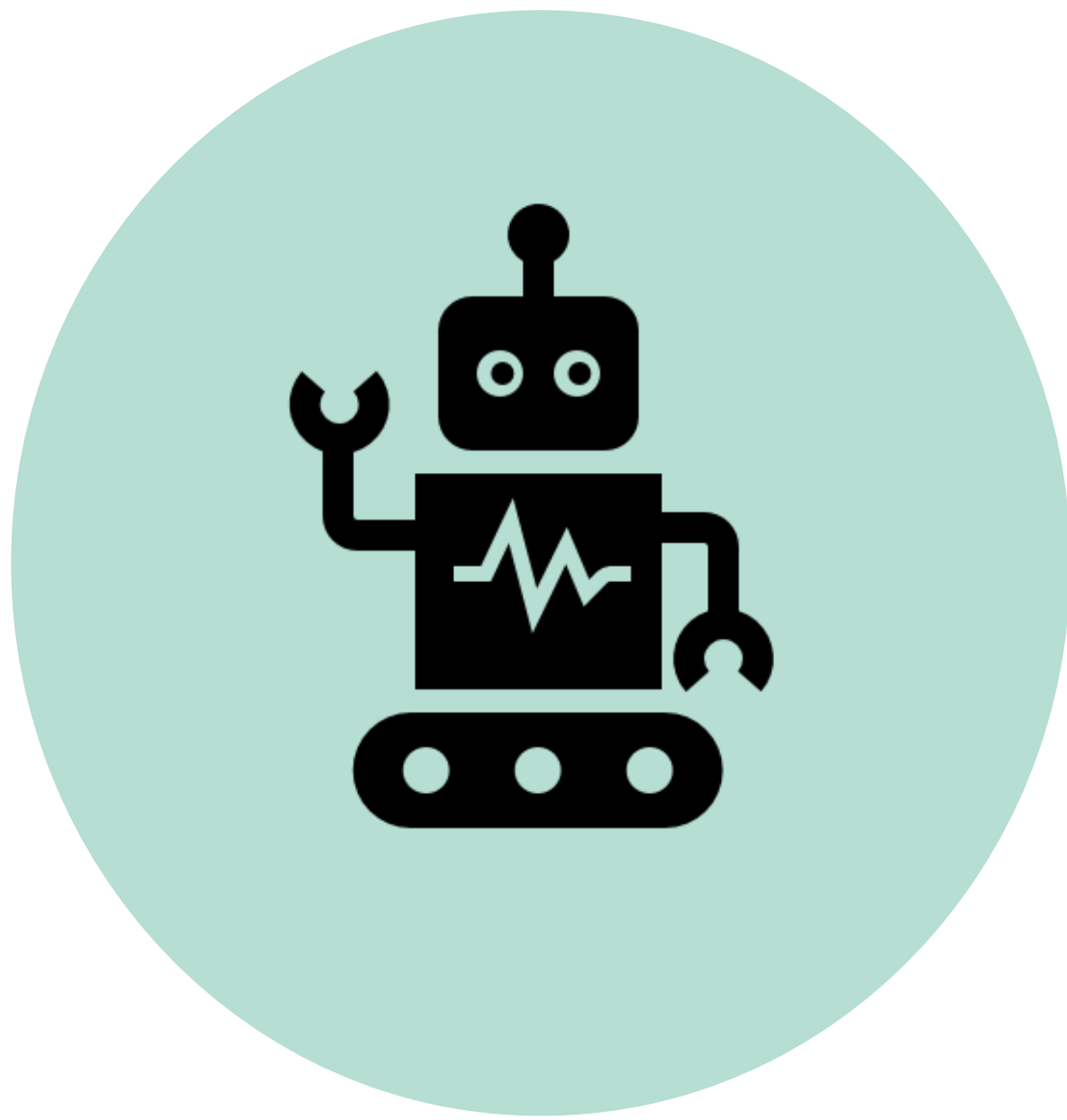
SOCIO-ECONOMIC LANDSCAPE



Technological landscape

-

flipcharting



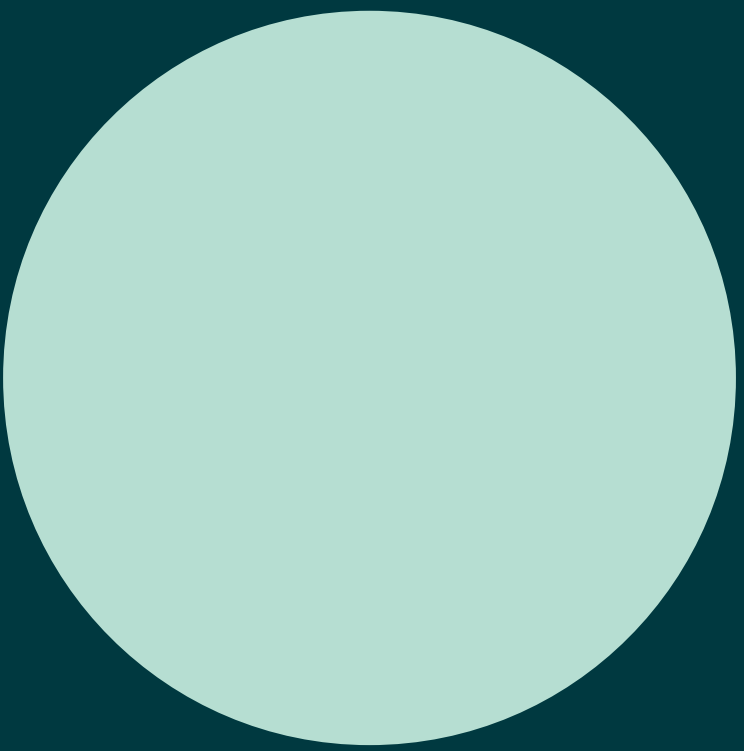
Technology

10 minutes 'flipcharting'

Where will Silver be used in 2030 / 2040 if the classification is not adopted?

Where is Silver used to replace other metals at present? (substitution enabler) Where will be used as a replacement in the future?

What is Silver's role as a technology enabler?



**What we're seeking
to achieve and
reframing the issue**

What are we seeking to achieve



- **No new classification / no change in public image of Silver / any regulatory strategy based on *sound science***
- **Short term strategy**
 - **Convince authorities of the necessity to wait for the EORGTS to be completed regardless of the pressure in the BPR review programme**
- **Medium term strategy**
 - Influence EC opinion: if RAC agrees with the Swedish proposal
 - EC must perform an impact assessment (cf. Delegated Act process)
 - Being informed of the availability of new scientific data, EC must request a new opinion to RAC taking new available data

Reframing the issue

- A study is in progress : EOGRTS
 - The Industry is being **RESPONSIBLE**
 - It participates to the regulatory process
 - We are not presuming the results of the study but want the regulatory process to remain based on **COMPLETE AND SOUND SCIENCE**
- **REACH , CLH and BPR must work hand in hand, not against each other**
- **Silver's future** as a technology enabler cannot be jeopardised by the conflicting timeframes of the regulatory process
 - Better safe than sorry
 - **Better not to rush** than to paralyse an important industry sector
- Let us hear your thoughts !



Can we change the game?

Establish facts

Voluntary action

Emphasis on sound science

Build socio-economic impact case

Apply political pressure

Member State opposition

Internal Commission pressure

Escalate to media/public campaign

Reframe the question

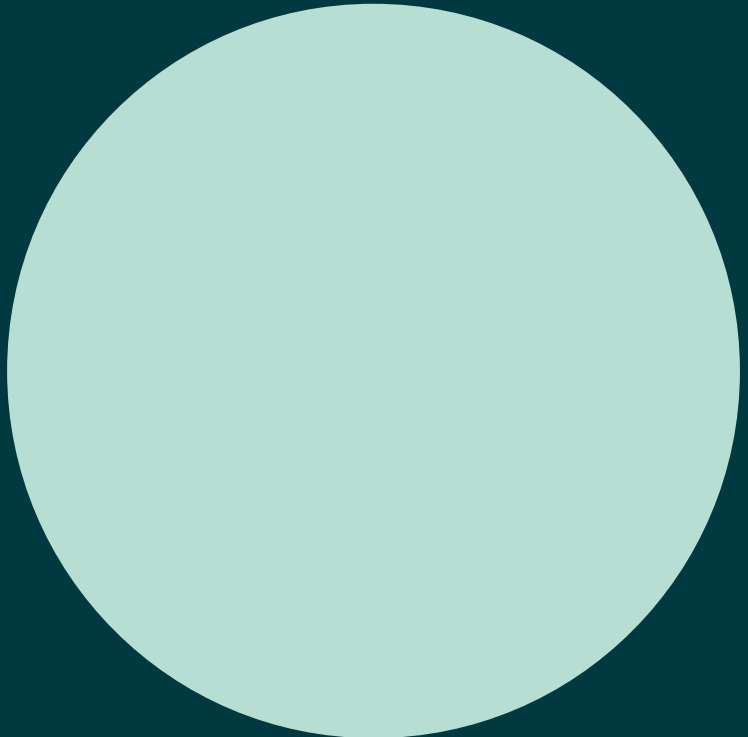
Make a broader policy question

Undertake a benefits campaign

Refer to others

Referral to another EU body

Elevate to international level



Outreach planning

Influence

Issues
Position
Share of voice

Opponents

Champions

Passers-by

Cheerleaders

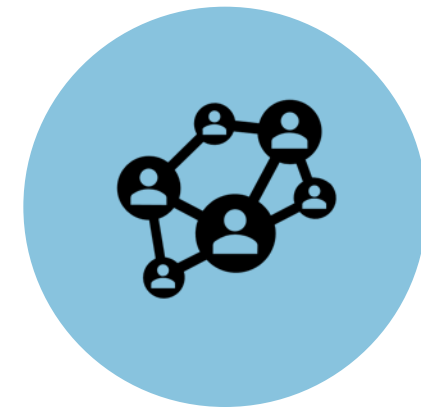
Alignment

Position
Interests
Values

OUTREACH ACTIVITY PLANNING



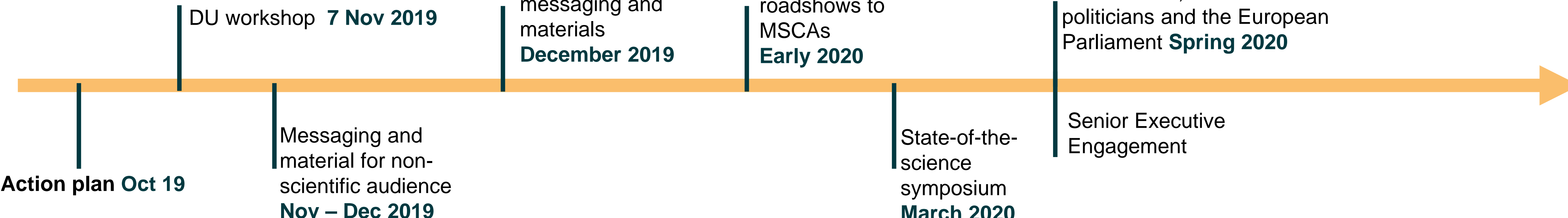
Science stage



Regulatory Legal stage Anticipating RAC opinion



Political stage Commission Delegated Act pending



Direct outreach to Commission and Member State Ministries
November – December 2019

Possible additional actions

Scientific spokesperson training

Possible additional actions

Coordinated value chain advocacy at Brussels and Member State Level

Proactive general and specialist media relations in Brussels and selected Member States

Third country mobilisation

Advocacy spokesperson training

Possible additional actions

Proactive general & specialist media relations in Brussels

Friends & Foes – Questions for discussion

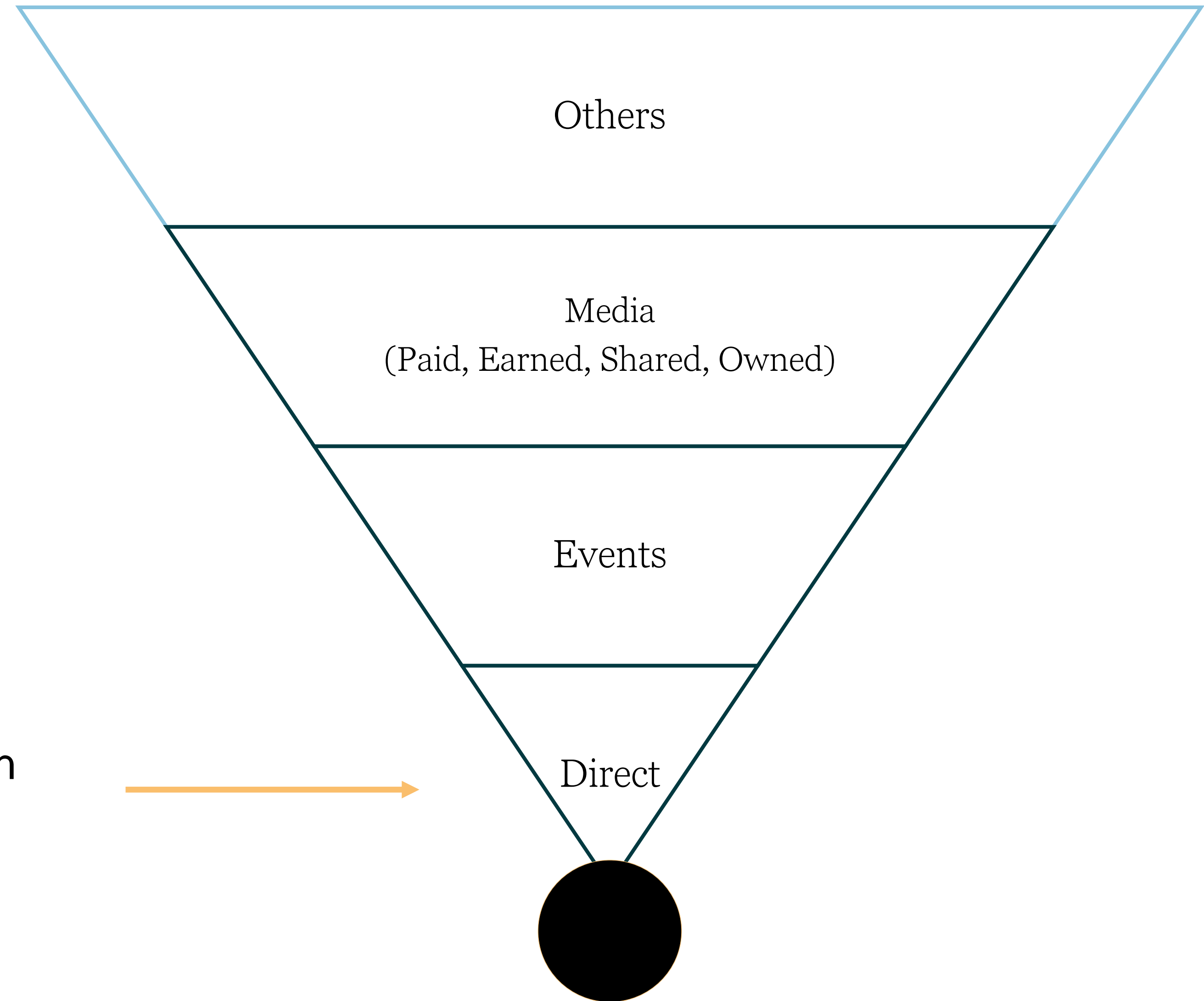


- What motivates them?
- How could we make it a win-win for them and us?
- What would we have to do/say to get their support?
- What would we like them to do for us?

Tactical toolbox

Actions to take in parallel that we need to discuss !

Participation in public consultation and the regulatory process



WRAP UP ON ADVOCACY STRATEGY

WE NEED YOUR
FEEDBACK



Tools to develop for advocacy

- ① Detailed factsheet on uses and importance of silver for non-scientific audience
- ② Fact on state-of-the-science for non-scientific audience
- ③ Case studies of companies or sectors that could be impacted (part of EFTEC study)
- ④ Lines to take documentations for member companies and DUs
- ⑤ Socio-economic documentation (part of EFTEC study)