

**UK EITI Communication & Engagement Strategy 2025-26**

**January 2025**

Extractive payments 2020

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**Glossary of Abbreviations**

|  |  |
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| C&E | Communication and engagement |
| CMA | Critical Minerals Association |
| CSO | Civil Society Organisation |
| EITI | Extractive Industries Transparency Initiative |
| ET | Energy Transition |
| FCDO | Foreign, Commonwealth & Development Office |
| HMG | His Majesty's Government |
| INGO | International Non-Governmental Organisation |
| MP | Member of Parliament |
| NGO | Non-Governmental Organisation |
| UK | United Kingdom |

# **Background**

**EITI Requirement 7. Outcomes and Impact**

“Regular disclosure of extractive industry data is of little practical use without public awareness, understanding of what the figures mean, and public debate about extractive sector governance. The EITI Requirements related to outcomes and impact seek to ensure that stakeholders are engaged in dialogue about natural resource revenue management. EITI disclosures lead to the fulfilment of the EITI Principles by contributing to wider public debate.”

**EITI Requirement 7.1 Public Debate**

The objective of this requirement is to enable evidence-based public debate on extractive industry governance – including on corruption risks, energy transition, gender and revenue collection (sic) – through active communication of relevant data to key stakeholders in ways that are accessible and reflect stakeholders’ needs.

**7.1.a. Public debate**

“The MSG must ensure that government and company disclosures are comprehensible, actively promoted, publicly accessible and contributes (sic) to public debate.”

Stakeholder Engagement is a core component of the [EITI](https://eiti.org/eiti-requirements). Effective engagement cannot happen without communication.

Beyond engagement with the UK EITI core groups – government, industry and civil society - public debate is a central objective of the 2023 EITI Standard. UK EITI has struggled with that for some time - as was pointed out in the last validation exercise.

Contributing to public debate remains a core part of this Strategy, whilst supporting UK EITI to meet the requirements of the new Standard.

# **Current State of Play**

**Low interest in UK EITI information remains the main constraint to engagement, public debate**

After more than a decade of implementation experience and efforts to engage stakeholders, public interest in current UK EITI issues and data remains disappointing. Whilst UK EITI disclosures of extractives sector payment and revenue data lead EITI implementing countries in terms of timeliness, public interest in the data remains weaker than in many other implementing countries. That hinders engagement and debate around UK EITI issues.

**2021 Validation Report findings**

• “lack of robust public engagement and awareness of UK EITI more generally.”

• “… it is not clear whether improved public engagement would also reveal a demand for increased accessibility and usability of EITI data.”

For that reason and ahead of the launch of the 2023 Standard which would focus more on opportunities for EITI data to inform energy transition issues, the C&E efforts shifted to supporting the MSG to “turn its attention to areas of UK extractive industries where there is greater public interest, in particular the debate on the energy transition and the challenges facing the extractives sector as the UK works to meet its legally-binding target to bring greenhouse emissions to net zero by 2050.” (Annual Review, 2022).

**2021 Validation Report findings**

“Despite the widely shared expectation that the MSG will position itself to adapt its activities in response to reflect (sic) the changing nature of the extractives sector in the UK, there have been no significant steps taken in this direction yet… *most stakeholders consulted considered that the UKEITI could provide a meaningful contribution to public debate on some issues related to the energy transition, even if the MSG had not yet agreed on what those specific issues were.”*

Energy transition (ET) issues are more prominent in the 2023 Standard which now explicitly requires implementing countries to enable evidence-based public debate on extractive industry governance. Including on (the) energy transition”. ET issues also align with UK government policy. Most importantly, they continue to reflect UK public opinion. with energy transition a key issue for the [UK public](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1105384/BEIS_PAT_Summer_2022_Net_Zero___Climate_Change.pdf). This is unlikely to change in the near future.

Looking ahead, C&E efforts will continue to explore entry points to engage the UK public and other stakeholders in dialogue about UK EITI issues, including relevance to the energy transition. Public awareness of the need for critical and essential minerals along with industry efforts to ramp up UK production of critical minerals offer one such entry point.

# **C&E Objectives**

1. Prioritise preparation for 2025 validation of C&E requirements – “Outcomes and Impact” (EITI Standard Requirement 7.1)
2. Ensure that UK EITI information is widely accessible and comprehensible.
3. Raise awareness among industry, civil society, government & other stakeholders about the relevance of UK EITI data to good governance, sector management, a just energy transition and the role each constituency can play in the process.
4. Raise awareness among companies (investors), and civil society groups about how UK EITI data can be used in supply chain due diligence and ESG reporting.
5. Raise the UK EITI profile using a range of channels including the participation in industry events.

**Requirement 7.1.a. iii. – Events**

Ensure that engagement with stakeholders and outreach events (whether organised by government, civil society or companies) are undertaken to spread awareness of, and facilitate dialogue about, governance of extractive resources, building on EITI disclosures across the country in a socially inclusive manner.

1. Contribute to public understanding of and facilitate debate on the impact and contribution of the extractives industries to the UK economy and society.
2. Present information in a useful and open way, taking advantage of existing data to encourage debate & enhance accountability.
3. Work with interested parties to reach into and engage with sectors and communities relevant to UK EITI.
4. Connect our relevance to the priorities/concerns of UK EITI stakeholders as evidenced in surveys.
5. Undertake research on UK producers of [energy transition minerals](https://assets.publishing.service.gov.uk/media/62f36bafe90e07714288b188/resilience_for_the_future_the_uks_critical_minerals_strategy.pdf) with a view to including critical minerals in scope.
6. Help the MSG understand the evolution of the sector with updates and presentations on wider policy issues and challenges at future meetings.

# **UK EITI stakeholders**

| **UK EITI stakeholders** |
| --- |
| **Public sector** |
| 1 | HMG Regulators |
| 2 | HMG: revenue collecting or monitoring |
| 3 | FCDO |
| 4 | Devolved Administrations |
| 5 | Parliamentary committees, MPs |
| 6 | Local Councils in extractives communities |
| **Private sector** |
| 7 | Extractives Industry1. Mining & Quarrying
2. Oil & Gas
3. Employees
4. Industry bodies incl. Energy transition groups, e.g. Critical Minerals Assoc. (CMA), Offshore Wind Industry Council (OWIC), etc
 |
| 8 | Consultancies |
| 9 | EITI-supporting companies |
| **Civil society** |
| 10 | General public1. Local extractives communities
 |
| 11 | Media |
| 12 | Universities, think-tanks |
| 13 | Trade Unions |
| 14 | NGOs, CSOs1. Local, national
 |
| **International** |
| 15 | EITI Board |
| 16 | EITI Secretariat |
| 17 | Media |
| 18 | NGOs |

# **Phase 1: pre-validation**

**January 2024 – conclusion of Validation (expected Q1-Q2 2025)**

* 1. Implementing the 2023 Standard

The 2023 Standard introduced many new Requirements. C&E efforts will focus first on explaining the changes, what they mean for government and industry and helping to facilitate compliance. This will include preparing a summary of the changes, guidance notes, Q&A sheet and templates for reporting. It will also include presentations and individual consultations, where required. These materials will be presented to the MSG and posted to the UK EITI website to facilitate onward dissemination and engagement.

* 1. Preparing for Validation

The UK EITI will be assessed against the 2023 Standard in July 2025. C&E efforts will then turn to ensuring that all mandatory components under the main C&E part of the Standard, i.e. Requirement 7. Outcomes and Impact, are met to the degree possible. We will also address Expectations and Encouragements in order of priority, as resources allow.

* 1. Conduct self-audit

The site must serve users’ needs and expectations. A user survey is usually very helpful, but is not feasible with the current resources available, but also given the limited site traffic. Instead, the C&E subgroup will conduct as review of the site, identify best practice among EITI implementing countries and other extractives/governance groups and prepare a list of prioritised recommendations for upgrading the UK EITI site. That will provide the basis for UK EITI procuring the necessary website design support, with the possible future re-launch of the site.

* 1. Update the 2021 mapping exercise for Energy Transition Activities

The June 2021 Mapping Exercise for Energy Transition Activities included many suggestions that may remain useful today. The C&E subgroup will explore whether updating that Report and summarising recommendations to the MSG is important.

* 1. Maintaining, improving current communication and engagement

This will continue in both Phases 1 and 2. UK EITI provides a key service in collating available data into accessible formats and signposting to additional sources so that stakeholders have the tools they need to find the data/information of interest and hold sector players to account. UK EITI received good marks for its C&E work in the last validation but were encouraged to do more. Whilst we work to improve, we will continue doing what we do well.

# **Phase 2: post-Validation**

* 1. Addressing issues raised in Validation

The validation will take place in July 2025, providing early feedback and encouragements as well as corrective actions needed to improve UK EITI implementation / performance / delivery on the new Standard. We will revisit this Strategy to incorporate the validator’s findings and address any explicit suggestion/actions where feasible.

* 1. Engagement events

The 2023 Standard requires implementing countries to “ensure that outreach events (whether organised by government, civil society or companies) are undertaken to spread awareness of, and facilitate dialogue about, governance of extractive resources, building on EITI disclosures across the country in a socially inclusive manner.” This is a priority activity for comms and engagement and one that we want to improve. Rather than prioritising participation in relevant events hosted by others, which have proved difficult to identify, UK EITI could plan to host 1-2 events – in person and online - to engage stakeholders in debate on key UK EITI issues, such as critical minerals and the energy transition. Where needed, we will prepare slide decks, presentations, leaflets, and web-based materials to support the events and engagement more broadly.

* 1. Upgrade the website

The [website](https://www.ukeiti.org/) is the main tool for disseminating UK EITI data, reports, news and other details. It was recently made accessible for people living with disabilities in the UK but has otherwise not undergone any qualitative upgrades in design or content since it was launched in 2020.

The website is the main communication tool for UK EITI, it is effectively the benchmark/metric against which we are "assessed" by users/stakeholders as well as the validators. It is also central to the UK EITI positioning and our ‘brand’. Currently, the site is clunky and needs to be revisited to bring it up-to-date – visually, functionally and in the content, none of which is helpful when interest in UK EITI data and its relevance to the UK public has been tepid for some time.

We will look at possible options for updating and re-vamping the site to give it a more modern, attractive and user-friendly design, streamline content and make the ‘personality’ of the site is more engaging, while looking to add new features and functionalities to improve the site’s appeal without being overly ambitious.