

Records pertaining to:  
(a) Communication strategy



## CIRDI: COMMUNICATION AND MEDIA PLAN

Draft 2: DEC 17, 2013

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### CONTEXT/ BACKGROUND

- The Institute is an independent coalition of UBC, SFU and EPM.
- Programming is delivered through four activity centres that are each responsible for different areas:
  - **Applied Research:** Work in collaboration with researchers and institutions in developing countries to conduct and implement research and analysis that will help inform and change practices in the extractive sector
  - **Engagement:** Strengthen the capacity of local governments to engage in multi-sector dialogues to identify the governance needs related to the extractive sector
  - **Education:** Develop learning and education programs in developing countries related to extractive sectors
  - **Advisory:** An advisory centre has been created to provide technical assistance and capacity building to developing country government institutions responsible for governance of extractive sectors
- The Institute has developed over 60 strategic partnerships with NGOs, governments, professional associations, professional service companies and mining companies. The list of partners is publicly available on the Institute's website (<http://mining.ubc.ca/international-institute>). Details of what those partnerships will look like as the Institute begins work has yet to be determined.
- **Timeline/Milestones**
- At least one group of students and other individuals have expressed concerns about the Institute. Their chief concern is how Canada's foreign policy might influence the Institute's operations in developing countries. They worry that the Institute will work in the interest of the Canadian mining industry and cause damage to developing countries through environmental and human right violations. Website: <http://notfrommycampus.wordpress.com>

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## IMPORTANT CONTACT INFO

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Q&A RESPONSES

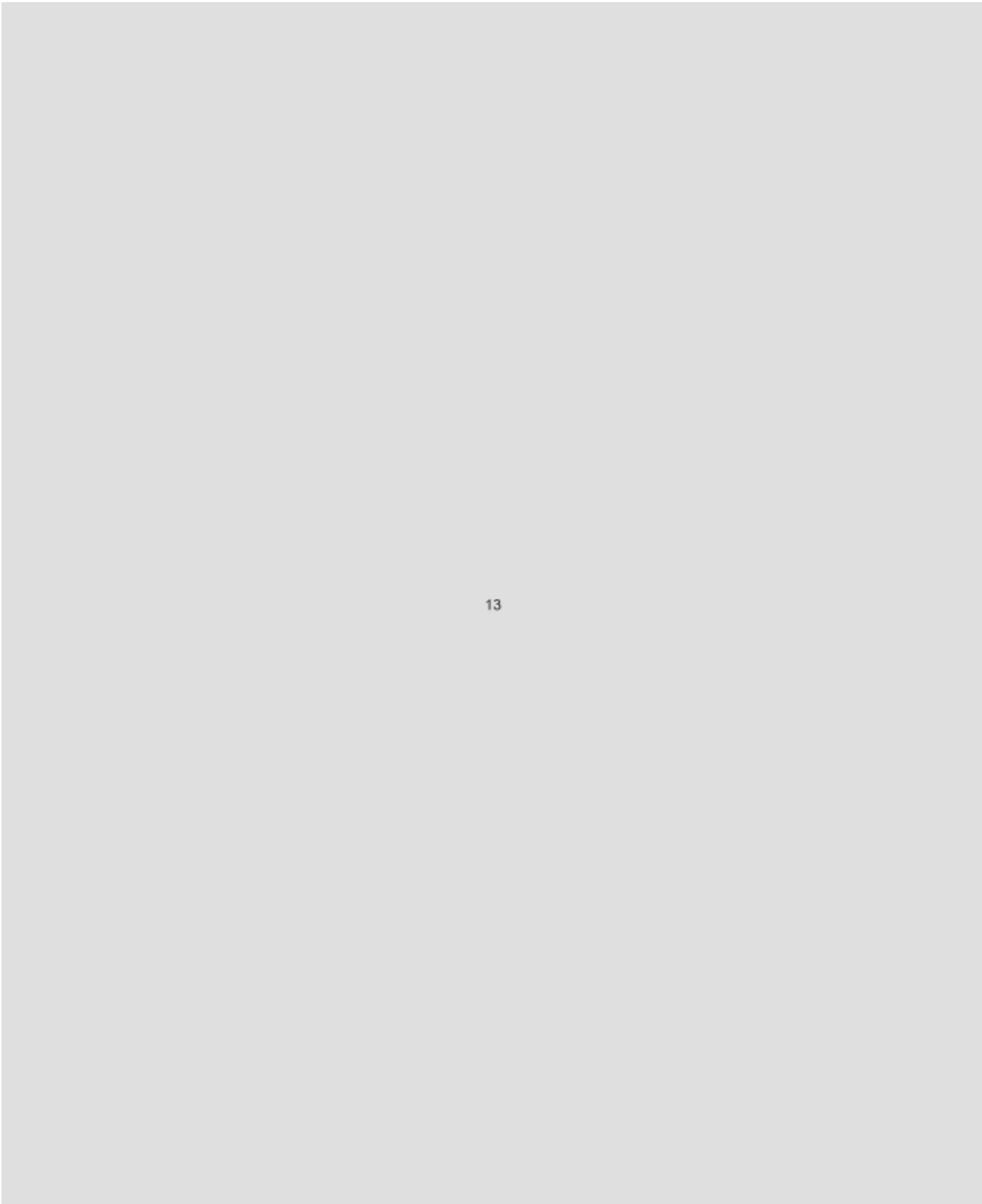
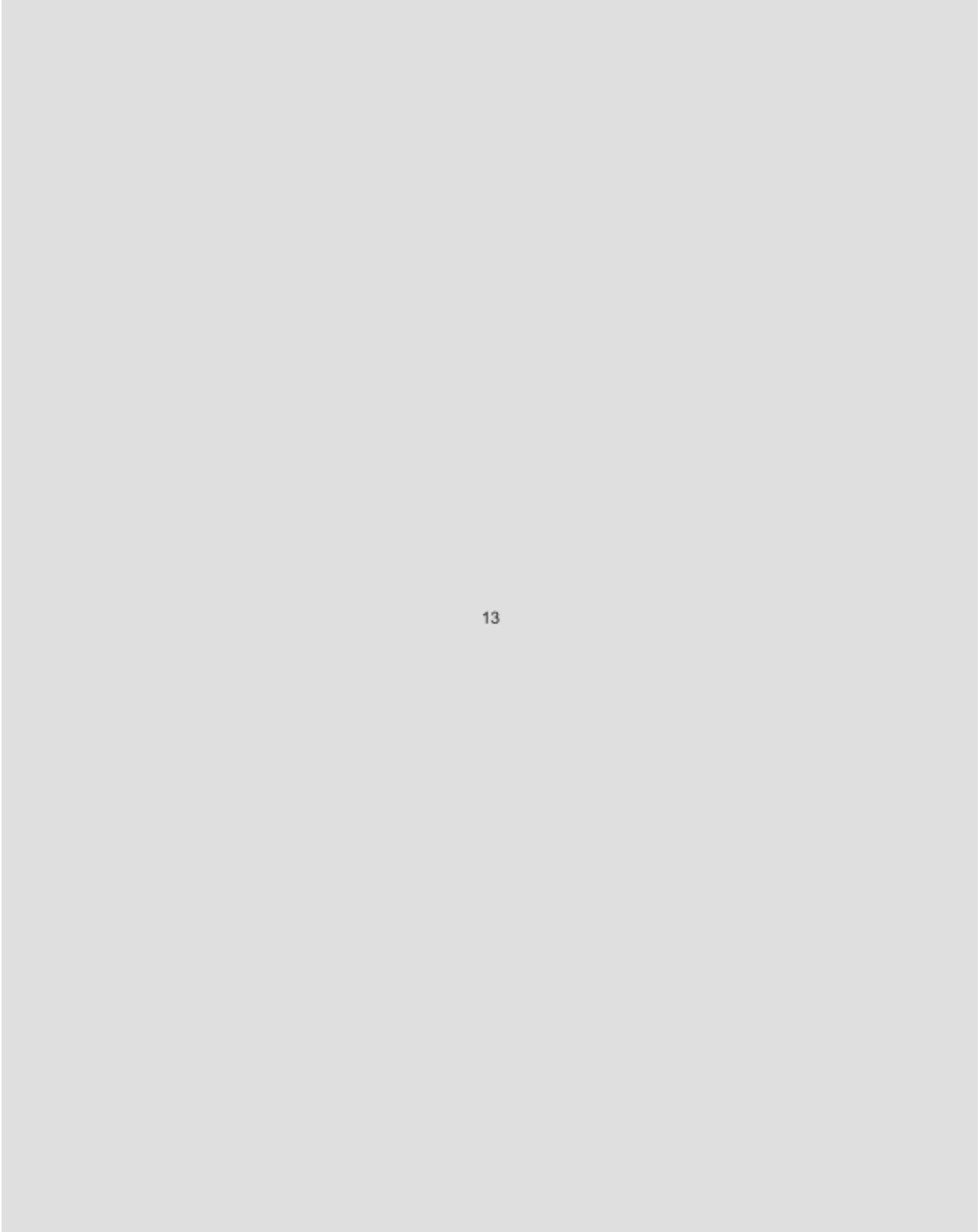




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## What is the CIIEID?

The Canadian International Institute for Extractive Industries and Development (CIIEID) is a Canada-based international development institute that represents a unique collaboration between three universities: The University of British Columbia (UBC), Simon Fraser University (SFU) and École Polytechnique de Montréal (EPM).

Pages 10 through 18 redacted for the following reasons:

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## Communications Strategy

Compiled by Sara McIntyre

as of May 12, 2014

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## Key Messages Bible

In response to media or public queries  
regarding CIRDI's intentions, activities, or  
decisions

Updated: October 20, 2014

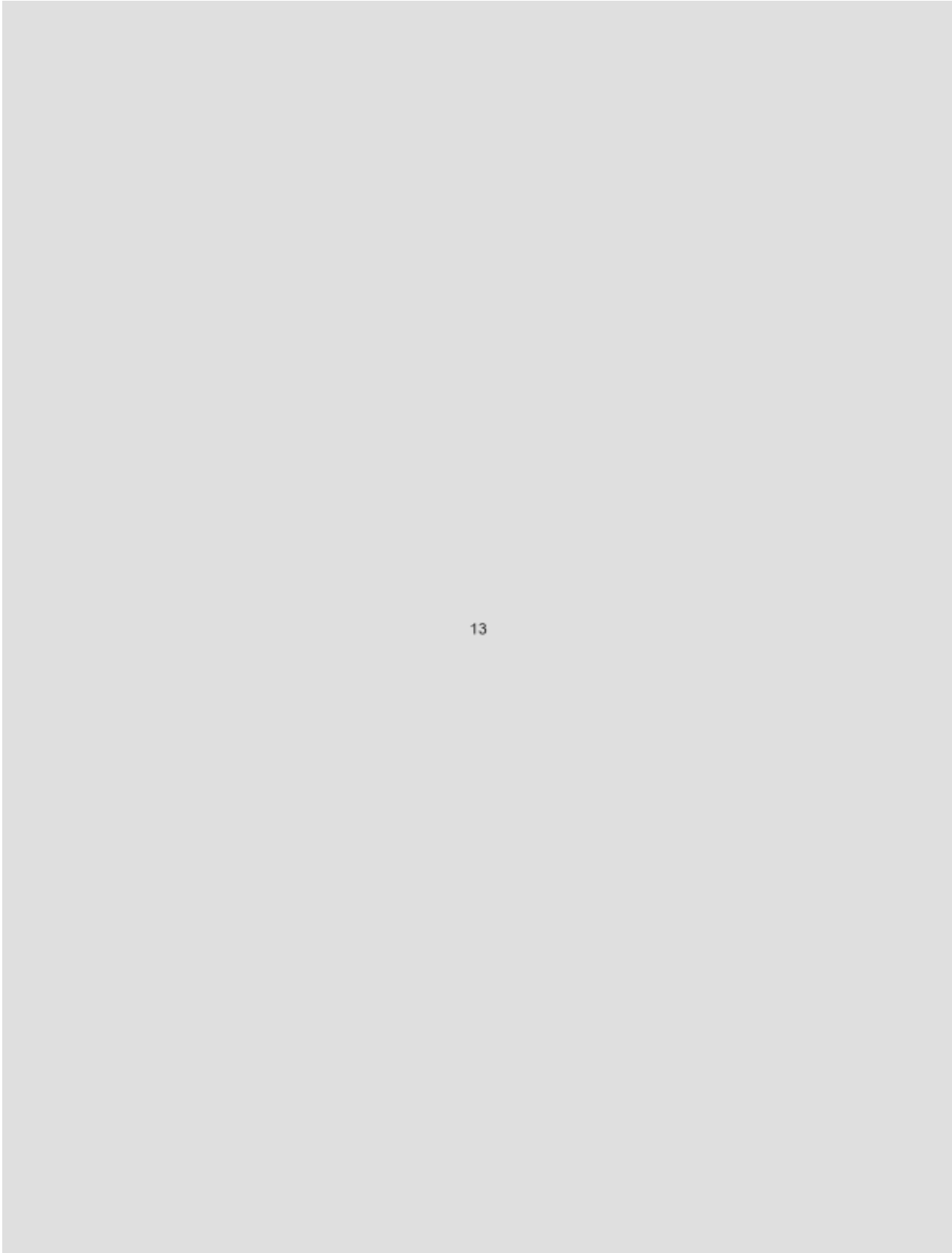
408 - 6190 Agronomy Road Vancouver, BC V6T 1Z3 Canada [www.cirdi.ca](http://www.cirdi.ca)

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## What is CIIED / CIRDI?

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The Canadian International Institute for Extractive Industries and Development (CIIED) is a Canada-based international development institute that represents a unique collaboration between three universities: The University of British Columbia (UBC), Simon Fraser University (SFU) and École Polytechnique de Montréal (EPM).



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## Key Messages Bible

In response to media or public queries  
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decisions

Updated: January 6, 2015

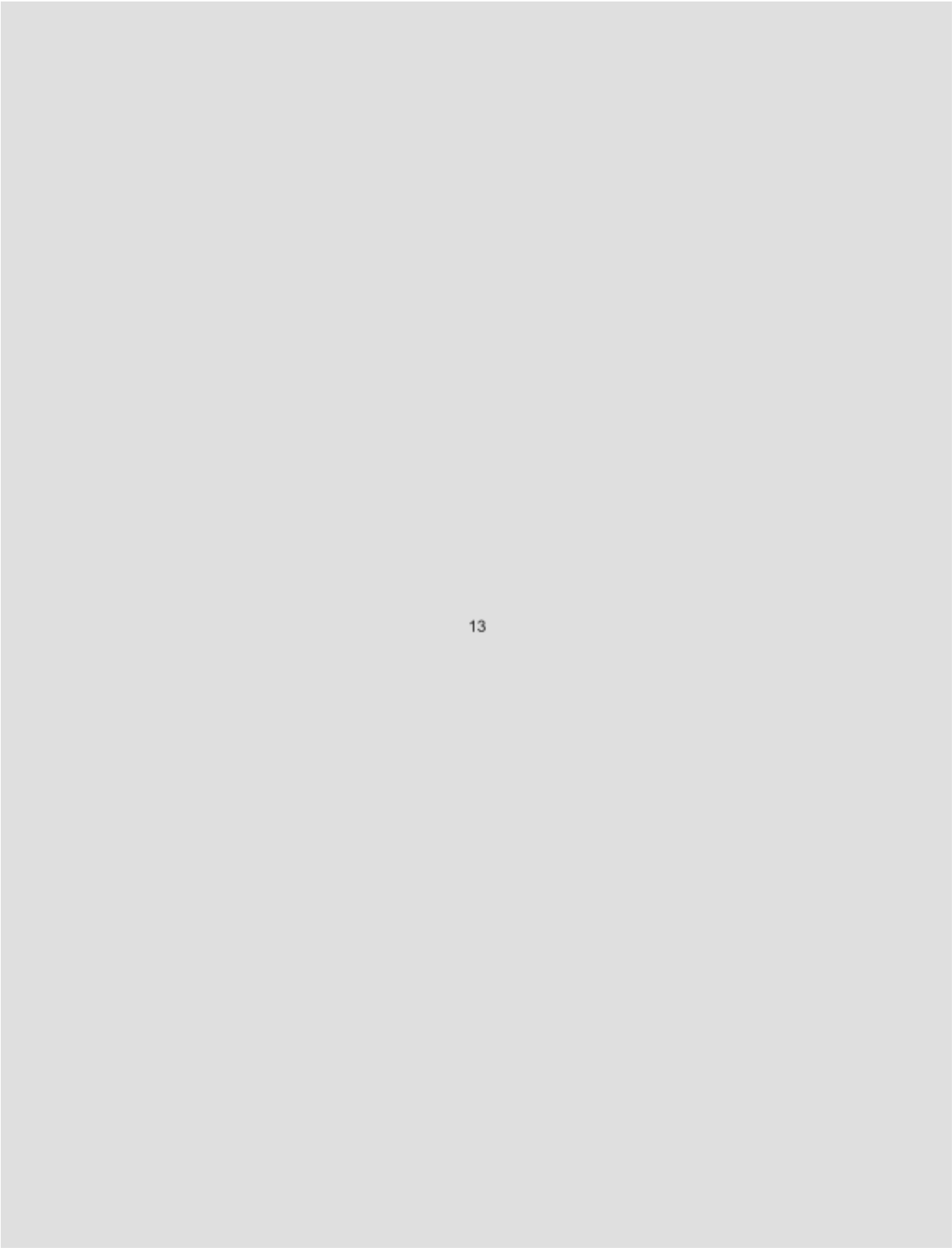
408 - 6190 Agronomy Road Vancouver, BC V6T 1Z3 Canada [www.cirdi.ca](http://www.cirdi.ca)

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## What is CIIED / CIRDI?

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