

2nd Working Group

Communication

Online, 8 April 2024

Rue Belliard 40 / Belliardstraat 40
1040 Brussels – Belgium

T +32 (0)2 786 30 45

 www.ceemet.org

 @ceemet

EU Transparency Register
61370904700-45

Minutes

Delphine Rudelli welcomed members to the meeting, gave excuses on behalf of Ilenia Cordova from Federmeccanica and welcomed Hilary Douglas from Make UK.

Item 1: National Developments

a. Focus on press relations and social media

Members took the floor on their various national updates with the following being a brief summary:

1. Julia Valentin (Teknikföretagen, Sweden)
 - Teknikföretagen have had a brand change, adding an English name: Technology Industries of Sweden. Their logo type and materials have also been changed. This is due to them wanting to be better known internationally. They launched these changes on 22 February 2024 with a nationwide campaign, around 20 member companies of all sizes are involved in this campaign.
 - In one year, they will start their wage negotiations. Therefore, they are already setting out an image of what their companies are experiencing. There is diversity among their membership on this with some companies fairing better than others.
 - Finally, the rules and regulations coming from the EU are a major issue. From a national perspective, one of the major issues is too few engineers.
2. Hilary Douglas (Make UK, UK)
 - The key campaign which Make UK is working on is for a UK industrial strategy. Nationally, they have an advanced manufacturing plan, but the country needs a long-term industrial strategy.
 - They have other campaigns launched on digitalisation, particularly on AI. Another on workforce resilience and a final one on net zero. They also have a campaign ongoing on trade, 90% of their companies are finding it difficult to trade with the EU.
 - Make UK have also developed a national manufacturing day, it should take place on the last Thursday of September going forward. It consists of companies opening their doors to people to see the benefits of working in manufacturing.

At this point Delphine Rudelli asked if others were doing the same thing with regard to the open day and suggested that it could be interesting to have a European day for this.

3. Alexander Dennebaum (Gesamtmetall, Germany)
 - Gesamtmetall has a national campaign to attract and retain young talent, it is roughly translated into English as "What About Me?". They also have ten MET trucks which visit schools, offering examples of the practical skills used in industry to students.
 - The challenging economic situation was highlighted along with the difficult communication among German business confederations.

- Preparations are also underway for the upcoming collective bargaining campaign foreseen in autumn.
- European topics, including CSDDD, are discussed at length with the upcoming elections also high on the priority list.

Delphine Rudelli summarised the interventions, highlighting skills as a key challenge which is felt across the Ceemet membership.

Item 2: Update of Ceemet communication activities

a. Latest developments

At this point Delphine Rudelli handed the floor to John Harkin who dealt with this point.

He said that Ceemet endeavours to direct traffic to our website based on our social media content and for members via our intranet. We have recently had a refresh of our website, to update and modernise it. At that point John Harkin asked members if they have seen the new website and whether they use it. If so, what they think of it. No member knew the website, but some said they would have a look and report back.

In relation to LinkedIn & Twitter/X, the Secretariat deals with both of these on a weekly basis. At the beginning of the week, we discuss the content weekly strategy. The content is sometimes linked to a news item, however sometimes it is linked to an event in which we are participating. For both platforms, we leverage the staff's LinkedIn or Twitter – particularly for LinkedIn. We have an average of two posts a week on both platforms but are trying to increase that to three.

Finally on the newsletter, John said that until recently Ceemet had an internal and external newsletter, we now have only one for all readers. We have already had two editions of this, with a third coming next week. John then asked members for feedback on the newsletter, members said they found it useful and read it when it came to their inboxes.

b. Our Targets/Providers

John Harkin continued on this point saying that in relation to our media targets, we endeavour to get organic growth and exposure. However, it is slightly different than at national level, media organisations operate a 'pay to play model' – meaning that organisations must buy articles, content etc. John asked members if this is also the case at national level.

Members responded with the following points:

- Brussels media organisations operate in a particular context, it is not like this at national level.
- If we want organic growth, our news items need to have a less policy angle to them and more of a journalistic hook. E.g. in the UK, some of the surveys they do are designed for communications content.
- We should target niche journalists to get the most growth, however, be able to explain what we want in one sentence.

John also gave an overview of the way we interact with our providers, which is different than media targets as they are paid for services, as they provide us with information. However, they also act as a multiplier for our content.

c. Statistics and report of social media

John Harkin gave an overview of the statistics from our recent social media activity. An overview is to be found in the PowerPoint Presentation which accompanies these minutes.

Item 3: Communication campaign on the Manifesto

A. What has been done by Ceemet?

a. Update on communication plan: social media, meetings etc.

John Harkin gave an update on Ceemet's activities in this regard saying that on social media we currently have, based on information received from members, a large number of best practices which are linked to our key requests for the Manifesto. We have developed these into visuals which we are circulating on social media periodically.

On meetings, he said the Secretariat has held or has planned around 15 meetings with MEPs or their advisors. Ceemet went for quality over quantity in this regard. Prioritising meetings with high-level MEPs rather than our usual contacts who we see on a regular basis. For some examples, these included the leader of the fourth largest political group in the Parliament, the chair of the EMPL committee (our main target committee in the Parliament), the office of the draftsman of one of the largest pieces of legislation in this EU mandate (the AI Act), a Vice-President of the EU's largest political party, and many other influential MEPs.

John then raised a point regarding engagement with members on social media. Asking members which was the best way to engage with them on social media? Is it by tagging them, or by emailing them? The reaction was mixed with some saying tagging was best and others saying both.

b. Update on events

Delphine Rudelli gave an update on the events which Ceemet has hosted to promote our Manifesto since our last Working Group.

The Ceemet Christmas Reception:

- On December 6, 2023, Ceemet organised its Christmas reception to present its contribution to the EU elections in 2024. A diverse panel of distinguished speakers engaged in discussions about the future of our industries in the EU. It was widely attended by companies, industry representatives, social partners and policymakers.

STEM event:

- On 19 March 2024 Ceemet, alongside our trade union counterpart industriAll Europe and the European Chemical Employers Group (ECEG), held a joint event dedicated to "STEM strategy: from the EU to the regional levels", highlighting this issue from our Manifesto. More than 60 key stakeholders, including representatives from the EU institutions, social partners, business associations, trade unions, were in attendance.

Better Regulation event:

- On 4 April 2024, Ceemet in collaboration with Lukas Mandl MEP, hosted a breakfast event in the European Parliament to highlight the pertinent issue of EU Better Regulation from our Manifesto. The event was broken down into two panels, with representatives from the European Commission & Technology Industries of Finland and Gesamtmetall & Austrian Federal Economic Chamber taking part. The panels discussed the issues of EU regulatory competence and improved EU impact assessments.

B. What has been done by the members?

a. Update by members

Delphine gave the floor to the members to update on their activities to promote the Ceemet, or their own, Manifesto.

1. Alexander Dennebaum (Gesamtmetall, Germany)

In Germany they sent the Ceemet Manifesto and their own Manifesto to the Members of Parliament. They also highlight it in their discussions with policymakers.

Gesamtmetall have an event in Brussels on Wednesday 19 April, with the Ceemet President and members of the European Parliament. Finally, they have a magazine, called Perspektivens, that has a special topic in the current edition on the EU elections.

2. Julia Valentin (Teknikföretagen, Sweden)

In Sweden they are collaborating with other organisations in their industrial sector in this regard. In May, they have an event to debate with potential MEPs some of the key issues for industry. They hope to do some PR on this.

C. What will Ceemet do now?

a. Preparation of Manifesto event to welcome new MEPs

John gave a brief overview of the planned event to welcome newly elected, or returning, MEPs, saying it will take place after the elections in either Brussels or Strasbourg.

b. Update and discussion

On the further communications activities to promote the Manifesto, John highlighted the fact that Ceemet is in the process of rolling out a communications campaign for the Manifesto where we publish best practice from members, linked to the key requests from our Manifesto. We have received many best practices which we have developed into Tweets and LinkedIn posts which we are using at regular intervals.

However, we have now received another batch of best practice examples which we are currently developing into visuals and text for use on social media. We are also currently discussing the possibility to create targeted content.

Item 4: AOB

a. Next meeting

The next meeting will be organised via a Doodle Poll to be sent after the conclusion of the meeting.

Alexander Dennebaum from Gesamtmetall asked how to increase participation at the meetings, Delphine Rudelli suggested we had been quite unlucky with the date this time around, we usually have more members in attendance. Going forward we will try to ensure we pick a date that suits everyone.