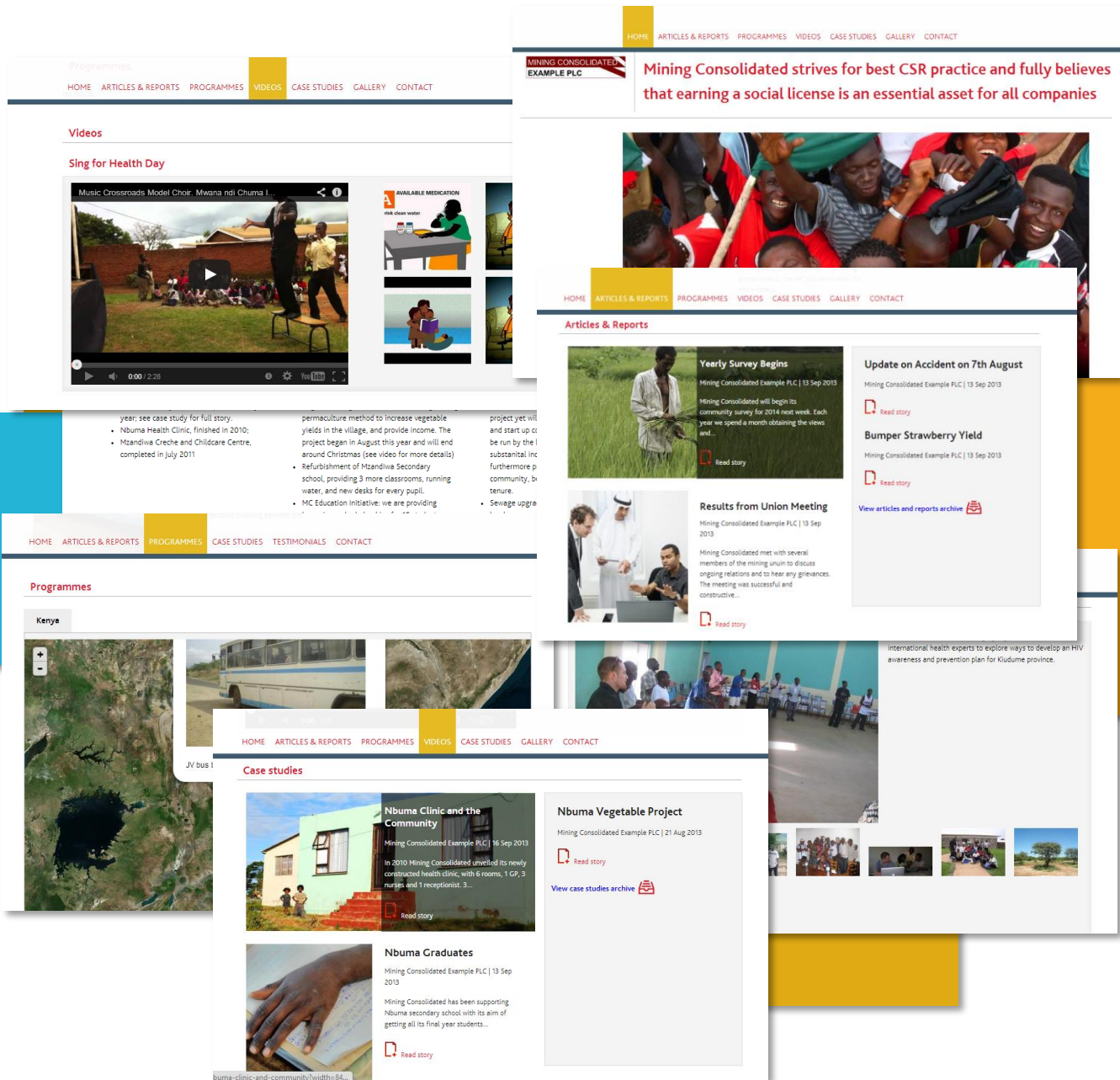


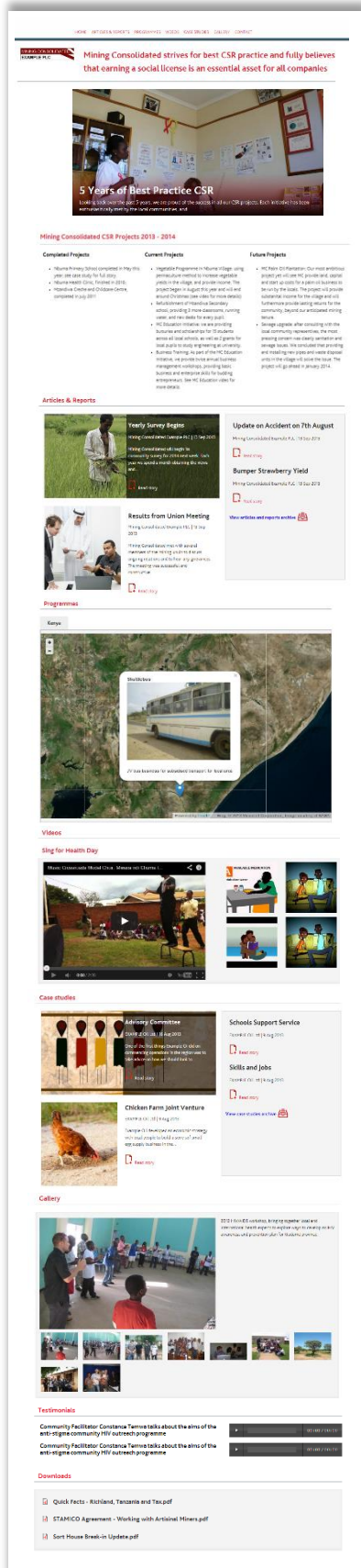
BUILDING A MICROSITE



A guide to the CSR21 Microsite and its requirements



GETTING STARTED...



CSR21's Microsite is about showing your CSR work to the right people and maximizing the value of your social credentials.

- Demonstrate that you are proactive and consistent in your social engagement.
- Uses multimedia and reportage to present an up to date, visible report of your CSR and public/official relationships.
- Communicates to governments, investors, NGOs, funds, advocacy groups, pressure groups and the public.
- An engaging and accessible complement to annual reports and corporate facing sustainability pages

CSR21's Microsite is about showing your CSR work to the right people and maximizing the value of your social credentials

FLEXIBLE

Flexibility is at the heart of the microsite, accomodating CSR of all shapes and sizes. CSR21 will create and manage the page – you can be as involved or detached as you want.

SIGN OFF

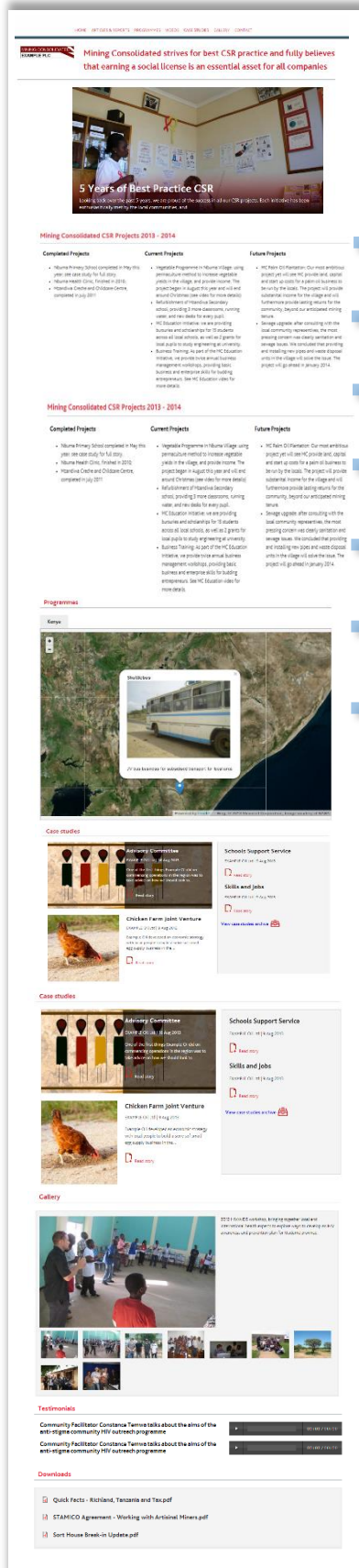
All content is signed off by you before upload to Microsite.

ONGOING

Frequent liaison with you, working with CSR/project teams to develop new updates



COMMUNICATED TO THE RIGHT PEOPLE



CSR21 Microsites are featured on the CSR21 homepage, a widely read hub for everyone involved in the commodities and public sectors. The site is a touchstone in corporate citizenship, with reportage, comment and interviews from thought leaders across sectors.

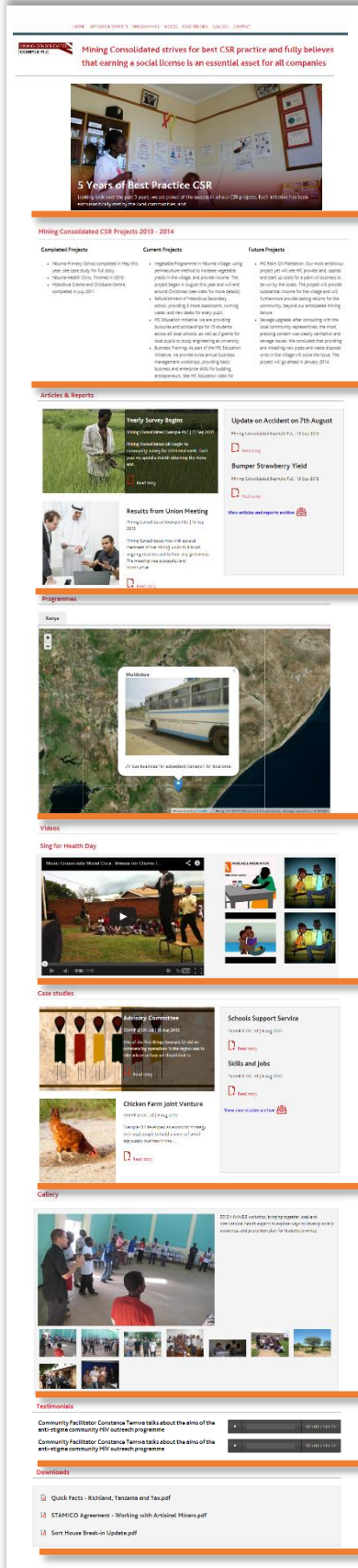


CSR21 Homepage

CSR21 is viewed by the Multilateral Organizations, Governments, NGOs, Investors, Funds, Advocacy Groups, Pressure Groups and the public.



MICROSITE CONTENT



Lead Statement & Case Study

CSR Project Outline

Articles & Reports

Project Map

Video

Case Studies

Gallery

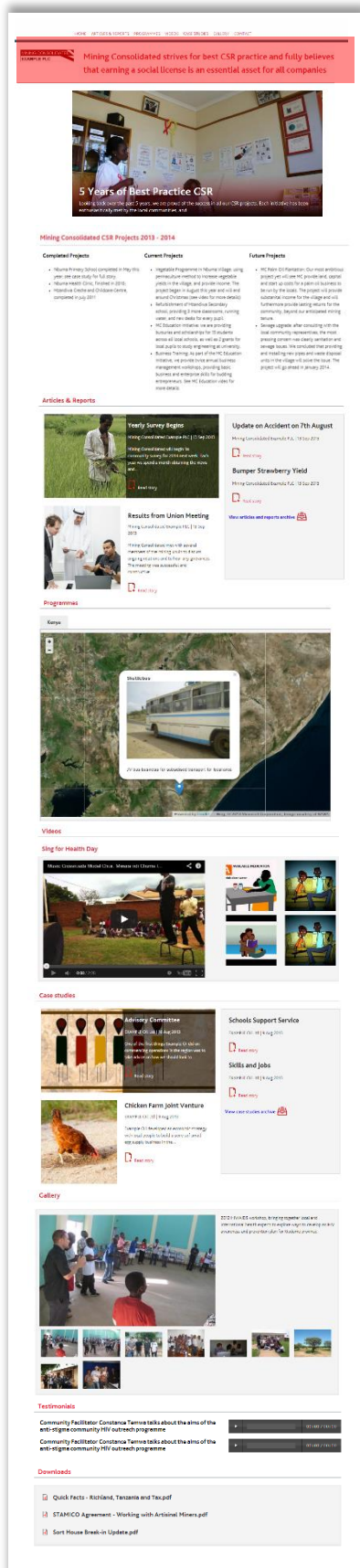
Audio Testimony

Documents

PROJECT TITLE

1

The project title introduces the organization and its values.



NEEDED: Opening statement/description of project/philosophy and values.

Recommended: A concise statement that sets out the tone of your approach and activities.



Use established corporate wording; CSR21 can create a series of titles after reviewing your organization and CSR projects.

PROJECT OVERVIEW

2

Full list of completed, current and planned projects; what are the strategic objectives of the organization? This area provides a platform to outline your objectives in-country and manage expectations.

HOME ARTISTS & CRAFTS PROJECTS PROJECTS VIDEO ABOUT US CONTACT US

Mining Consolidated strives for best CSR practice and fully believes that earning a social license is an essential asset for all companies

5 Years of Best Practice CSR
Looking back over the last 5 years, we're proud of the results of all our CSR efforts. Each initiative has been independently verified by a third party and we are proud to be a leader in the industry.

Mining Consolidated CSR Projects 2013 - 2014

Completed Projects

- Nibume Primary School completed in May this year and is now open for the full year.
- Nibume Health Clinic, finished in 2012.
- Nibume Creche and Childcare Centre, completed in July 2011.

Current Projects

- Vegetable Programme: A vegetable programme is being implemented in the village, around Christmas (see project below in August for more details).
- Nibume Education Incentive: A programme of financial support for school children, providing them with school supplies and uniforms.
- Nibume Training: A programme of training for school children, providing them with skills and knowledge for the future.

Future Projects

- Nibume Education: A programme of financial support for school children, providing them with school supplies and uniforms.
- Nibume Training: A programme of training for school children, providing them with skills and knowledge for the future.
- Nibume Health Clinic: A programme of financial support for school children, providing them with school supplies and uniforms.

Articles & Reports

Yearly Survey Begins
Mining Consolidated is pleased to announce the start of its yearly survey. The survey is a key part of our CSR efforts and we are proud to be a leader in the industry.

Update on Accident on 7th August
Mining Consolidated is pleased to announce the results of the investigation into the accident on 7th August. The results show that the accident was caused by a combination of factors and we are proud to be a leader in the industry.

Bumper Strawberry Yield
Mining Consolidated is pleased to announce the results of the bumper strawberry yield. The results show that the yield was significantly higher than last year and we are proud to be a leader in the industry.

Results from Union Meeting
Mining Consolidated is pleased to announce the results of the union meeting. The results show that the union is satisfied with the company's CSR efforts and we are proud to be a leader in the industry.

Programmes

Key

Map

Video

Sing for Health Day

Case studies

Renewing Committee
Mining Consolidated is pleased to announce the results of the renewing committee. The results show that the committee is satisfied with the company's CSR efforts and we are proud to be a leader in the industry.

Schools Support Service
Mining Consolidated is pleased to announce the results of the schools support service. The results show that the service is satisfied with the company's CSR efforts and we are proud to be a leader in the industry.

Skills and Jobs
Mining Consolidated is pleased to announce the results of the skills and jobs programme. The results show that the programme is satisfied with the company's CSR efforts and we are proud to be a leader in the industry.

Chicken Farm Joint Venture
Mining Consolidated is pleased to announce the results of the chicken farm joint venture. The results show that the joint venture is satisfied with the company's CSR efforts and we are proud to be a leader in the industry.

Gallery

Testimonials

Downloads

Quick Facts - Nibume, Tanzania and Tazara

STAMICO Agreement - Working with Artisanal Miners.pdf

Sort House Break in Update.pdf



NEEDED: Strategic objectives, countries of operation, where social projects are, or are due to be, in place.

Recommended: Supply CSR21 with breakdown of current work; clear objectives, spending commitments; key milestones for future project implementation and the conditions for the milestones to be met and quotes from senior executives outlining

Mining Consolidated CSR Projects 2013 - 2014

Completed Projects

- Nibume Primary School completed in May this year and is now open for the full year.
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- Nibume Health Clinic: A programme of financial support for school children, providing them with school supplies and uniforms.

ARTICLES & REPORTS

3


Articles and reports segment functions as the news, opinion and reportage section for your CSR.

NEEDED: Minimum of two articles of relevant information. These could include

- Results of any surveys decisions etc.
- CSR project developments
- Local community news
- Written interviews


Also required is an established source/point of contact for news.

Articles & Reports




Egg Expansion! – Nairobi
EXAMPLE Oil Ltd | 16 Aug 2015
Following the success of supplying eggs at cost to sell, the area has now expanded to Nairobi.

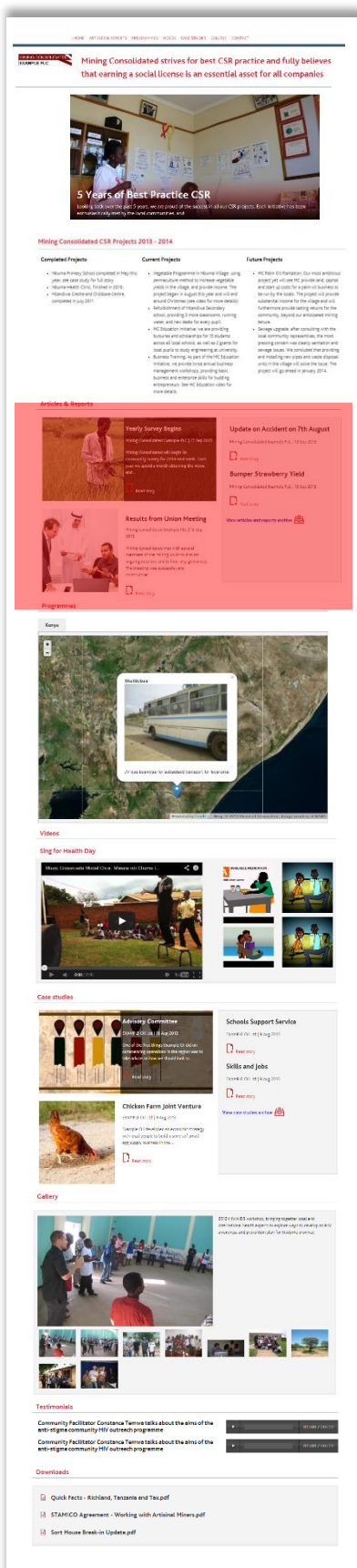
[Read story](#)



Shuttle Bus Launch Summer
EXAMPLE Oil Ltd | 16 Aug 2015



Recommended: More frequent updates; dedicated on-site personnel providing updates live. CSR21 will write them up for agreement with company and post on Microsite and CSR21 news page.



PROJECT MAP

4.

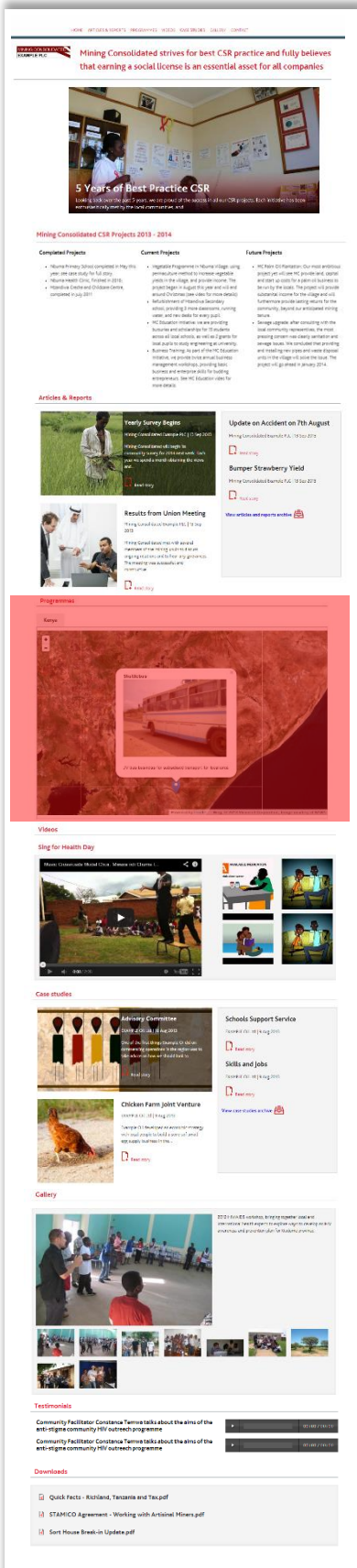
Location of mine and surrounding communities with basic CSR project information in lightbox.

NEEDED: outline info on CSR projects and accompanying pictures.

Latitudinal and longitudinal coordinates of operations, CSR projects and local communities.

Link to coordinate finder:

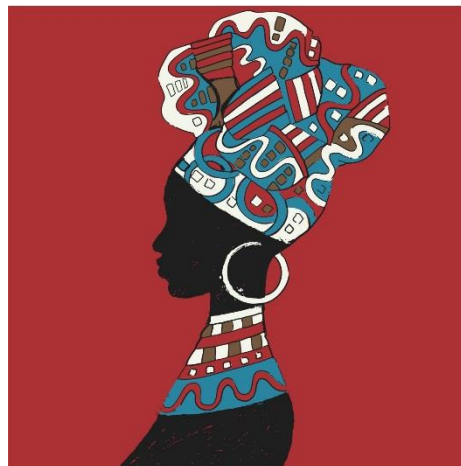
<http://itouchmap.com/latlong.html>



VIDEOS

5.

Videos provide a visual case study that can be more effective in communicating the value of CSR that written reports.



NEEDED: Completed videos or footage of CSR projects, accompanying narrative, interviews etc. Footage and editing can either be provided by you or by CSR21's own media team.

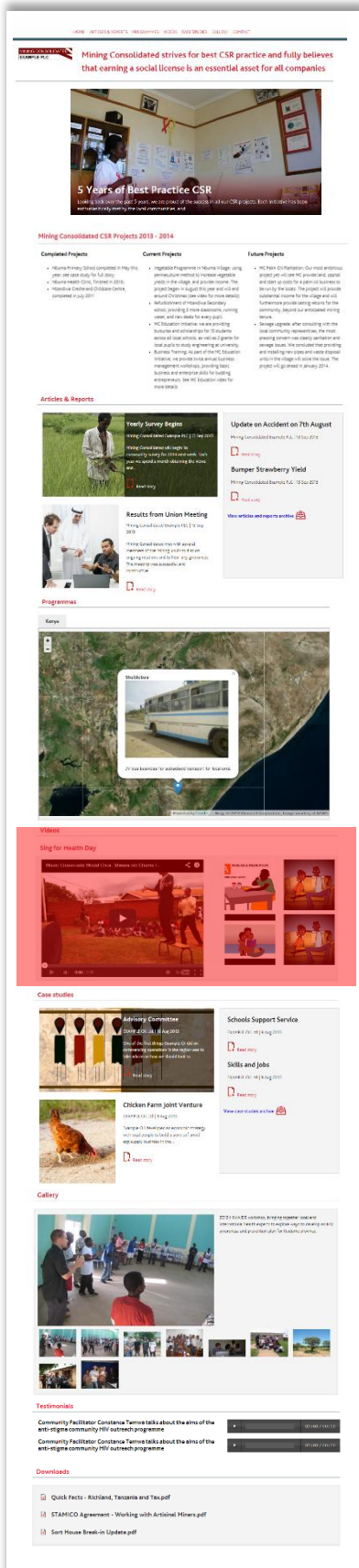
Recommended: Video demonstrating CSR projects in practice. Periodic updates of CSR progress.

Videos

Sing for Health Day



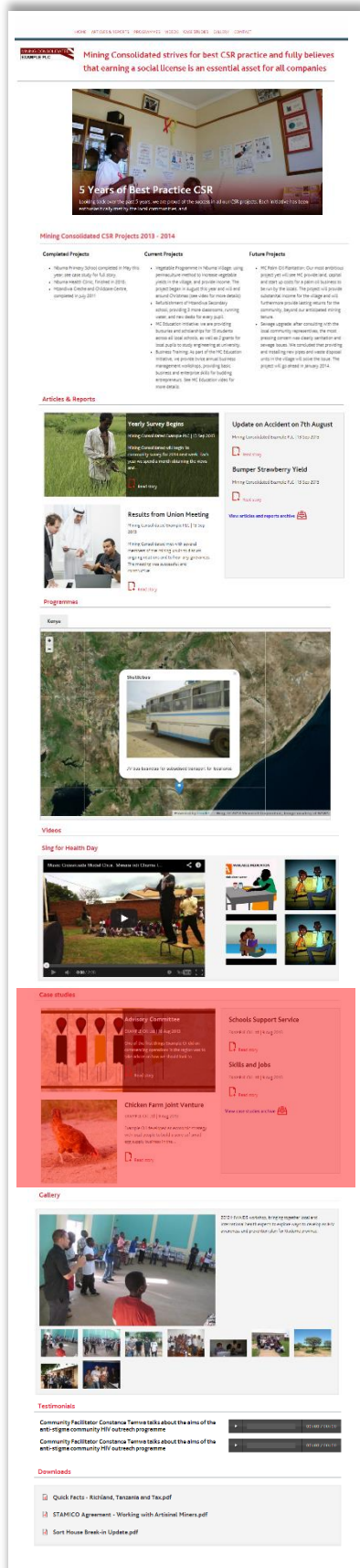
Videos are the hardest aspect of the Microsite build; we recommend that a professional or CSR21 films and edits footage. If you intend to produce in-house, please talk to us.



CASE STUDIES 6.

Case studies provide an engaging and vivid description of a CSR project and are more memorable than stats and data.

CSR21 Journalists can travel to site and compile case studies. Alternatively, information and images can be provided by you via interviews with CSR21 (for example, from on-site staff, community members and other key figures).



Case studies



NEEDED: Case studies including interviews, testimonies and high quality photographs.

Recommended: As personal a perspective as possible. Case studies should provide insight into the impact of CSR work on local communities and individuals.



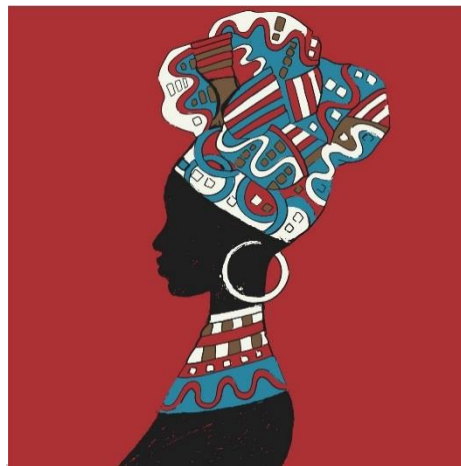
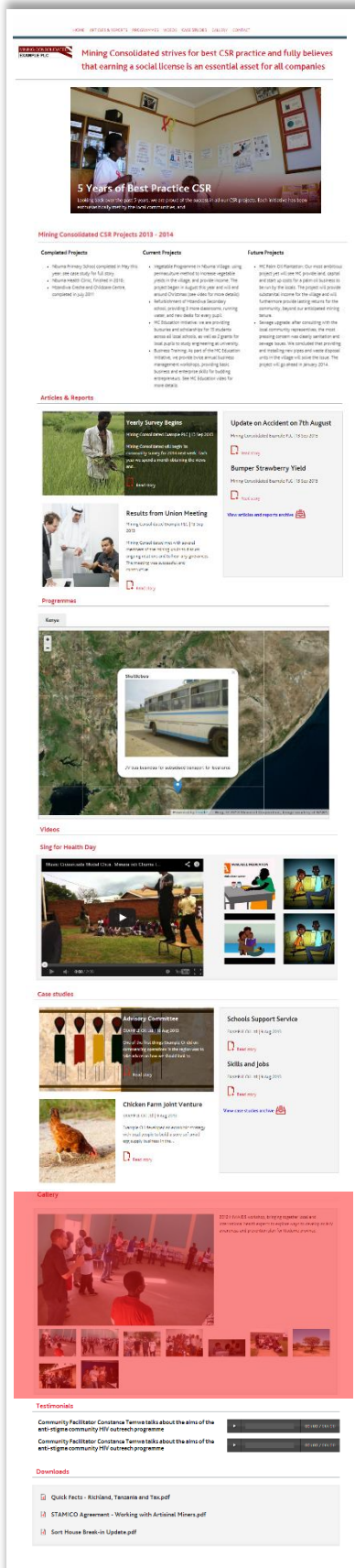
GALLERY

7

Photos are crucial for any CSR reporting, providing clear images of CSR projects and visual proof of their efficacy.

Images can be provided by the company, or CSR21 media team can travel to site and take high quality photographs of CSR projects (ideally alongside video and case study journalism for efficiency).

Once a pool of photos has been obtained and edited, CSR21 will send them to you to review and choose which images to go on the microsite



NEEDED: High quality, high resolution, recent photographs of CSR projects.

Gallery



AUDIO TESTIMONIALS 8

Audio testimony is a quick and simple way of effectively communicating your CSR projects.



NEEDED: High quality audio recordings with people involved in the CSR projects: interviews with staff, beneficiaries, workers etc.

Recommended: Edited regular podcasts or radio shows can be an effective way of communicating CSR goals and progress.



HOME ARTISTS & SOCIETY FREQUENCIES VIDEO TOOLBOX CONTACT US

Mining Consolidated strives for best CSR practice and fully believes that earning a social license is an essential asset for all companies

5 Years of Best Practice CSR
Looking back over the last 5 years, we are proud of the results of our CSR efforts. Each year we have been awarded the Best Practice CSR award.

Mining Consolidated CSR Projects 2013 - 2014

Completed Projects

- **Human Resource Skills** completed in May 2014. This year we have started for full time.
- **Human Resource Skills** completed in May 2014.
- **Human Resource Skills** completed in May 2014.

Current Projects

- **Human Resource Skills** completed in May 2014.
- **Human Resource Skills** completed in May 2014.
- **Human Resource Skills** completed in May 2014.

Future Projects

- **Human Resource Skills** completed in May 2014.
- **Human Resource Skills** completed in May 2014.
- **Human Resource Skills** completed in May 2014.

Articles & Reports

Yearly Survey Begins
Mining Consolidated has started its yearly survey. The survey is a key tool for the company to understand its employees and the community. The survey will be completed by the end of the year.

Update on Accident on 7th August
Mining Consolidated has updated its report on the accident that occurred on 7th August. The report is available on the company website.

Bumper Strawberry Yield
Mining Consolidated has achieved a bumper yield of strawberries. The yield is a result of the company's commitment to sustainable agriculture.

Programmes

Skills
Mining Consolidated has launched a new skills programme. The programme is designed to help employees and the community develop new skills and knowledge.

Videos

Sing for Health Day
Mining Consolidated has launched a new video series. The series is designed to help employees and the community understand the importance of health and safety.

Case studies

Business Committee
Mining Consolidated has launched a new business committee. The committee is designed to help employees and the community understand the importance of business and the environment.

Schools Support Service
Mining Consolidated has launched a new schools support service. The service is designed to help employees and the community understand the importance of education and the environment.

Skills and Jobs
Mining Consolidated has launched a new skills and jobs programme. The programme is designed to help employees and the community understand the importance of skills and jobs.

Chicken Farm Joint Venture
Mining Consolidated has launched a new chicken farm joint venture. The joint venture is designed to help employees and the community understand the importance of agriculture and the environment.

Gallery

Testimonials
Mining Consolidated has launched a new testimonials section. The section is designed to help employees and the community understand the importance of testimonials and the environment.

Downloads

Quick Facts - Richmond, Taitania and Taita.pdf
Mining Consolidated has launched a new quick facts document. The document is designed to help employees and the community understand the importance of quick facts and the environment.

STAMICO Agreement - Working with Artisanal Miners.pdf
Mining Consolidated has launched a new STAMICO agreement document. The document is designed to help employees and the community understand the importance of the STAMICO agreement and the environment.

Sort House Break-in Update.pdf
Mining Consolidated has launched a new sort house break-in update document. The document is designed to help employees and the community understand the importance of the sort house break-in update and the environment.

DOCUMENTS 9

This section is a space for public resources: company reports, audits, press releases, PDFs, public documents etc.

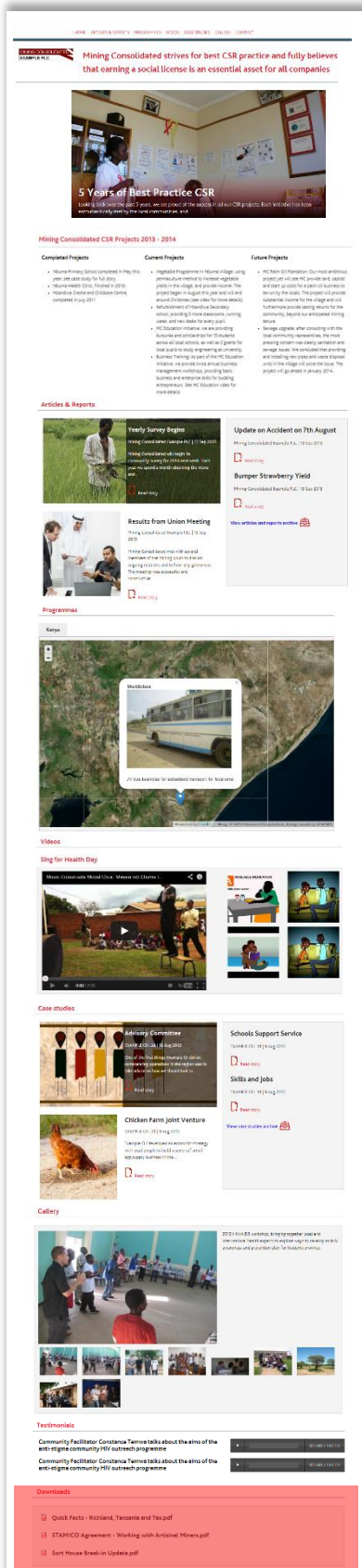
Downloads

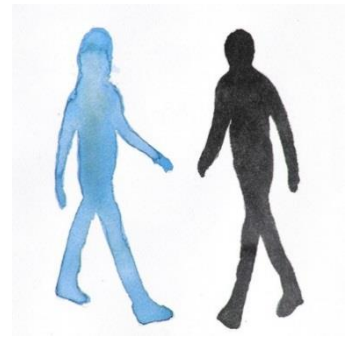
 Mining Consolidated



Recommended:

Transparency regarding CSR activity is essential. It is highly recommended that companies include CSR as a priority in all official reporting and make these – along with any other relevant documentation and reporting – available through their CSR21 microsite.





YOUR MICROSITE

Once your Microsite is up and running it will be featured on CSR21.org. It can also be linked on your website, complementing your other CSR reporting.

The Microsite will generate up to date features and news on your CSR work. The CSR21 team will liaise with on-ground staff and provide new material for the site, with everything being signed off before publication.

Click [here](#) for example microsite

