

CWC Outreach Network

Strengthening our message to
connect sustainable productive
landscapes.



CERRADO
DAS ÁGUAS
CONSÓRCIO



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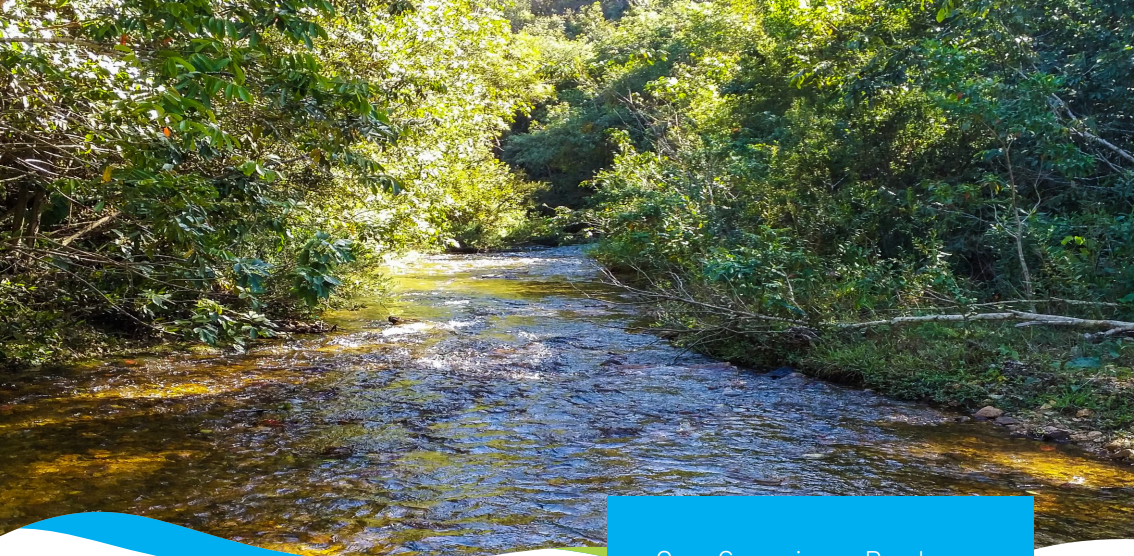
Introduction

Dear CWC Members,

CWC is a collaborative platform, meaning that we need to be connected and aligned when conveying our message. To this end, this manual sets out the information, guidelines and policies that steer our communications activities, consequently creating a network to spread our message and helping us to achieve our goals.

We prepared this guide to clear up doubts and provide everyone with the necessary guidance in a clear and enlightening manner. We hope it's useful!

Warm regards,
The CWC Team



Who we are

The Cerrado Waters Consortium (CWC) is a multi-sectoral collaborative platform involving business, government and civil society. Our aim is to join forces in support of environmental preservation and conservation to combat climate change.

Our Conscious Producer Investment Programme (CIPP) provides specialist services to producers in a given watershed to help them promote the environmental development of their property focusing on three fronts:



Climate-smart agriculture



Restored Landscapes



Water resources management

Mission:

To work collaboratively to build sustainable productive landscapes in which the activities of individuals, organizations and sectors have positive environmental and socioeconomic impacts.



Values:

Environmental ethics, co-responsibility along the supply chain, commitment to the conservation of the Cerrado, sustainable development and ecological restoration.

Vision:

The water of today is the fruit of the landscape we build.

How is our platform organized?

The platform's structure is made up of national and international companies involved in coffee production, supporters from the coffee industry and the third sector.

Click here to access our website and find out more about the companies and organizations that make up our collaborative platform.



www.cerradodasaguas.org.br

Understanding our communications process



Core message

Cerrado Waters Consortium's core message is simple and direct. The real Mission of the project is the reason for its existence:

The CWC is an innovative initiative aimed at ensuring the resilience of watersheds to climate change by forming ecological corridors that preserve local biodiversity. Created in 2015, the Consortium aims to raise producer awareness of the importance of their environmental assets by assessing and investing in these goods, thus ensuring their preservation.

Preferred messages:

- Composition (Members, Funders and Supporters) and results of the Conscious Producer Investment Programme.
- Technological innovations across the different work fronts.
- Leadership, co-funding and producer co-responsibility.
- Encouraging other regions and supply chains to adhere to restoration practices.

The Cerrado Waters Consortium's messages should only be replicated without the prior authorization of the Executive Director and project press office.



Press relations

• **Preferred channels of communication:** mainstream, specialist and regional and international news media (online and printed); social media; events; and other opportunities.

• **How to strengthen our message:**

- ✓ Be a multiplier of the Cerrado Waters Consortium's message.
- ✓ Tell good stories about the project based on relevant information.
- ✓ Simplify technical language to make it easy to understand.
- ✓ Position the Cerrado Waters Consortium always focusing on its area of work.
- ✓ Showcase Partners.
- ✓ Explain the restoration process and types of vegetation in the Cerrado.
- ✓ Position the Cerrado Waters Consortium as a reference point.

Important to Highlight:

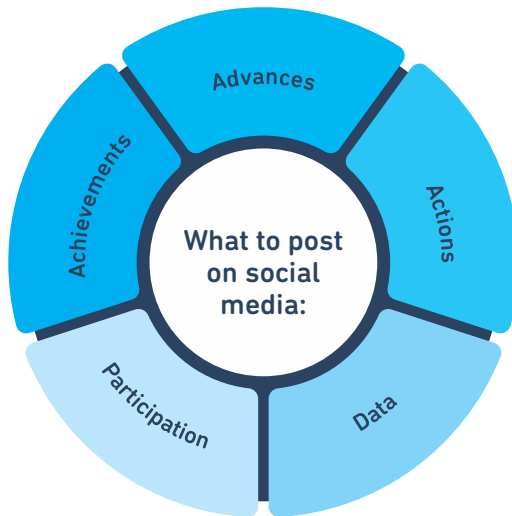
When a news outlet contacts you directly, the story should be communicated to CWC's press office so that it can provide relevant information and align topics, analysing matters of confidentiality and privacy.

- Public talks given by CWC executives on behalf of the company should be approved by the platform's press office.
- Under no circumstances should materials be sent directly to journalists without the prior approval or knowledge of the Executive Director.
- The goal of communication is to bring positive topics related to the project to the fore and emphasize the importance of the Cerrado Waters Consortium for the environment.
- Do not share information on financial results, rumours or speculation.
- Do not mention clients or producers who are part of CWC without explicit authorization for the publication of information on a specific organization or person.
- Project partners are authorized to use public data that has been released to the news media in their corporate social responsibility (CSR) reports. Partners should consult the Cerrado Waters Consortium team to align the messages conveyed in the reports and obtain approval.

Premises of social media relations



While social media presence is essential these days, it is important that posts concerning CWC are in alignment with and approved by the platform's communications team.



Tip: if your editorial line is sustainability, CWC can complement it with themes that are relevant to your target audience.

How to strengthen social media relations:

- ✓ Share the themes published on CWC's social media in your own social networks.
- ✓ Cite CWC in photos released for publication.
- ✓ Create posts about CWC on your social media.

- Publicising project results: results are grouped into three core categories:
 1. Innovations (landscape restoration, diversity, restoration strategies, vegetation mapping, etc.).
 2. Stakeholder engagement and consequent co-funding of the restoration process at scale.
 3. Restoration of original vegetation and ecosystem services, which only occurs over the medium to long-term.
- The Conscious Producer Investment Programme provides consultancy services and supports the implementation of strategies designed to promote crop and native vegetation conservation by producer with properties within key critical watersheds in the Cerrado Mineiro region. The Programme carries out 100% organic restoration of native vegetation that is 80% cheaper than other practices in the biome.

Last year's CIPP data can be found on our website.



How is our communications process organized?

Donors: donors are individuals and organizations that donate any amount to the project without the right to issue press communications, use the CWC logo and product marketing linked to the CWC brand. However, all donors are included in CWC communications and those wishing to make an annual donation of U\$15,000 or more will be entitled to the same rights enjoyed by supporting members for a 12-month period.

Social engagement partners:

where the partnership does not involve a financial contribution, the partner will be included in CWC communications and the right to issue press communications will be defined by the Executive Director.

Funders: depending on the amount contributed, funders will be entitled to issue press communications and included in CWC communications.

What communications rights do Permanent Members have?



Permanent members have the partial right to represent the Consortium – always in alignment with the project communications teams – and publicise that the organization is a member of the CWC.

Communications may encompass the following messages:

- The relevance of CWC's lines of action to the organisation.
- The amount of funding provided to the project.
- CWC's aims and goals, and the brand's relationship to and participation in the Consortium's activities.
- Information and data on the Cerrado and the importance of the biome for business, society and the planet.
- The main results of the restoration, climate-smart agriculture and efficient water resources management interventions.
- Inclusion of the company's logo in CWC's communications materials.
- Inclusion of CWC's logo on the company's site/social media throughout the duration of the contribution.

What communications rights do Supporting Members have?



Supporting Members have the exclusive right to represent the Cerrado Waters Consortium in public and press events, providing that this participation is previously aligned with the project communications team.

As a major investor, Supporting Members are entitled to include the results of the Cerrado Waters Consortium as one of the brand's/industry's strategies to mitigate supply chain impacts in their sustainability reports, emphasising that the CWC is a pioneering initiative of the coffee industry to mitigate climate risks at landscape level.

Supporting Members' exclusive communications rights include the following messages:

- The relevance of CWC's lines of action to the organisation.
- The amount of funding provided to the project and the company's contribution as a share of total funding.
- CWC's objectives and the organization's relationship to and participation in the Consortium's activities.
- Information and data on the Cerrado and the importance of the biome for business, society and the planet.
- The main results of restoration, climate-smart agriculture and efficient water resources management interventions.
- Inclusion of CWC's logo on the company's site/social media and inclusion of the company's logo in CWC's communications materials.

Preferred channels of communication: mainstream, specialist and regional and international news media (online and printed); social media and CSR reports.

Guidance: tell good stories about the project based on relevant information, combined with good practices; present numbers and encourage new partnerships; report results achieved in the news media to the Executive Director.

Do Producer Members have communications rights?



Producers who have signed an Individual Property Project (IPP) may represent the Cerrado Waters Consortium in specific cases and in alignment with the Executive Director.

The following messages are permitted:

- The purpose of the Consortium and benefits to the property, watershed and coffee/other industry.
 - Programa adherence process, field visits, implementation and monitoring.
 - Individual counterpart funding to the project (when applicable).
 - Positive changes after joining the IPP.
 - Commitment to the use of organic inputs.
-

Preferred channels of communication: mainstream, specialist and regional news media (online and printed).

Frequency: only when requested by the CWC, donors or funders

Guidance: tell good stories about the project based on relevant validated information, combined with good practices and experiences in the field.



“ The water of today is the fruit of the landscape we build. ”



What to avoid on social media:

- Different forms of media – be they video, audio or text – should not be used as a space for raising legal, ethical or political concerns.
- Always respect the CWC brand rules when posting logos, images, slogans and campaigns. Always consult the CWC team before posting information about the Consortium.
- Avoid all forms of conduct that may blemish the image and reputation of the CWC in any way.
- Avoid making offensive remarks, keeping the focus on significant and respectful comments.
- Do not publish confidential information about the Cerrado Waters Consortium.



We are here to help if you require any assistance in preparing messages:

Aprofundando a core project message, appointed and invited spokespersons may cite example properties that are implementing restoration activities in which they are involved. The aim is to convey messages about activities on the three fronts, each of which are equally important to the continuity and success of the Consortium.

Restoration, climate-smart agriculture and water resources management interventions:

- **Connected landscapes:** conservation and restoration actions on individual properties that have a major impact on ecosystem services. Restoration strategies are tailored to recuperate original native vegetation in properties within the watershed using environmental friendly practices and without the use of pesticides.
- **Climate-smart agriculture:** interventions aimed at transforming and reorienting agricultural systems to support sustainable development and ensure food security in the face of climate change. This front has three main goals: increase productivity and agricultural income in a sustainable manner; adapt and build resilience to climate change; and reduce greenhouse gas emissions.

- **Water resources management:** water resource governance is precarious in the majority of municipalities in the Cerrado, particularly in Patrocínio. Water shortage emergencies have been declared seven times in the last decade in the Cerrado Mineiro region. To establish an effective water monitoring programme, it is important to generate detailed data on water abstraction and water quantity and quality through the implementation of rainfall and river monitoring stations across the region's watershed. This information is essential not only for the Consortium, but also to promote efficient agriculture.
- **Raise producer awareness of the importance of their environmental assets for the landscape as a whole:** the community in the Córrego Feio Watershed (Patrocínio - MG) has suffered seven droughts in the last 10 years. The interventions developed by the Cerrado Waters Consortium are therefore essential to prevent the potentially devastating consequences of future water shortages for local agriculture - o coffee industry foi o protagonista em entender a recuperação de paisagens.
- **Publicising project results:** results are grouped into three core categories:
 1. Innovations (landscape restoration, diversity, restoration strategies, vegetation mapping, etc.).
 2. Stakeholder engagement processes and consequent co-funding of the restoration process at scale.
 3. Restoration of original vegetation and ecosystem services, which only occurs over the medium to long-term.
- The Conscious Producer Investment Programme provides consultancy services and supports the implementation of strategies designed to promote crop and native vegetation conservation by producers with properties within key critical watersheds in the Cerrado Mineiro region. The Programme carries out 100% organic restoration of native vegetation that is 80% cheaper than other practices in the biome.


Last year's CIPP data can be found on our website.




How can we strengthen communication?

Tips for creating networks:

External marketing:




Showcase the collaborative work of the actors involved in the Consortium.



Publicise indicators of sustainable production.



Publicise results.



Support the expansion of the Consortium across Minas Gerais.



Incorporate messages into international marketing whenever possible.



Display CWC's conservation success stories on product labels.


Internal marketing:



Develop campaigns to attract more producers to join the Programme.



Develop channels or initiatives to inform technicians and buyers about the project.



Help attract more companies to join the Platform.



We need to take care of our brand. Help us to apply it correctly.

Brand application should follow the guidelines set out in the brand book, using the appropriate breathing spaces, fonts and colours indicated in the manual.

The CWC logo may be applied on the following forms of media used by Members:



Brand application should be submitted to the Executive Director and/or CWC's PR agency.

The brand book is available on our website.

Download it and consult as and when necessary!





What procedures should Members follow when producing releases and messages?

It is important to submit press releases to the Executive Director or CWC's PR agency.

The following information is essential for written communications:

About the Cerrado Waters Consortium

Created in Patrocínio in the state of Minas Gerais in 2015, the aim of the Cerrado Waters Consortium is to raise producer awareness of the importance of their environmental assets by assessing and investing in these goods, thus ensuring their preservation in the long-term.

Consortium Members include national and international companies involved in coffee production, supporters from the coffee industry and the third sector. A list of member companies can be found on our site.

In 2019, the CWC received US\$400,000 from the Critical Ecosystem Partnership (CEPF) to implement a pilot programme to promote the protection of natural ecosystems in more than 100 properties located in the Córrego Feio Watershed. This amount is the largest sum ever awarded by the CEPF, a joint initiative of l'Agence Française de Développement, Conservation International, the European Union, the Global Environment Facility, the Government of Japan and the World Bank.

Find out more on: www.cerradodasaguas.org.br





What is the best way to showcase a Producer Member?

When showcasing Producer Members, it is important to mention that they are part of a whole, recognizing the value of the various producers that are part of the initiative. Avoid focusing too much on one single producer so that they do not become a personification of the CWC.







When you intend to use images, quotes, testimonials or the story of one of the Producer members, contact the CWC's Executive Director or communications department for guidance on which producer(s) best fits your message.



Have you ever thought that your website could be a major partner of ours?

How about displaying CWC's logo on your website and talking a bit about the initiative? You could include this content as part of your product sustainability information. Have you ever thought of that?

How to strengthen communication:

-  Convey CWC's core message, goals and numbers.
-  Mention other Members.
-  Include the logo and, if possible, include a link to CWC's website.
-  Use images, graphs, videos and other information that you deem relevant, but remember to cite the source and give credit.
-  Submit the content to the Executive Director or communications department for approval.;
-  Send the link to your contacts.



Please give credit!

We'll share all our materials with you and in return you give them the credit, helping us build our outreach network in a simple manner:



Cite the source of the images, videos, graphs and information produced by CWC.

Any queries? Talk to us!

For general queries and questions about recommending and presenting new producers or Donors to the programme, contact Fabiane Sebaio Almeida.



fabiane@cerradodasaguas.org.br



+55 (34) 98845-0166.

Queries from government agencies, the third sector and general public can also be directed to the same contact.



Was this manual useful?

Your feedback and suggestions are important to help us improve this manual and make it an effective guide to developing CWC's outreach network. We would also like to hear how we can help you incorporate more sustainability initiatives into your company. Let's work together to build transformative landscapes and become more resilient to climate change?