



Reputation Management: Nickel Institute

The Nickel Institute is a non-profit organisation that represents the interests of companies which together produce more than 85% of the world's annual nickel output. The Institute and its member companies are committed to seek ways to drive responsible standards in good practice in all aspects of worker safety, health, training and the environment.

Challenge:

As part of a broader communications programme we were tasked with developing a vehicle for sharing information on good practice in relation to worker health and safety, downstream use of nickel, nickel compounds and regulatory compliance. This had to provide a mixture of practical advice and a catalogue of achievement to help enhance the reputation of the industry as both responsible and sustainable.

Solution:

The 'A step further' programme was devised to provide an ongoing focus for improvement and recording of achievement. Basic principles were developed, shared and endorsed by the client and its member companies around the globe. A process for ongoing development of the programme has been established and the programme also acts as a focus for communication on the industry's progress in relation to sustainability.

Our client:



Client benefits:

- An identifiable focus for showcasing responsibility in action
- A forum for exchange of good practice within the industry
- A communications tool that actively demonstrates that the nickel industry takes its responsibilities seriously, is accountable for its actions, has a continuous programme in place and anticipates new regulatory requirements

Contact us:

For more information about our strategic communications work and other areas of expertise, don't hesitate to get in touch:

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Testimonial:

"You have applied clear strategic thinking to produce an integrated global communications plan to address a multitude of complex issues and opportunities."

Nickel Institute