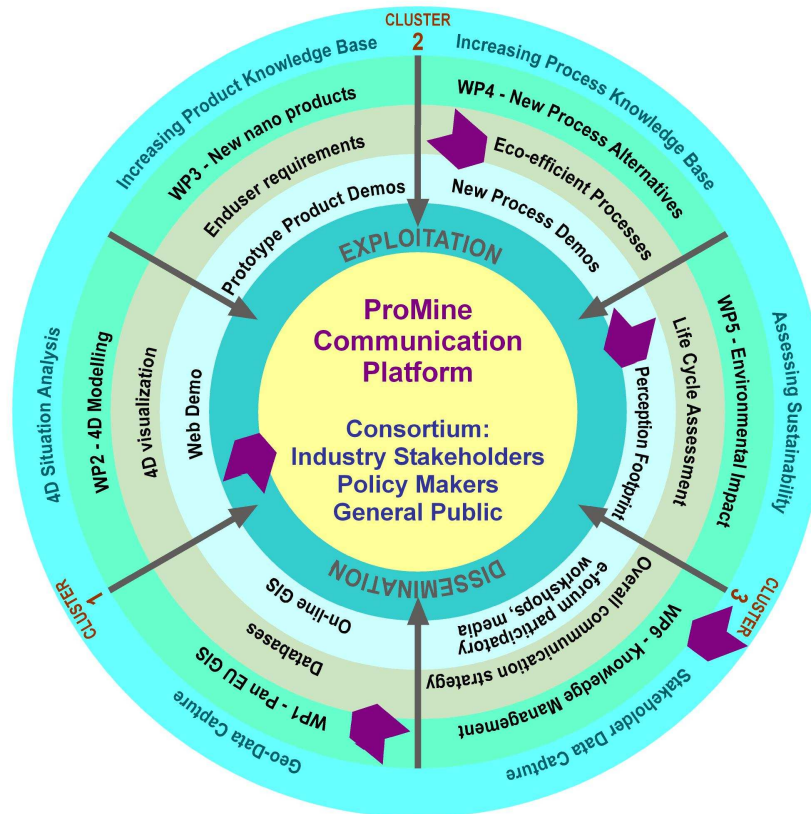




ProMine



This is an extract from:

Overall Communication Strategy

2009

Anna Spiteri, Dirk De Ketelaere, Josianne Vella, Anita Jeffery, IRMCo

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INTEGRATED RESOURCES MANAGEMENT



Executive Summary

ProMine is a unique project requiring unique knowledge management tools and approaches. To succeed, it deserves an Overall Communication Strategy document that unravels slowly and systematically the Objectives, Action plans and Tools to be utilised; allowing each one of us to find our place and understand better our role and contribution in the project.

From the DoW we studied in detail the objectives embedded throughout and listed them under Overall and Specific Objectives. In this way we bring to the fore the special messages that ProMine is clearly making, of new ways of working and new ways of doing business. And we have included the concepts of new ways of mining and product development, at the same time enhancing the need to approach the landscape and its finite resources with respect in its totality.

We aspire that the document makes clear how the knowledge flows are proposed to take place, and when each of the phases of Knowledge Capture, Knowledge Integration and Knowledge Distribution will affect us, and what we need to do in each phase. We describe in detail the all inclusive roles of the stakeholders, be they representatives from the local site communities, women's groups or prospective industries, and stressed how important it is to take on board everybody's opinions and perceptions when conducting research or business transactions.

We explain the role of the Spiral in the project and the 2 'shock-spins' that would demonstrate that the project is succeeding. And this is when the central place of the Spiral, the Communication Platform will become 'lively' as the marketplace to watch out for, where virtual and real contacts will be made and maintained, and where we see products and processes decided upon and new patents filed.