



STRATERRA™

MINING FOR A SUSTAINABLE FUTURE

How AI can revolutionise telling our story

Josie Vidal, CEO, Straterra



What I'll cover

- Telling our story – Straterra's **Mining means progress** campaign
- Why we used artificial intelligence (AI)
- Talking outside the industry
- Social media – get on board
- Questions



Mining means progress

- Eight-week paid campaign
- Connected the ease of modern life with the necessity for mining
- Aged 18+, concentration on Auckland
- Delivered more than 6 million impressions on social media
- Reached more than 700,000 kiwis on Facebook and Instagram
- Nearly 500,000 complete video views on cornerstone content



Mining means progress

- Sponsored article in NZ Herald
- Readers engaged with the article – 3 minutes and 19 seconds vs. average time on sponsored content of 1 minute and 7 seconds
- 6.2 million impressions; reach of over 1 million
- Two full-page ads, total accumulative readership of more than 1.1 million



Millions of years later we're still communicating through rocks

The phone in your pocket is the result of thousands of years of progress. Made possible by the minerals sourced from beneath our feet.

In fact, mining contributes to nearly every aspect of our modern lives, from travel and infrastructure to food production and communication. And mined minerals have an important role to play in our transition to a greener future. Solar panels, wind turbines and EVs require us to mine for the materials needed to make them.

Like much of what humans do, mining has an impact on the environment. But mining in New Zealand has a great story to tell. Mining here looks after people and places, with robust employment laws and strict environmental protections. Mine sites are temporary and are restored to some of the highest standards you'll find anywhere on Earth.

New Zealand is not just capable but has a responsibility to make the transition to a more sustainable future — one we can look back on with pride.

Find out more about how mining in New Zealand plays a role in our sustainable future

MiningMeansProgress.co.nz

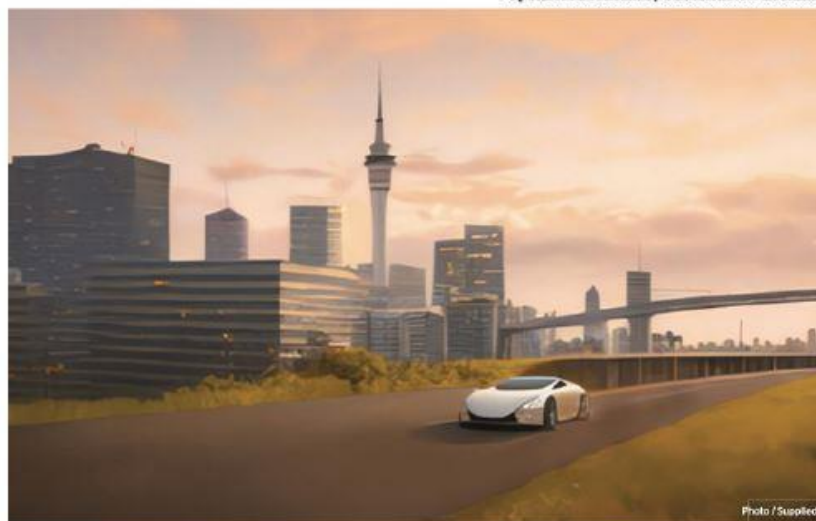


Photo / Supplied

Mining critical to humanity's progress

Greener future means more mined minerals - NZ's role.

In this opinion piece, Josie Vidal, chief executive of Straterra, the industry association representing NZ's minerals and mining sector, looks at how mining will play a responsible role in our future.

Have you ever thought about what mining means for our quality of life today and for our vision of a greater future?

It's important we talk about it because a more technologically advanced, sustainable world needs more mining and we need to plan where that will happen.

Will it be in a safe, highly-regulated environment, such as New Zealand? Or do we not care, as long as it's not New Zealand?

Pretty much ever ything you use every day has some mined minerals in it. The things you use in your house, workplace, school, medical centre, hospital, transportation, as well as the infrastructure all around you. More than 40 mined minerals are used to produce a single smartphone.

To keep making all the things we need today and for a greener tomorrow, the world needs more mining. That's what the experts tell us. The International Energy Agency predicts that by 2019, to meet the global demand for electricity storage, the world will

need 50 new lithium mines, 60 new nickel mines and 17 new cobalt mines.

According to the European Commission, the demand for rare earth elements for electric cars and wind turbines, among others, is expected to increase more than fivefold by 2030.

While there is a big push to recycle what we already have, to build what we need, there are nowhere near enough metals being discarded to do that, although recycling should be part of the mix.

New Zealand wants a greener future with a lot more reliance on renewable energy, but there will be no renewable energy transition without mined minerals. Electric vehicles contain six times the minerals of a conventional car. The more electric vehicles that are made, the more minerals are required.

Much of the technology relies on batteries for storage energy and batteries are rich in mined minerals.

It is important the transition to renewable energy is fair,

equitable and inclusive, which means not taking things that are energy poor and people being forced to use less for critical things such as heating, hygiene, and cooking.

To build this better future, we should look now at resources in New Zealand, not only for ourselves but to contribute to the global effort.

To build electricity generation you need mined minerals. Solar panels, wind turbines, hydro dams - mining makes them all possible.

New Zealand has a small but significant role to play in mining and we have some advantages that make our mining companies among the most responsible in the world.

We can be proud of the fact that we have some of the most stringent environmental standards in the world and strict employment and health and safety laws.

All human activity has an impact on the environment. Your morning bath once routine leaves a footprint

both in the use of water and the wastewater that is flushed out from your basin into the system that treats it.

Mining companies spend millions of dollars each year on planting native species, ensuring the health of waterways, and controlling pests and predators - both while they are mining and after the mines are closed. The rules require them to return mine sites to standards equivalent to before mining began, to manage environmental impacts.

I've been to beautiful parts of the West Coast of the South Island and I've seen some of the work under taken. It is substantial and, in many cases, world leading. We have case studies about some of this work on our Mining means progress web page.

Over the next 30 years, trillions of dollars of investment will go into mining and minerals processing globally to meet the green energy demand. Many countries have their best minds planning for supply of

all these minerals the world needs - because being unable to secure the right minerals and to choose ones is a hurdle that will cost money and hold back progress.

New Zealand should be looking for opportunities to contribute. Mining already employs and trains thousands of skilled workers. We don't want to lose opportunities for creating wealth, jobs and healthy regional economies lost overseas.

If we sit back and watch and say "not in my backyard" we will be paying a high price for progress, rather than benefiting from it.

Let's step forward, not backward.

Find out more about how mining in New Zealand plays a role in our sustainable future MiningMeansProgress.co.nz



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Use of artificial intelligence



- Timelapse videos – tell a long story in a few seconds
- Cost
- New and different – if the content wasn't of interest, the imagery might be
- More men watched AI generated women
- Some limitations because it is fairly new
- Creative tool, but still need people

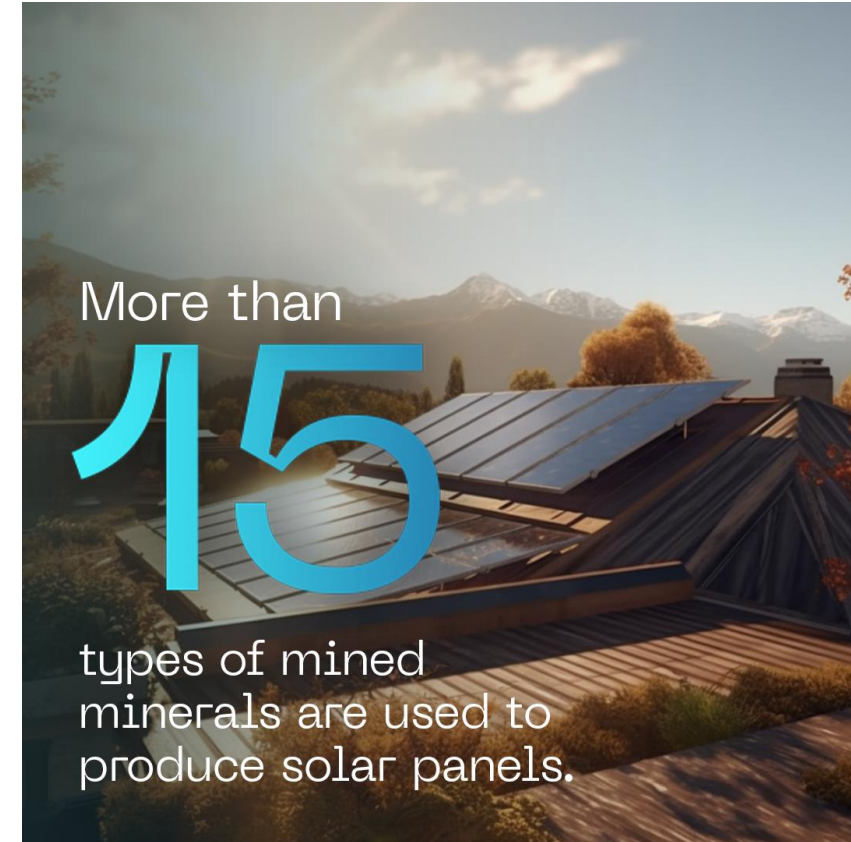
“We can’t out-logic it, we can’t out-calculate it, we can’t out algorithm it. The only thing we can do is be better humans.”

- **Will.i.am, creative artist,
founder/CEO of FYI AI**



Campaign assets

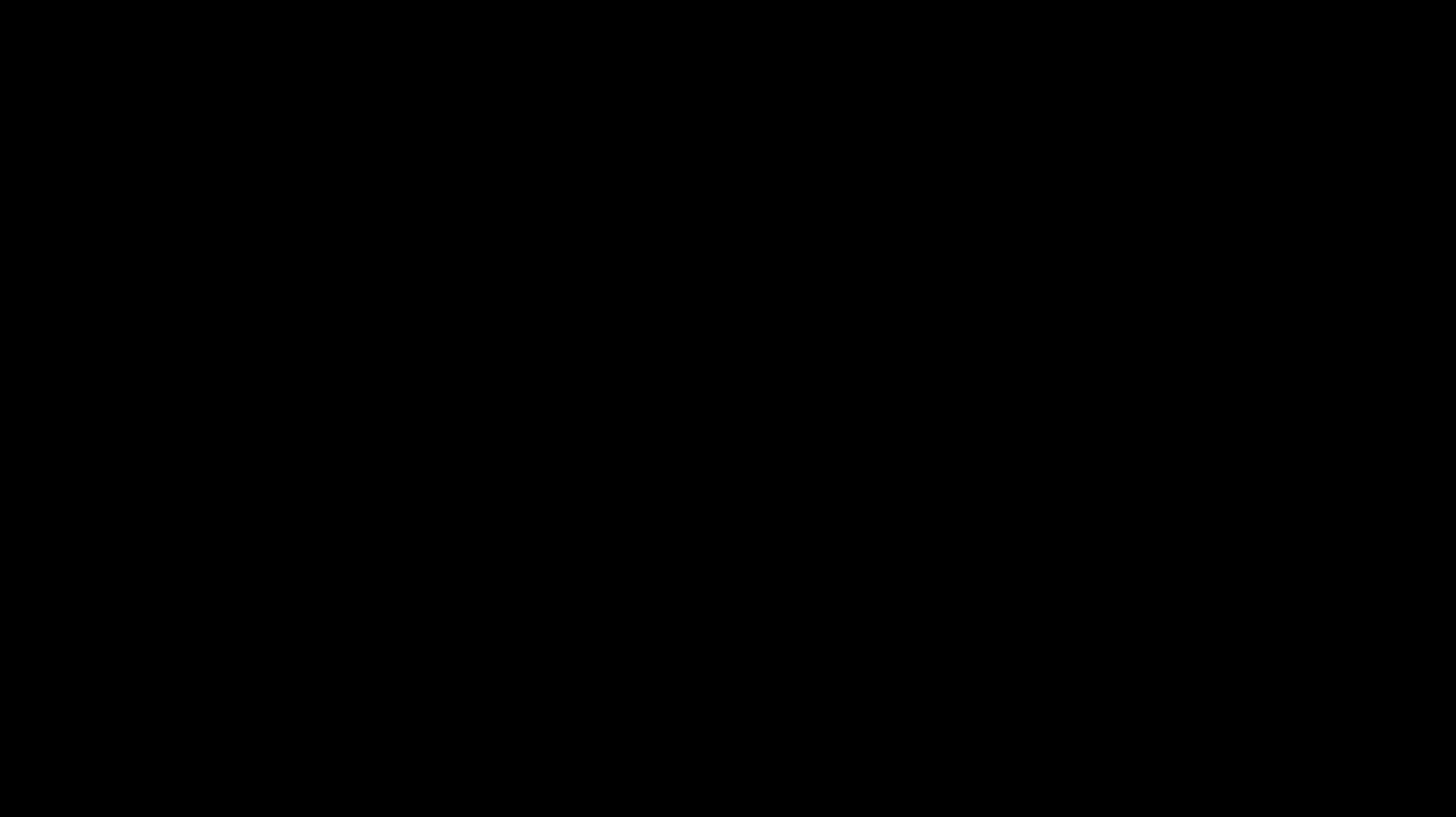
- Progress stories – AI generated videos covering heating, travel, and communication
- Mineral stories – AI generated videos linking minerals to important everyday items
- Case studies – videos telling environmental stories of kiwi breeding at Stockton and little blue penguin management at Westland Mineral Sands
- Proof points – facts and quotes from trusted sources – using AI generated images





"The more ambitious the world is in its decarbonisation efforts, the more mining it will need."

R.T. HON HELEN CLARK



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Barry Walker
Environment and Community Manager, Stockton
Bathurst Resources Limited



Garrick Edge

For those against mining, just remember if it can't be grown then it must be mined.

Like Reply Hide 5w



Top fan

Estelle Kritzing De Bruin

I can't get over how farcical all this is. EVERY PERSON that is anti-mining... throw out your cell phones, laptops and ev cars immediately... as the cobalt for the batteries are MINED. We have lost the collective plot.

Like Reply 8w



Top fan

Adam Fenech

Anmax Iru Valeedah Iru without mining you would not even have been able to post your comment, there's metals including gold and silver in smart phones! #naive #hypocrite

Like Reply 7w Edited



Grant Duncan

Adam Fenech plus without mining the batteries for your EV cars that everyone is getting wouldn't be built

Like Reply 7w



Adam Jamieson

Good ol Herald - one day writing virtue-signalling stories about climate change; the next, taking money from greenwashing climate destroyers like mining and dairy to be their PR arm.

Even worse than The Spinoff and BP, because people actually read the Herald

Like Reply 8w Edited



David Donaldson

Adam Jamieson you read this on your mineral heavy phone didn't you.

Like Reply 8w



Adam Jamieson

David Donaldson I did. Now how much is enough? How much mining is required to provide one repairable phone - an essential for modern life - for everyone on Earth every 10 years? What about the rest of your knickknacks and wants? I can say no to a lot of excess - can you?

Like Reply 8w Edited



Kent Greenwood

Adam Jamieson yep back to basics. Wooden clothing. Or grass skirts. No power, no light not even whale oil. No food, no trucks to transport from the farm. No office blocks, no computers no jobs. Back to the dark ages pre iron age. Very few people will survive your idealistic views.

Like Reply 7w



Stuart McFadden

Adam Jamieson so you would prefer the Herald only presented one side of the argument, surely companies who are being vilified for providing the products all humans use and actually need to ultimately survive should be able to be heard and put forward. Get rid of your phone, car, tv, bike, house, food, everything that has something that derives from mining.

Like Reply 7w



Muzz Clunie

There isn't any electric cars without mining or wind turbine or solar panels . Everything requires mining of something to be brought to market or created.

Like Reply 8w

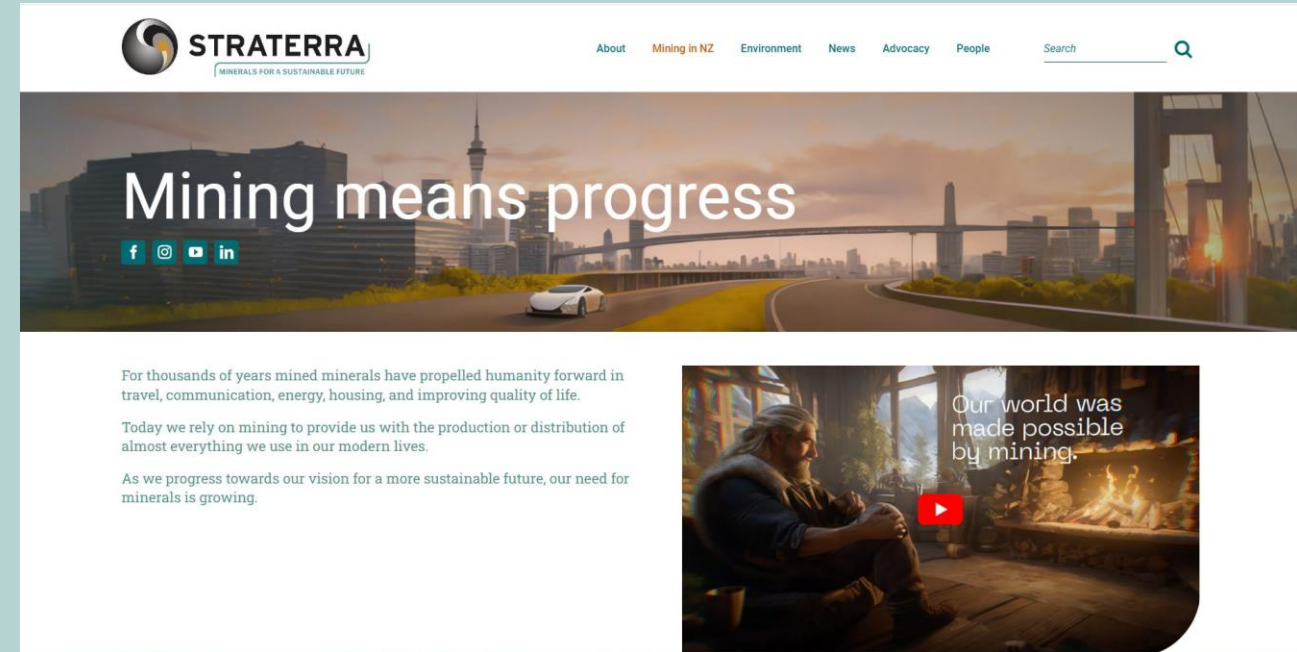


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What we learned

- Results show the campaign was successful at reaching and engaging our target audience
- Qualitative response to the campaign has been impressively positive
- The campaign drove traffic to our website – one of the main goals



What we learned

- Video works and YouTube was the strongest channel for us
- We drove strong numbers in terms of impressions and video views
- There is still a place for print in a campaign, particularly as it can be print and digital
- The campaign established Straterra as a credible source of information
- Real people matter too – the case studies were popular



Why tell our story

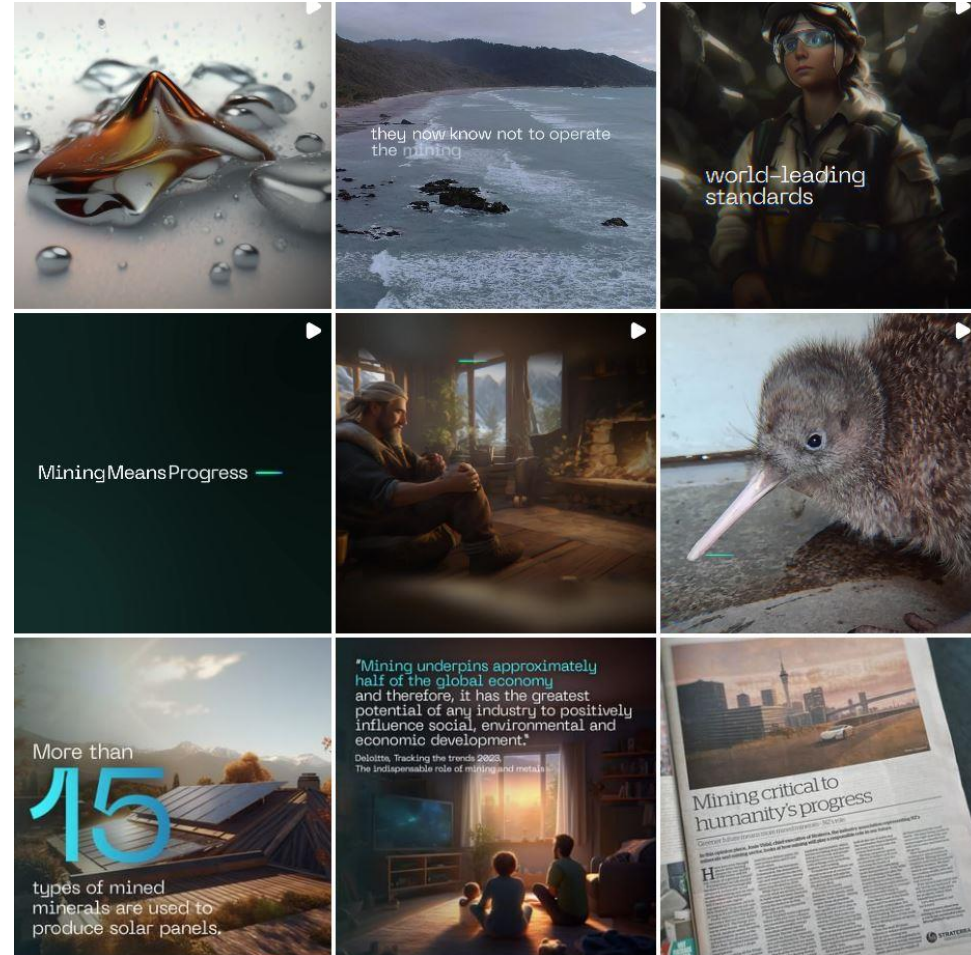


- People are connecting the value of mining to their quality of life
- Social licence
- Engaging people – talking about the environment resonates
- Countering anti-mining rhetoric with facts
- Being the voice of reason
- Next generation workforce

What next?

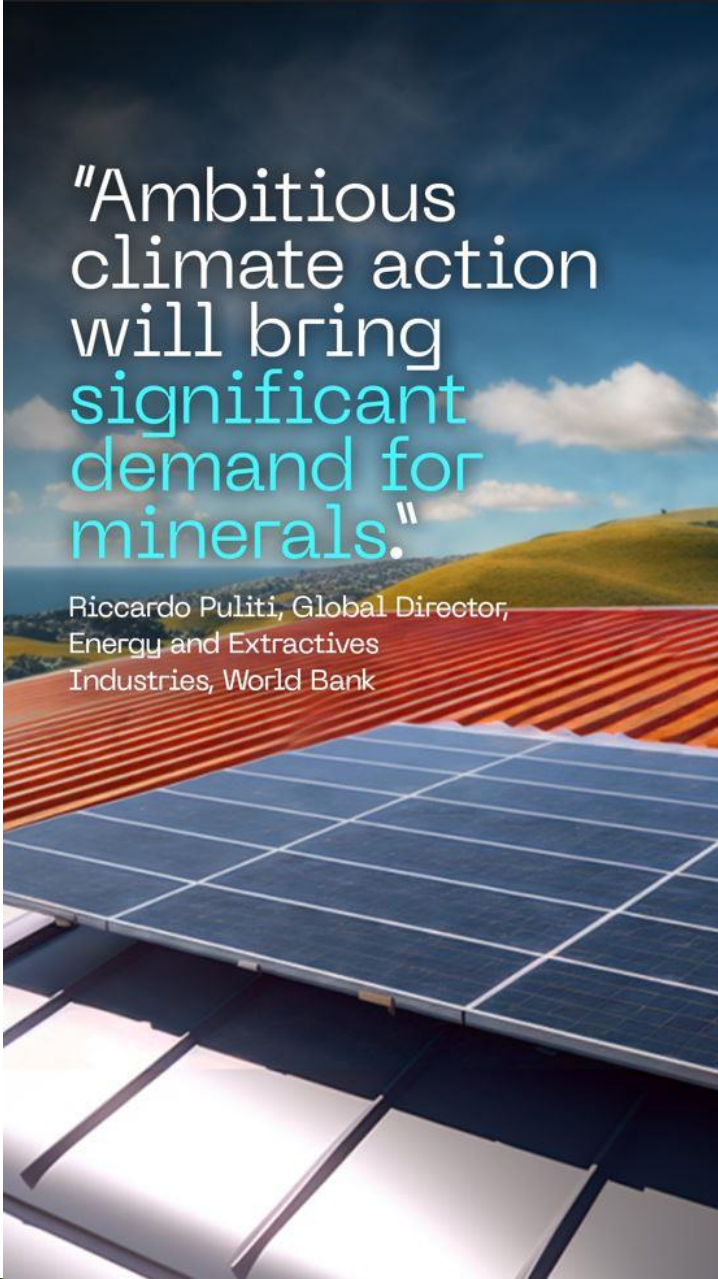
- Continue on our Meta platforms and YouTube
- More videos
- Connect to everyday New Zealanders
- Facts versus beliefs

Mining means progress



Why you should be on social media

- Connect to your stakeholder
- Tell stories people are interested in
- Be authentic
- Share facts and science in a manageable way



"Ambitious climate action will bring significant demand for minerals."

Riccardo Puliti, Global Director,
Energy and Extractives
Industries, World Bank

“I’ll be honest I didn’t even know what LinkedIn was a year ago, but now being on the platform I realise this is the world’s greatest personal brand building machine.”

- **Snoop Dogg, recording artist and CEO of Death Row records**

