

# Towards a proactive engagement and communications strategy for the CRSC Metrics Platform

**CRSC Meeting**

**May 11<sup>th</sup>, 2018**

# Background

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The Metrics Platform has been public since March 28<sup>th</sup>, 2018

Over 500 reports viewed

No questions or feedback

We know that some associations are using it, but what about sellers and customers?

How do we ensure that its value to the industry is optimized?

# Expected Results

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## **What we would like to see as a result?**

- Use of the Metrics Platform to ensure common messaging on Canada grain sustainability
- Feedback on utility for constant improvement
- The CRSC should act as the clearing house for sustainability dialogue

# Measures of Success

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- Integration in supply chain sustainability messaging (through associations?)
- Integration into sellers/exporters (company) sustainability messaging
- Integration into customer sustainability messaging (through associations and companies?)
- Use by certifying bodies to reduce duplication/cost and maintain consistency in data use
- Use by sellers to respond to individual customer enquiries
- Referenced by other stakeholders
- Active engagement by users/stakeholders in identifying potential improvements to enhance value
- Recognition by governments that platform is the source of sustainability in the grains industry in Canada
- The CRSC becomes recognized as the voice of crop sustainability in industry public trust initiatives

# Engagement & Communications Targets

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**Starting with the premise that the Metrics Platform is a valuable tool, the following are groupings of stakeholders that could benefit from enhanced awareness and knowledge of the Metrics Platform**

- Sellers (commodity groups, grain companies, millers, crushers)
- Buyers
- Importers
- Food processing customers
- Animal industry customers
- Certifiers, professionals and academics
- Governments

# Activities to Enhance Awareness

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**Starting with premise that everyone needs the information; they may just not know it yet....What are some priorities activities that would be helpful.**

- Targeted campaign to identified associations and companies
  - Pilot with a specific company and/or association to identify best practices
- Webinar series - general invitation/tailored by company/organization
- Recruitment and training of “ambassadors” to supplement CRSC staff and the development of generic presentations to permit “ambassadors” to provide presentations leading to a unified message with greater reach

# Supplementary Activities for Regular Users

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**Starting with the premise that regular/technical users need detailed and timely information....**

- Use existing membership list - regular newsletter with “tips”; “what’s new”; encourage distribution to co-workers
- Targeted education to “power” users
- Webinar series

# Timing & Resources

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- Yearlong plan

## **Next Steps:**

- Recruit “Ambassadors” and prepare supporting materials
- Identify company and or association for pilot

**Question– What can you contribute to communications and outreach support?**