

# FACT SHEET

## QIT Madagascar Minerals (QMM)

### COMMUNICATION

#### 2007 Events

- **March 2007**
  - QMM open-house days held in town of Fort Dauphin as well as in rural communities, including Manambaro (15 000 visitors)
- **April 2007**
  - Protocol signing ceremony for the supply of potable water to the Town of Fort-Dauphin between QMM, JIRAMA, PIC and the Ministry of Energy
  - Exhibition in Antananarivo of QMM activities and progress (Rarihasina in partnership with the Malagasy Academy)
- **May 2007**
  - Exhibition in the rural communes, including Manambaro, on QMM activities and the evolution of the project
  - Industrial theatre presentations to employees and rural communities on safety and the fight against HIV/AIDS
- **June 2007**
  - Inauguration of the Ambatotsirongorongo protected environmental area and signing of a social contract (Dina) with the local population
  - Katrehaky 2007 celebration :
    - Cultural and sporting activities in Fort-Dauphin to promote local culture, the fight against HIV/AIDS/STDs and malaria
  - Ceremony commemorating the laying of the first stone and the beginning of construction at the new Port d'Ehoala
    - Participation of the President of the Malagasy Republic, several members of the Government of Madagascar, Rio Tinto's chief executive of Diamonds and Minerals, and the local population
- **July 2007**
  - Launch of the Cinémobile (QMM/Population Services International) a communications tool benefiting local communities as well as the population of Fort-Dauphin and QMM employees
    - Average of 20 showings per month on STD/HIV/AIDS, Malaria, Diarrhoea, Adolescent Reproductive health

- **September 2007**

- Protocol signing ceremony for the supply of up to 3.8 Mw of electrical power to the Town of Fort-Dauphin between QMM, JIRAMA and PIC (Integrated Growth Poles Project)

- **October 2007**

- Participation of QMM in the « Journée Mondiale de l'Alimentation » in Fort Dauphin
  - VCT campaign for QMM management employees

### Traditional ceremony with the community

10 traditional ceremonies organized (upon consideration of local customs)

- for the starting of each infrastructures constructions
- for events happening in communities which requires traditional ceremony

## Community Leadership Meetings

- **Approximately two meetings a month**

Meetings with:

- Traditional authorities
- rural/urban associations
- Comité de Liaison (gathering representatives of all activity sectors in Fort-Dauphin)
- Management committee of Conservation zones

Themes discussed:

- Land use
- Compensation
- Setting up of structures allowing informal and formal communication between community and QMM
- Local recruitment
- Capacity building and training
- Intensive Labor
- Elaboration of *DINA* (traditional social contract for natural resources management)

## Project site visits during 2007

- **Government**

- President of the Malagasy Republic
  - Four Ministers of the Government
    - Mines
    - Décentralisation et Aménagement du Territoire
    - Education nationale et Recherche Scientifique
    - Agriculture, élevage et Pêche

- General Manager of Malagasy Customs with his senior staff
  - Chef de région of Fort-Dauphin
  - Mayor of Fort-Dauphin
  - Office National de l'Environnement
  - Traditional authorities

- **Donors**
  - World Bank/IFC
  - PIC
  - IMF delegations
- **Shareholders**
  - Chairman of the Rio Tinto Board
  - Rio Tinto Board members
- **Media**
  - Madagascar Broadcasting System (MBS)
  - Agence France Presse (AFP)
  - Revue de l'Océan Indien (ROI) – Media National
  - ABC News (USA)
  - The Economist
  - Malagasy journalists from Antananarivo television and dailies: TVM, TV Plus, MBS, Les nouvelles, l'Express, Midi, La Gazette, le Quotidien
  - TV5
- **Diplomatic Mission**
  - France Ambassador to Madagascar
  - UNDP Resident Director
- **Others**
  - National Leadership institute of Madagascar (32 students)
- **Publications**
  - Written publications and quarterly DVDs covering construction updates and information on social and environmental activities
  - Distribution:
    - Government authorities (national and local)
    - Partners and NGOs
    - International agencies
    - Diplomatic missions
- **Workshops with public and private partners**
  - Average of 1 workshop per month
  - Themes:
    - HIV/AIDS
    - Inflation
    - Migration
    - Public security
    - Water and energy
    - Hygiene and sanitation
  - Participants (average of 30 participants per event)
  - Representatives of Local / national administration
  
  - Technical agents of Administration
  - Representatives of civil society and NGOs working in the sector

To learn more about our Communication Plan, visit [www.riotintomadagascar.com](http://www.riotintomadagascar.com)