



New Community Involvement Program Visibility Guide

Corporate Communications and Public Affairs
November 2021

Context

- ▶ Across our plants, some of our employees are already involved in the communities where we operate.
- ▶ The Corporate communications and Public affairs team showcases stories on our community engagement on our corporate website, annual report, CSR report, social media channels (Facebook in particular) and through our internal communication channels.
- ▶ A new local community investment program will be deployed for all sites, plants and offices, starting November 1.

Examples

The Advanced Coatings team in Wrexham, UK donates laptops to a local high school



Transcontinental Advanced Coatings donated laptops to Darland High School, located in Wrexham, UK, to help families support their children in their learning journey. After supporting several local organizations over the past few years, this initiative from the Advanced Coatings team is part of our vision of commitment to the communities in which we operate.

Legend: Chris Reed vice president of global operations at Transcontinental Advanced Coatings and Darland High School headteacher Joanne Lee.
Source: The Leader UK



TC Transcontinental

10 mars · 🌐

Thanks to our Transcontinental Advanced Coatings Team in Wrexham, United Kingdom, for recently donating a supply of high performing laptops to a local high school. Investing in the communities in which we operate is highly rooted in our identity and we are glad to see it take place on different continents!

#AdvancedCoatings #Donation #Community

[Voir la traduction](#)



LEADERLIVE.CO.UK

Laptops for Wrexham high school as part of project with local firm



TC Transcontinental

4 février · 🌐

Affichage : Anglais ·

Thanks to Transcontinental Artisan Complete for donating a personalised backdrop for the Jennifer Ashleigh Children's Charity virtual fundraiser. We love seeing our employees helping their communities while putting their expertise to good use!



tc • TC Transcontinental

31 405 abonnés
1 sem. · 🌐

The TC Transcontinental-Energir vaccination center has officially closed up shop.

We would like to thank the management team, the health staff, the volunteers and everyone who contributed to the success of this initiative. We are proud to have been able to participate in the COVID-19 vaccination campaign in the Rivière-des-Prairies-Pointe-aux-Trembles borough.

A special thanks to our partners and collaborators [Énergir](#), Affinerie CCR - a [Glencore](#) company, the Association industrielle de l'Est de Montréal and the CIUSSS de l'Est-de-l'Île-de-Montréal.

#COVID19 #Vaccine

[Voir la traduction](#)



👍 🗨️ 35 · 2 commentaires

Visibility Opportunity

- ▶ Community involvement is a good source of storytelling
- ▶ We can use it to:
 - Reinforce our recognition at the local level with media outlets
 - Foster relationships with local stakeholders and decision makers

This can result in:

- ▶ Broader brand awareness
- ▶ Stronger relationships with customers and suppliers
- ▶ More interest for candidates to join our company
- ▶ New relationships
- ▶ Stronger sense of belonging across TC Transcontinental

How to ...

- ▶ To share your story, you will need
 - A small blurb (10 lines or less) describing your initiative and its impact in your community
 - *Don't forget to identify the full name of the organization and the names of the people or team involved*
- ▶ At least one picture or two with captions with us and the organisation, possibly with a short video, and consent from people showcased for use
- ▶ A list of the targets (contacts) with which you want to share your story and their emails
 - *Examples: your community's local paper, local chamber of commerce, the mayor's office and the governor's, your club's bulletin board or newsletter, etc.*

Send your content at Communications@tc.tc

Outreach

Send an email to your contacts :

- ▶ Make a quick introduction
- ▶ Add the blurb and the pictures
- ▶ Finish by asking what you need from them
- ▶ Example of outreach to the local paper



Hi John! Your readers may be interested by this great local story about the community involvement of a team of colleagues from Transcontinental Spartanburg, part of TC Transcontinental Packaging, a global company.

Our team recently spent a day at the Children's Shelter of Hope Foundation, wrapping gifts for the Holiday Season. The gifts came from a charity drive organized by the 150 employees at our plant and will go to local children and their families this Holiday Season.

I am available for an interview (either by phone or in person) and I have attached a couple of photos here and a short video for your convenience.

Please let me know if you are interested in speaking with me further. It would be great if you shared this inspiring story in the Spartanburg Herald!

Thanks,
Elizabeth

Outreach

- ▶ Example of outreach to a city



Hi John! You might be interested in this great local story about the community involvement of a team of colleagues from Transcontinental Spartanburg, part of TC Transcontinental Packaging, a global company.

Our team recently spent a day at the Children's Shelter of Hope Foundation, wrapping gifts for the Holiday Season. The gifts came from a charity drive organized by the 150 employees at our plant and will go to local children and their families this Holiday Season.

Let me know if the City's communication team at the Mayor's office needs further details (either by phone or in person) in order to share the news with our community via social media or the municipal newsletter. I have also attached a couple of photos and a short video here for your convenience.

Thanks,
Elizabeth

Hashtags to use for social media

- ▶ #TCbuildingtogether
- ▶ #TCcommunities
- ▶ #TCmakingitcount

Some Do's and Dont's

- ▶ Because TC Transcontinental is a publicly traded company, presume that financial, customer-related or product-related information about the Corporation cannot be disclosed by you per our Disclosure Policy
- ▶ Therefore, when you share your community involvement story outside of the organization, it is important that you highlight the community outreach and its impact, without sharing information outside of that scope

Green light

- ▶ Community outreach story
- ▶ History of your plant for context
- ▶ TC Transcontinental's vision, mission and values
- ▶ Our Corporate Social Responsibility Plan 'Acting Together'

Red light

- ▶ Facts about your plant such as numbers, customers and supplier names
- ▶ R&D in development, product details that are not public
- ▶ Potential acquisitions or information related to our financial performance

Some Do's and Dont's (cont.)

Remember! Our corporation has a limited number of official spokespersons with authority for communicating with the media. Employees who are not official spokespersons cannot respond to inquiries from media unless authorized to do so.

- ▶ This is what we are doing when we invite you to share your community involvement outside of the organization.
- ▶ If reporters have questions beyond the scope of your community involvement, or if you are unsure if you should answer their questions, please inform Nathalie St-Jean (nathalie.st-jean@tc.tc) or François Taschereau (francois.taschereau@tc.tc) from Corporate Communications and we will support you.

Help?

- ▶ For any help along the way, please contact Nathalie St-Jean (nathalie.st-jean@tc.tc) or François Taschereau (francois.taschereau@tc.tc) from Corporate Communications