

STRATEGIC PLAN

To accelerate the adoption of eco-efficient
minerals and metals production practices.

2025-2028

www.ceecthefuture.org

Year 1

(FY26 – July 2025 to June 2026)



Focus: Launch, structure, and priority initiatives

- Finalise and share Neo-Marvin case study
- Launch updated CEEC tool suite (Energy Curves and Water Knowledge Baseline)
- Define partnership model and renew priority agreements
- Recruit new positions (e.g. Executive)
- Relaunch CEEC podcast series featuring workshop contributors
- Host CEEC Workshops, Collaboration Mixers and stakeholder engagement events

Year 2

(FY27 – July 2026 to June 2027)



Focus: Expansion, delivery, and visibility

- Publish roadmap documents from strategic workshops
- Release benchmarking reports for energy, water, and tailings
- Lead pilot initiatives (e.g. Tailings Initiative)
- Host regional mixers; refresh board roles
- Deliver campaigns around CEEC Medal and workshops

Year 3

(FY28 – July 2027 to June 2028)



Focus: Maturity, influence, and legacy building

- Integrate data and insights into global industry programs
- Conduct annual partner-led updates and technical applications
- Develop and promote CEEC action framework - publish a long-term impact report to support widespread adoption and communicate strategic outcomes.
- Deepen global reach through strategic communications and partnerships
- Strengthen succession planning and stakeholder governance

Purpose and Executive Summary



The purpose of this document is to support CEEC International's (CEEC) commitment to its mission to accelerate the adoption of eco-efficient minerals and metals production practices. It is a summary of the outcomes of the collaborative workshop sessions conducted in May and June of 2025.

It does not cover our budgeting process, nor the resource allocations required but instead is designed to guide executive and operational staff on the agreed activities needed to advance the mission.

The development of this strategy was informed by several critical inputs, including:

- Sponsorship Analysis (including the trend to reduced engagement from mining companies)
- Sponsor Impact Matrix Rev1
- Stakeholder feedback from Advocates, Board, and Operational Team
- Insights from existing CEEC-led initiatives and global collaborations

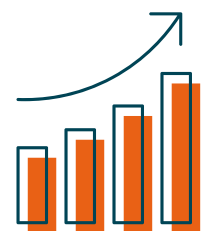
This strategic plan outlines CEEC's direction and priorities from July 2025 to June 2028. Built upon five strategic pillars, this plan reflects CEEC's continued commitment to driving eco-efficient minerals and metals production through knowledge sharing, cross-sector collaboration, and advocacy of eco-efficient practices.

Each pillar outlines key objectives, targeted initiatives, and timeframes to ensure progress across industry engagement, impact, communication, and trusted partnerships.

CEEC Board will review this plan annually and the Operational Team will provide a progress report on deliverables each quarter at the scheduled Board meetings.

Adoption of the Sponsor Impact Matrix

A key result of the process is that a staged adoption of the Sponsor Impact Matrix as a core tool is required to align sponsorships with strategic outcomes. The Matrix will be introduced in a transitional phase, retaining current sponsors and moving them as mutually beneficial over time. Attraction of new sponsors will begin under the new model. It is designed especially for the re-engagement of mining companies, to demonstrate value delivery, and support transparent reporting to strengthen mutual benefit and impact.



CEEC's Value Proposition

CEEC International is an independent, trusted, and globally respected organisation that accelerates eco-efficient innovation across the resources sector. Through targeted collaborations, thought leadership, and action-oriented programs, CEEC delivers measurable impact in energy, water, emissions, and tailings—driving ESG performance and operational excellence.

Strategic Objectives

To accelerate the adoption of eco-efficient minerals and metals production practices by means of:



Strengthening CEEC's role as a global thought leader in sustainable mineral processing



Expanding partnerships to influence research and practice in energy, water, emissions, and tailings



Delivering impactful outputs that shape industry practices



Cultivating a trusted community of contributors and collaborators



Enhancing CEEC's communication to amplify influence and engagement



Board Outcomes to Achieve:

- Clear, aligned strategic direction for CEEC.
- Defined path with tangible deliverables and milestones.
- Strong articulation of CEEC's unique value to stakeholders.
- Actionable insights that support decision-making and execution.
- Balance between short, mid, and long-term vision.

Strategic Pillars and 3-Year Deliverables

1. Influence and Impact



Goal: Shape industry direction and investment through data, case studies and stakeholder insights.

Key Initiatives:

- Deliver strategic case studies and insights (e.g. Neo-Marvin)
- Influence decarbonisation, water, tailings and circularity via workshops and dialogues
- Facilitate adoption through practical tools and guides

Timeline:

2025: Finalise case study series (Neo-Marvin, Water Knowledge Baseline, etc)

2026: Publish roadmap documents aligned to workshops

2027-2028: Integrate data into global programs and stakeholder briefings

2. Partnering for Impact



Goal: Leverage collaborations to increase CEEC's global reach and co-develop solutions

Key Initiatives:

- Formalise partnerships with universities, METS, NGOs, and global programs
- Support industry trials and TRL acceleration projects
- Leverage funding to drive systemic change (e.g. Grantham Foundation, Whittle Consulting)
- Increase the engagement of CEEC Advocates as visible champions, connectors and collaborators globally

Timeline:

2025: Define partnership model and renew priority agreements, and increase advocate-driven collaboration

2026: Co-lead 2 major initiatives (e.g. Tailings Initiative)

2027-2028: Expand reach through global forums and joint funding

3. Outcomes and Influence



Goal: Deliver high-value outputs, tools and datasets that inform decisions and spark innovation.

Key Initiatives:

- Curate technical output log and benchmarking reports
- Maintain and update Energy Curves and Global Water Initiative tools
- Support publication and dissemination of research and workshop outcomes

Timeline:

2025: Develop a plan to deliver high-value outputs, tools and datasets that inform decisions and spark innovation.

2026: Release benchmarking reports for energy, water, and tailings

2027-2028: Annual updates and partner-led applications

4. Trusted Community & Industry Partner



Goal: Strengthen CEECs community by recognising contributors, strengthening governance and attracting sponsors.

Key Initiatives:

- Host CEEC collaboration mixers and stakeholder events
- Recognise contributors via CEEC Medals and content series
- Build capacity via new roles and Advisory Committees

Timeline:

2025: Recruit for new positions (Executive)

2026: Host regional and global updates and networking opportunities; refresh board roles

2027-2028: Strengthen engagement model and succession plans

5. Communication



Goal: Amplify CEEC's message, share knowledge, and attract global attention.

Key Initiatives:

- Publish thought leadership content and podcasts
- Drive campaigns aligned to key workshops and industry events
- Launch media kit and brand alignment initiatives

Timeline:

2025: Launch podcast series with 2025 workshop contributors

2026: Campaigns around CEEC Medal, Tailings Initiative, and water events

2027-2028: Deepen engagement with targeted digital campaigns

Summary Table of Initiatives by Pillar and Year



This table outlines CEEC's planned initiatives over a three-year period, organised by strategic pillar. It highlights the key focus areas and activities for each year, providing a high-level roadmap for how CEEC will drive impact, partnerships, outcomes, trusted relationships and communications from 2025 through 2028.

Pillar	2025	2026	2027-2028
Influence & Impact	Neo-Marvin case study	Roadmaps	Global integration, sponsor briefs
Partnering for Impact	Define model, renew partners	Lead Tailings Initiative	Expand reach, joint programs
Outcomes and Influence	Tool suite update	Benchmarking reports	Annual updates, partner projects
Trusted Community & Partners	Hire role/s, governance refresh as required.	Regional mixers, board refresh	Engagement model evolution
Communication	Relaunch podcast, media kit	Medal + Initiative campaigns	Strategic global comms

Table of Responsibility



This table defines the core stakeholder groups involved in CEEC's work and summarises their respective roles and responsibilities. It clarifies who is accountable for strategy, execution, advocacy, funding and collaboration, thereby ensuring shared understanding and alignment across all levels of CEEC's operations and outreach.

Stakeholder Group	Key Responsibilities
Board of Directors	Approve strategy, oversee governance, support sponsorship and partnerships
Executive and Operational Team	Execute strategy, manage day-to-day operations, deliver projects and initiatives
Patrons and Advocates	Champion CEEC's mission, extend industry reach, advise on strategic directions
Individual Board Members	Lead specific initiatives, represent CEEC externally, provide technical oversight
Sponsors / Project Sponsors / Universities	Fund initiatives, collaborate on research, host and support pilots/workshops
External Stakeholders (e.g. workshop participants)	Contribute to dialogue, co-develop insights, apply tools and resources locally



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