



**Q Any other experience or tool?**

**A** We had a special project that made a big difference. A local and respected cosmetic industry developed cosmetics using RCC's kaolin, following lab research and obtaining all the necessary certificates and authorizations. These cosmetics (facial mask, body moisturizer and a soap) are a fantastic method of proving one of our key messages: that kaolin is harmless. In fact, it is not only harmless, but also good for the skin.

We participated in two fairs, big mining events, and in both we transformed our space into a beauty parlour, where the public could try the kaolin-based cosmetics. It was a great success and even Pará's governor tried some.

**Q Can you cite some examples of community projects in your region?**

**A** RCC has eight social projects that benefits over 2,000 people. Most of these projects have been in existence since 2002. The communication challenge was to make the community and society aware of these great initiatives. Until 2008, they were basically known only by those who were participants. We needed to show RCC is committed to the local community, by letting people know about the great things we've been doing.

**Q What is the biggest challenge for IRCC looking towards the future?**

**A** The biggest challenge is to keep on track. We need to have a continuous workplan. We know this is only the beginning of a long journey, but we can see we're having good results, recognition and the great support of all our employees. Our team celebrates our successes and feels part of it. For example, in 2009 we had 182 positive stories in the press. In total, the good news filled 14 standard pages in the paper, nearly two hours on TV and 30 minutes" on the radio. We work hard to keep improving our reputation and our relationship with our stakeholders. 

