



2025-2027 NCP Communication Plan

1. Introduction and objectives

The National Contact Point for Responsible Business Conduct (NCP) has two core tasks, one of which is to **raise awareness of the OECD Guidelines** for Multinational Enterprises on Responsible Business Conduct (the OECD Guidelines). In the Netherlands, this task is further explained in the NCP Establishment Order as being to **promote and interpret the content and meaning of the OECD Guidelines**, so as to encourage enterprises to observe them.

In preparation for this communication plan, the NCP conducted a stakeholder analysis in 2024. All NCP stakeholder groups, represented by the NCP+ members, were asked what their priorities in the area of responsible business conduct (RBC) are and what the NCP can do for the respective stakeholder groups. During an internal NCP session, the NCP prioritised communication goals and actions for the years ahead.

The goals of this communication plan are as follows:

- 1) Further expand the NCP's position as the authority on the OECD Guidelines.
 - a. The NCP's communication efforts underscore the continuing importance of the OECD Guidelines for businesses to engage in responsible business conduct and to contribute to the coherence of government policy in a growing landscape of mandatory standards.
 - b. Improve the accessibility of relevant information and expertise for stakeholders on topics related to the OECD Guidelines, including relevant guidances and reports.
 - c. Ensure coherence between the work of the NCP and the future supervisory authority for the WIVO (Dutch implementation law for the CSDDD) and create clarity for parties regarding what they can expect from an NCP procedure and a procedure with the future supervisory authority for the WIVO.
 - d. Promote the message that the OECD Guidelines form the basis for compliance with a wide range of EU legislation – including the Corporate Sustainability Due Diligence Directive (CSDDD), Corporate Sustainability Reporting Directive (CSRD), Sustainable Finance Disclosures Regulation (SFDR), Conflict Minerals Regulation, Deforestation Regulation, Forced Labour Regulation and Batteries Regulation – that require (partly) implementation of the due diligence process.
 - e. In consultation with the various supervisory authorities for due diligence-related legislation and the Dutch RBC support office (MVO-Steunpunt), promote a clear message for businesses regarding the connection between the relevant legislation and due diligence under the OECD Guidelines.
 - f. Assess the statements, agreements or projects of other stakeholder organisations against the OECD Guidelines.
 - g. Raise awareness of RBC principles among (future) professionals who advise companies on RBC-related matters.
- 2) Increase the impact of Final Statements following notifications by aiming to make NCP publications relevant to target groups other than the parties concerned (such as other companies in the same sector) and expanding the reach of NCP Final Statements.

- a. Distribute Final Statements among NCP stakeholders and target groups, for example through a press release highlighting the main conclusions.
- b. Provide accessible summaries of one or more relevant points from the Final Statements with a standard narrative about the NCP and relevant key aspects of the OECD Guidelines (such as due diligence).

2. Core messages

On the basis of these objectives, the NCP actively promotes the following messages to the outside world:

- The NCP is *the* authority and reliable source in the Netherlands when it comes to the OECD Guidelines.
- The OECD Guidelines are the basis of responsible business conduct and Dutch RBC policy.
- The OECD has put together numerous guidances and reports that provide clear-cut recommendations for specific sectors and/or regarding specific risks in the area of responsible business conduct and due diligence.
- The OECD Guidelines are essential for (future) professionals who advise or work for companies.

3. Target groups

The NCP has multiple stakeholders and target groups. The NCP's direct stakeholders are civil society organisations, trade unions and the business community. These stakeholder groups are represented by individual members who convene four times a year for NCP+ meetings. In addition, there are various other target groups. In the years ahead, NCP communication will be aimed specifically at the following stakeholders and/or target groups:

2025 – Business community: businesses that have to implement the OECD Guidelines, with specific attention for companies that fall outside the scope of future RBC regulations, such as the financial sector. There will also be attention for the professionals who support these companies when it comes to RBC, such as consultants and accountants. Cooperation with the Social and Economic Council (SER), the RBC support office (MVO-Steunpunt), CSR Netherlands (MVO-Nederland), the Confederation of Netherlands Industry and Employers (VNO-NCW) and other stakeholders is vital to establish a broad reach through the multiplier effect.

2025-2026 – Government organisations: to promote policy coherence and support the narrative regarding RBC and legislation, taking into account that the OECD Guidelines remain the basis of Dutch RBC policy.

2025-2026 – Netherlands Authority for Consumers and Markets (ACM) and other relevant supervisory authorities: to promote coherence and coordination with the supervisory authority for the CSDDD Implementation Act (WIVO) and other supervisory authorities regarding due-diligence-related legislation.

2027 – Educational institutions: to approach institutions of higher professional education, universities and vocational programmes in order to inform the next generation about RBC and the OECD Guidelines.

4. Strategies

Further expanding the NCP's authority position: Relevant OECD publications will be shared through the NCP's communication channels and actively brought to the attention of stakeholders, including the government. The NCP is proactive in its approach to other actors in the RBC landscape and in offering its services as an authority, including assessing sectoral agreements and statements. The NCP presents itself as an expert on the interpretation and clarification of the OECD Guidelines.

Focusing on multipliers: Collaborate with the SER, RBC support office, CSR Netherlands and VNO-NCW platforms to expand the NCP's reach. Actively seek out collaboration in this regard, with special attention for the financial sector and accountants/consultants.

Exploring the possibilities within higher education: Explore the possibilities of integrating RBC principles into education by bringing educational institutions together for knowledge sessions or by developing an example module, a standard lecture regarding the OECD Guidelines and training the trainer programmes.

Strengthening the impact of Final Statements: Expand the visibility and effectiveness of Final Statements through targeted communication about their publication. Work together with relevant media and sector associations to draw broader attention to relevant points from the Final Statements and, in doing so, increase awareness of specific challenges concerning responsible business conduct and the NCP's recommendations on how to handle these challenges. This also includes raising awareness that businesses are encouraged by the Dutch government, through policy consequences, to collaborate with NCP procedures and that they are expected to comply with the NCP's recommendations.

Improving the NCP website: Change the structure, language and content of the NCP website so that it is better aligned with our stakeholders' knowledge needs in the area of responsible business conduct and due diligence.

5. Evaluation

An evaluation of this communication plan will take place at the end of 2025 and the plan will be amended and expanded where necessary for 2026 and 2027.