



Explore the World of Minerals

Dinant (Wallonia) - In collaboration with Natagora, the cement producing company Holcim invited children from the nearby schools for a visit of the quarry of Leffe and the nature reserve "Devant-Bouvignes".

Frasnes-les-Couvins (Wallonia) - On 13 May, Carmeuse welcomed children from the local school to the quarry site, and on 14 May, it opened its doors to the public. The company welcomed its guests to guided visits by bus of the limestone quarry. The visitors received explanations about geology, drilling and blasting, processing and about the wide variety of applications of lime products. A special guided visit in Dutch language was organised for the Dutch speaking stakeholders. The guided visits also showed the actions taken with regard to the environment and for the enhancement of biodiversity in the quarries.

Ghent - In collaboration with The Profession House, Luzenac Gent welcomed 15-year old students at its talc processing plant in the Port of Gent. In view of helping them in their future study and career choice, practical workshops were set up to make them familiar with

the various aspects of a company, while showing them how talc powder is being produced for various industrial applications.

Maasmechelen (Flanders) - Sibelco Benelux welcomed more than 350 visitors to the official opening of its new, state of the art plant MHZ which was the result of a process that started in 2000 and presented an excellent showcase on how business and nature can go hand in hand.

Inauguration speeches were given by the Minister President of Flanders, Chris Peeters, as well as by the mayor of Maasmechelen, the Deputy of Limburg etc. who acknowledged the company's long-term vision, stakeholder dialogue and sustainability approach, which were central to this ambitious project.

Willebroek (Flanders) - Imerys invited students of a technical high school (16-18 years) from the nearby area to a visit of its graphite and carbon plant Timcal. This event aimed at giving an impression on what working in the mineral and chemical industry is about. Focus was put on environmental impact, energy efficiency, safety and product quality.



The European Minerals Day 2011 welcomed more than 30.000 visitors to more than 200 events at 180 sites in 32 countries.

Overview of Belgian events:

Total visitors: 350
Open door days: 1
School/childrens' projects: 2

Themes: resource efficiency, biodiversity, careers

Companies:
Holcim, Carmeuse, Timcal (Imerys), Luzenac Gent, Sibelco Benelux

Partners:
Community of Maasmechelen, Regionaal Landschap Kempen en Maasland - Rangers, Natagora
Number of articles: 5
Web publications: 7

The European Minerals Day was launched in 2007 as a biennial awareness raising and educational event. It aims to increase public understanding of the importance of minerals in daily life and promote biodiversity conservation and enhancement.

Participating companies organise events for their local communities - such as school projects or open days - while their European trade associations ensure the coordination, support and visibility at European level.

Lead: IMA-Europe
Partners: CEMBUREAU, UEPG
With the support of: the European Commission, EMCEF (trade union), EuroGeoSurveys, European Minerals Foundation, ELO, Association of Geologists, IUCN

www.mineralsday.eu