



“Explore the World of Minerals”

Poigny - French Launch Event of the European Minerals Day 2011. French industrial minerals Association MI-France and Imerys Ceramics France organized a launching event on the Beaujard refractory clay plant in the presence of local and national representatives with a visit of the Montpothier site, a quarry rehabilitated in close cooperation with an organism specialized in nature conservation in Champagne Ardenne.

Orgon - Calcium carbonate producer Omya opened organised an Open Day at its quarry on 14 May 2011 from 8:30 am to 12:30. The visitors could take part in several workshops, such as on regulatory aspects, biodiversity, geology, exploitation, quarry machines, manufacturing, finished products, granulometry of products, lab, and jobs at Omya. This Minerals Day welcomed both employees and their families as well as Orgon’s local residents.

Chevanceaux / Oriolles - AGS welcomed schools for a guided visit of the Bois des Rentes quarry and Oriolles plant under the theme “From extraction to transformation”.

Hostun - Sibelco organised an open day event on 13 May, welcoming

the public to the Hostun plant and quarries. After the welcome and short presentation on the company’s activities, the guests were taken in groups of 8 persons for a guided visit of the quarry and processing plant.

Luzenac s/Ariège - In partnership with the local tourist office, Talc de Luzenac welcomed 240 visitors to the Trimouns talc mine located in the French Pyrenees (Ariège department). Despite the very bad weather (rain and fog) there was a lot of interest and 5 guided tours were organised (two more than anticipated).

As tools, the company had created an EMD banner & EMD balloons; an explanatory folder on the EMD, minerals and what the company does for biodiversity. They also handed out the IMA Games & Mineral Zone CD ROM, the biodiversity DVD (also to all employees), and the 52 tips for biodiversity (EC publication).

Mably - Imerys TC Mably invited schools for a visit of the clay bricks plant. They were taken on a quarry visit following a presentation of the site’s Sustainable Development policy.

Murat - Official representatives of the local communities (Murat and la Planèze) were invited to a guided visit of the Imerys diatomite mining site.



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

Overview of French events
Total visitors: 1370
Open door days: 3
School projects: 9

Themes: biodiversity, mining activities, importance of minerals in daily life, careers

Partners:
 CNSB, CREN, Syndicat Industrie Minéral, SMV Delorme
 Trimouns Tourist office

Number of articles: 13
Web publications: 1

The European Minerals Day, launched in 2007, is a biennial educational event. It aims to increase public awareness about minerals and their importance in daily life while promoting biodiversity conservation.

Participating companies organise events for their local communities - such as school projects or open days - while their European trade associations (IMA-Europe in partnership with CEMBUREAU and UEPG) ensure the coordination, support and visibility at European level.

With the support of the European Commission, Members of European Parliament, EMCEF (trade union), EuroGeoSurveys, European Minerals Foundation, ELO, Association of Geologists, IUCN

www.mineralsday.eu



Pouzilhac - Calcium carbonate producer Provençale organised an Open Day event for the local community and schools, with a guided visit of the quarry where the visitors could witness a blast at 10h30. For the children, several workshops were organised. At this occasion, a tree was planted in memoriam of the company's CEO, Mr Jean-Victor Delfaux.



Precy-sur-Oise - Imerys organised a school visit of the chalk quarry. The children learned all about mining, exploitation, rehabilitation and life of a quarry initiation.



Saint Marcellin en Forez - School children were invited for a visit of the Imerys Terre Cuite mining site in Sury le Comtal on 17 May and 9 June 2011. The guided visit showed the life cycle of a quarry. Focus was on the actions taken for the preservation of yellow-belly toads and the eagle owls identified on the quarry site of Sury le Comtal. The conservation work is being defined with the state services (DIREN, DDAF, ONEMA) and the follow-up of these two species is ensured by FRAPNA Loire.



Saint Germer de Fly - In view of the plant's 30th anniversary, Imerys Terre Cuite organised a festive event for the employees and their familie, as well as for retirees.

Sainte Foy l'Argentière - in partnership with the regional tourist office, Imerys Terre Cuite welcomed the local community to a visit of its refractory plant.

Sassenage - Carrières & Chaux Baltazard & Cotte organised an Open Day for the local primary and high school. Through presentations, displays and an exhibition, the children learned about the local history of the quarrying activities, and the multiple end uses of limestone from Grenoble. They were then taken on a guided tour through the quarry where they discovered the extraction activities as well as the biodiversity at the quarry.

Sennecey-le-Grand - CBS-Holcim Granulats organised a technical tour with the professional association of the mineral industry. The thematics addressed were: prospection, extraction, governance and concertation, rehabilitation, biodiversity and local integration within the community (via a local project = theatre recreated within an former quarry). On 14 May, the public was invited to an Open Day in the quarry showing the conciliation between quarry activities and biodiversity (several protected species, rehabilitation, partnership...). Several guided tour of the quarry took place with the visitors to show them a quarry, explain the geology, as well as how biodiversity can be enhanced on a site.

Ste Colombe - Imerys invited local and regional authorities to a guided visit of the quarry.

Thédirac - Site tour of the Imerys Ceramics France – Quartz et Sables du Lot site in Thédirac with the local school.

Touvérac - AGS (Imerys) invited the public to visit the Touverac site: a successful example of rehabilitation and also of protection & development of biodiversity. [Link to biodiversity case study.](#)