



### “Explore the World of Minerals” -

With events in its facilities in Greece and – for the first time – Germany, S&B Industrial Minerals S.A. participated in the 3rd European Minerals Day.



In **Fokis**, more than 140 pupils of the fifth and sixth grades of the primary schools of Itea, Amfissa and Gravia took part, together with their teachers, in an educational activity entitled “Explore the World of Minerals”. During the event they were informed about S&B’s activities, they toured the facilities, the company’s plant nursery and the Vagonetto-Fokis Mining Park. Finally, the children participated in athletic events and team activities in the facilities’ open areas and the winners were presented with awards. The event was organized in cooperation with the Environmental Education Sector of the Fokis Primary Education Dept.



In **Milos**, about 200 young pupils of the nursery schools as well as the first and second grades of the island’s primary schools participated in an event on Biodiversity organized at the Milos Conference Center-G. Eliopoulos. The event, specially designed for very young children, aimed to help them understand, through experience, the



direct impact of biodiversity on life on the planet.

In **Athens**, the employees’ children took part in an educational and recreational activity based on a board game called “All around us”. The children, aged 4 to 12, discovered through experience and construction activities, how minerals surround us in our daily lives, as they can be found in most of the things that we use every day. As part of the game, the children were also informed about the minerals’ rational use and recycling. A parting gift was given to the children that attended all these events.



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

#### Overview of Greek events:

Total visitors: 450  
Open door days: 1  
School/childrens’ projects: 4

Themes: exploring minerals, biodiversity, resource efficiency

Partners:  
Env. Education Sector  
Fokis Primary Education Dept.

Media coverage  
Number of articles: 1  
Web publications: 2

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: IMA-Europe (lead organiser) together with its partners CEMBUREAU and UEPG. With the support of the European Commission, EMCEF (trade union), EuroGeoSurveys, European Minerals Foundation, ELO, Association of Geologists, IUCN

[www.mineralsday.eu](http://www.mineralsday.eu)