



“Explore the World of Minerals” -

Abbazia di Fossanova - “Open Day” at Sibelco Italia’s Fossanova plant, on Friday 13 and Saturday 14 May 2011. Friday 13 was exclusively addressed for school student visits to the plant and quarry, where students could learn how minerals are extracted from the earth, the kind of equipment used and the treatment process. Of particular importance was a visit to the quarry and its related equipment together with a walk through the nearby forest of Bosco del Polverino trees in order to illustrate how mining activity and biodiversity can exist in an environmentally sustainable way.

Saturday 14 was open day to the general public, starting at 9.00 a.m. with a welcoming address to all participants and a brief explanatory workshop, followed by various activities like guided plant and quarry visits. During the day several entertainments were available along with a beach volley match (Sibelco Italia is the official supplier to Swatch World Championship) and a cross-country run through the Polverino forest. Activities ended at 6 p.m. The day was fully catered.

Florinas & Orani - Maffei Sarda Silicati welcomed its local community at its quarry sites. The event



started with a technical presentation of the restoration project of the mines and the results obtained up to now. The results of the spontaneous repopulation of the sites with bird and butterfly species were presented. All visitors were taken on a guided tour in the parks and the day ended with a lunch organized in a part of the park where four years ago, the company was still mining the mineral. Posters and billboards showed the steps of the life of a mine illustrating how mining and the environment can go hand in hand.

Sa Matta, IMI Fabi Sardegna srl welcomed its local community to explore the new nature trail adjacent to the Sa Matta Mine. Realised with the help of two nature experts, the nature trail raises awareness of the biodiversity treasures of the geographic region. It features panels describing the Mediterranean scrub, a botanical station for biodiversity observation on the lake and a panoramic point on mining activities.

At the **Brusada-Ponticelli mine**, IMI Fabi SpA inaugurated the nature trail dedicated to the miners with the laying of the last four panels. During the events, IMI Fabi showed the results of the reproduction of the four rare species identified during Summer 2009, three of which were sown after their germination in the nursery set for biodiversity preservation located near the mine.



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

Overview of Italian events:

Total visitors: 850
Open door days: 2
School/childrens’ projects: 3

Themes: biodiversity, miners, rare species, restoration, geology, history, daily work activities, talc, careers..

Partners:
Elementary school of Caspoggio (SO),
Elementary school of Torre Santa Maria,
Secondary school of Orani (NU)
Museum Scopriminiera - Prali (TO),
Engim Piemonte – S.L. Murialdo Pinerolo (TO)

Number of articles: 8
Web publications: 1

The European Minerals Day has been 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 in partnership with CEMBUREAU & UEPG. 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



Prali - Luzenac Val Chisone S.p.A. welcomed 16-17 years old students of a local professional school (Engim – Murialdo) to the European Minerals Day 2011 celebrations on May 13th 2011.

The event was organized in cooperation with the Museum Scopriminiera, created in the exhausted company's talc stopes donated to the local Mountain Community.

The aim of the event was to promote the job of miner. The students, who received a suitable and qualified professional training at the local professional school, could be interested in the job of miner. The high profile students had been selected by the management of the school considering the very good results they achieved during the school year.

In the morning the students were taken on a 3 hour visit of the old mine "Gianna" now belonging to the Museum Scopriminiera (Prali) to discover more about an underground mine: geology, history and daily work activities as they were carried out in the past.

In the afternoon they attended a company presentation with main focus on the Rodoretto mine and the daily work activities carried out nowadays. Afterwards, they visited the external areas of the Rodoretto mine and took part in a maintenance workshop. All visitors received a RTM bag containing the hard copy of the presentation, the printout of the IMA banner + poster EMD 2011 and a piece of talc.



Comments:

The event went very well because the selected students were really very interested in the visit. They asked many question during the mine visit as well as during the company presentation and the visit to the maintenance workshop.

Communication targets of the event

- Promotion of the job of miner
- Geology of our mines and valleys
- The various activities carried out in an underground mine
- The importance of industrial minerals and the presence of talc in our daily life
- Purposes of the EMD
- The importance of safety
- Industrial activity can coexist with nature, biodiversity and local communities
- All activities carried out by our company to improve relationships with the local communities (Museum Scopriminiera, fish nursery, centenary celebration, local community satisfaction survey...)