

“Explore the World of Minerals”

Husum - The Imerys Minerals Husum plant received local community for a guided tour of the plant. A presentation of the production process, product range as well as the market addressed were made. Also a barbecue lunch, quiz with prize for adults and games for children were organized.

Lärbro - Nordkalk made an open house day in Strugns, Gotland. A mini trade fair was organised, including information about geology, products use in daily life, large vehicles/machines and sightseeing, etc.



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

Overview of Swedish events:

Total visitors:
Open door days: 2

Themes: geology, daily life products uses

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