



## **European Minerals Day 2011 celebrated Across Europe**

### **Supply chain security – need for a balanced approach**

### **Resource efficiency “crucial” for reaching 2020 targets**

### **Innovation requires appropriate funding**

**Brussels, 13 May 2011 – As European Minerals Day is being celebrated across Europe from 13-15 May, its organisers\* emphasise that mineral products already widely contribute to global resource efficiency. To ensure enhanced research and innovation in this area, it is essential to set the right framework conditions for a healthy competitive environment. Their views are in line with the EU's recently launched Innovation Union which is a flagship in the Europe 2020 Strategy and is seen by the European Commission as crucial for a resource-efficient Europe.**

Speaking ahead of the day, Director at DG Enterprise, Gwenole Cozigou highlighted the importance of a widely supported European Innovation Partnership on Raw Materials. “Resource efficiency, through reuse, recycling and material recovery, plays an integral part in the extraction and production processes in the European Minerals sector. It is one of the elements of eco-efficiency. Both play key roles in reaching the Europe 2020 targets.”

These views are echoed by Thierry Salmona, IMA-Europe President: “Resource efficiency is key to delivering smart, sustainable and inclusive growth across Europe. This can only be achieved if we have a strong and healthy European mineral raw material industry which not only supplies the essential raw materials but has also the means to continue to invest in innovative solutions that respond to the needs of society.”

### **Essential and sustainable**

Many everyday products depend on minerals, such as cars, houses, glass, computers, mobile phones etc. Minerals play a key role in the manufacturing of finished products, as well as for renewable energy technology such as solar energy, energy efficiency etc. The construction, chemicals, automotive, aerospace and machinery sectors, which provide the EU economy with a total added value of € 1 324 billion and 30 million jobs, all depend on raw materials, access to mineral resources and the innovation of the mineral resource industry.

The European extractive industry has a good track record of environmental practices. “The quarrying and mining sector can preserve our environmental assets, says **Commissioner Potocnik** in his video message at the occasion of European Minerals Day; “The extractive industry has solid experience in integrated planning, management and restoration – all things that are good for biodiversity and for business”.

**Biodiversity** hence remains one of the key themes of European Minerals Day in 2011. Visitors will be able to discover the unique biodiversity found in rehabilitated quarry and extraction sites, which provide habitats for rare plant and animal species.

The biennial **European Minerals Day** is organised by the industrial minerals, aggregates and cement sectors. Various activities will take place this weekend at quarry and extraction sites across Europe to highlight the

absolute importance of minerals industries to all stakeholders. A European Launch Event is taking place at the Kaolin quarry site in Vetovo, Bulgaria (<http://kaolinmineralsday.com/en/>).

## **ENDS**

\*European Minerals Day is coordinated at European level by IMA-Europe, the European Industrial Minerals Association, UEPG, the European Aggregates Association, and CEMBUREAU, the European Cement Association. Coordination at country level is ensured by national trade associations.

The programme of events and list of participating countries and companies are available here: [www.mineralsday.eu](http://www.mineralsday.eu).

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