

European Aluminium Wins Two European Association Awards

Brussels, 1 April 2019 - Last Thursday, European Aluminium received the gold award for “Best Lobbying or Advocacy Campaign” and won second place in the “Best Provision or Industry Information and Intelligence” category at the 2019 European Association Awards ceremony held in Brussels.

The “Best Lobbying or Advocacy Campaign” award was for European Aluminium’s [I+Manifesto](#) campaign, which was launched last April 2018. The I+Manifesto is a voluntary initiative designed to inspire Europe’s decision makers to imagine a renewed, refreshed and dynamic industry, promoting action and guiding the debate for the coming political cycle and beyond. With a positive outcome of more than 200 reactions on our dedicated website and an outreach to more than 300 policy makers and stakeholders, the judges concluded that “this was a forward looking, broad campaign, including many stakeholders. Robust, well made and successful.”

“This award comes at a significant moment in our campaign,” said Gerd Götz, Director General of European Aluminium. “In the coming weeks, we will release the updated version of our initial I+Manifesto, which will include new policy recommendations based on our Vision 2050 report and the exhaustive feedback we received through our meetings so far. This award is a great motivation and an added value to pursue our strategic campaign.”

The silver award for “Best Provision or Industry Information and Intelligence” was awarded to European Aluminium’s Environmental Profile Report. The Report covers the environmental impact of the entire aluminium value chain in Europe, from metal supply - primary and recycling - to semi-fabrication - rolling, foil and extrusion. Based on production data collected from our members, the report provides accurate and reliable data on aluminium industry’s environmental performance in Europe and Life-Cycle Inventory (LCI) datasets for the key process steps essential for calculating the environmental impact of products using aluminium. The European aluminium industry has been a leader in improving environmental performance for many years. Since 1990, the industry has reduced the carbon intensity of its primary production by more than half. This has led to Europe being able to boast one of the lowest primary production carbon footprints in the world; less than half the global average and almost one-third that of China. Looking to the future, our industry has set a number of voluntary targets in its Sustainability Roadmap towards 2025 to ensure, among others, the correct management of the production and transformation processes in view of safeguarding the environment.

About European Aluminium:

European Aluminium, founded in 1981 and based in Brussels, is the voice of the aluminium industry in Europe. We actively engage with decision makers and the wider stakeholder community to promote the outstanding properties of aluminium, secure growth and optimise the contribution our metal can make to meeting Europe’s sustainability challenges. Through environmental and technical expertise, economic and statistical analysis, scientific research, education and sharing of best practices, public affairs and communication activities, European Aluminium promotes the use of aluminium as a material with permanent properties that is part of the solution to achieving sustainable goals, while maintaining and improving the image of the industry, of the material and of its applications among their stakeholders. Our 80+ members include primary aluminium producers; downstream manufacturers of extruded, rolled and cast aluminium; producers of recycled aluminium and national aluminium associations are representing more than 600 plants in 30 European countries. Aluminium products are used in a wide range of markets, including automotive, transport, high-tech engineering, building, construction and packaging.

“Once again we are extremely proud to be acknowledged with two new awards this year. These awards are the recognition of our ambition to highlight aluminium as the material of the future enabling a decarbonised society. I particularly thank our passionate and dedicated staff and members who greatly contributed to the success of both projects.” commented Gerd Götz.

The prestigious European Association Awards are organised by GCN Events and recognise exceptional achievements of associations in Europe at national and pan-EU levels. The over 100 award submissions were subjected to an independent and rigorous judging process by over 25 judges.

Last year, European Aluminium was awarded “Best Association Networking Event” and won second place in the “Best Association Publication or Newsletter” category.

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