

EUROPEAN ALUMINIUM & THE SUSTAINABLE DEVELOPMENT GOALS

Connecting the Sustainability Roadmap 2025 and the SDGs
In collaboration with CSR Europe

January 2019



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Introduction

Recent years have seen a growing interest in, and awareness of, the impacts of industry, particularly in the areas of environmentally-responsible production, sustainability and socio-economic contribution. European Aluminium is already committed to improving and upgrading industry performance in all these areas.

Through its Sustainability Roadmap 2025, the European aluminium industry has defined - together with key stakeholders - “common goals and shared actions”. This is a programme of ambitious targets and commitments that extend far beyond legislative obligations, reflecting the aluminium industry’s forward-thinking approach to change and its commitment to action.

Its success relies on a collaborative and innovative approach, engaging with other stakeholders to connect industry challenges, climate change imperatives and societal impacts. This is why best practices are shared across the value chain, stimulating initiatives and encouraging their duplication and adoption.

European Aluminium has worked with its members to link the industry’s strategic sustainability ambitions closer to the UN Sustainable Development Goals (SDGs) 2030 and to further prioritise material issues for the European aluminium industry. European Aluminium has partnered with CSR Europe, Europe’s leading business network for Corporate Social Responsibility, to analyse its Sustainability Roadmap 2025. Together, they looked at common goals, shared actions, mapped out trends as well as risks and opportunities for the sector. CSR Europe talked with our members and our sustainability advisory board via interviews, a survey and a workshop. This process helped CSR Europe recognise the sector as one that is already well-organised through its established Roadmap 2025 and also one willing to define a long-term vision well beyond 2025.

In the 2018 White Paper ‘[Collaboration for Impact](#)’, by PwC and CSR Europe on sector maturity on the SDGs and sustainability, it was clear that there is a significant gap between the strategic priorities of sectors and their actual engagement and impact. European Aluminium’s overall maturity on SDGs and sustainability was 51 percent. This result is close to the average results found out in the White paper, where the average maturity level is 52% but with wide variations between associations. This score is explained by the fact that European Aluminium had not yet made the link with SDGs. In addition, European Aluminium and members have not yet established collaborative projects or activities to impact SDGs.

However, European Aluminium has consistently collected sector data for 20 years and has its agreed industry-wide Roadmap 2025, making it one of the leading sectors for sustainability in Europe. This year’s work with CSR Europe has bridged the gap to the SDGs, making these a strategic issue for the sector and increasing sectoral maturity.

Objectives of the project

The project objectives are to engage European Aluminium and its members on the topic of the SDGs and sustainability; to focus their SDG priorities; to provide the information and tools to measure and improve their sector's impact and to feed into their discussion for a long-term vision.

The outcomes outlined in this report are based on the following elements:



- ✓ Eight Interviews with Advisory Board and member companies;



- ✓ An online survey among members;
- ✓ Background research and analysis of the European Aluminium Sustainability Roadmap;



- ✓ A workshop with members.



Part 1: Key SDGs for the aluminium industry

The SDG analysis helped identify eight areas where the aluminium industry should focus in order to maximise its ability to change and build business opportunities. These SDGs are aligned with four priority areas covering the most significant topics for European Aluminium, representing areas where the sector either has significant economic, environmental and social impacts or that substantially influence the assessments and decisions of its stakeholders.

8 SDGs with the biggest impact for change

4 QUALITY
EDUCATION



5 GENDER
EQUALITY



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS



Part 2: Four priority areas for the European Aluminium industry

The analysis and research identified four key priority areas for the aluminium industry to work towards for 2030:



Decarbonisation through energy efficiency and clean energy: Safeguard our license to operate

- Driving advances and innovations in breakthrough technologies to improve energy efficiency and encourage the shift to renewable energy.



Future of skills and education: Be an employer of choice for both women and men

- Being acknowledged as a high-tech industry with a strong societal reputation, capable of attracting the top talent to drive the innovation required.



Circularity and new business models: Develop a portfolio of solutions geared towards sustainability and circularity

- Enhancing and optimising the recycling of aluminium through smart design, collaboration with the value chain and promoting the responsible use and consumption of aluminium.



Collaboration for innovation: A partner of choice to policy makers, consumers, educational institutions

- Working towards a long-term policy framework and redefining collaboration beyond the usual borders.

Part 3: Where are we today? The SDGs and the Sustainability Roadmap 2025












The SDGs Heatmap shows how the Sustainability Roadmap 2025 currently connects to the SDGs. This analysis shows that the Roadmap already takes account of most of the priority SDGs. However, to fully achieve the industry's sustainability ambitions, several SDGs need to be addressed further, as they are key enablers for other SDGs:




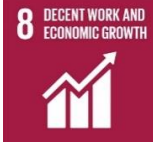













- **SDG 8 'Decent work and economic growth', SDG 9 'Industry, innovation and infrastructure', SDG 12 'Responsible consumption and production' and SDG 13 'Climate action' are already well covered by the Sustainability Roadmap 2025;**
- **SDG 7 'Affordable and clean energy' is being addressed but needs further attention;**
- **SDGs 4 'Quality education', 5 'Gender equality', 17 'Partnerships for the goals' are key enablers for the other goals.**
















Connecting the Sustainability Roadmap 2025 with the SDGs

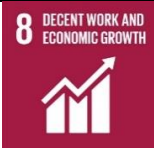





The table below maps the content of the European Aluminium Sustainability Roadmap towards 2025. CSR Europe has linked the elements of this roadmap to the UN Sustainable Development Goals.

European Aluminium Sustainability Roadmap towards 2025				
Pillars	KPIs/ aspirations	How to get there	Most relevant SDGs	
1. Responsible production for environmental protection			Direct impact	Indirect impact
Raw Material Sourcing	✓ Source raw materials responsibly, from an environmental, economic and social perspective, promoting traceability practices	<ol style="list-style-type: none"> 1. Define a set of core criteria for sourcing 2. Help improve the available sourcing and traceability standards 	<div>8 DECENT WORK AND ECONOMIC GROWTH</div> <div>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div>12 RESPONSIBLE CONSUMPTION</div>	<div>15 LIFE ON LAND</div>
Water Consumption	✓ Identify water-scarce areas and develop and implement specific water management programmes for them	<ul style="list-style-type: none"> • Define a common approach for identifying water-scarce areas for the industry at global level, in cooperation with relevant organisations from other world regions • Create sector guidelines for developing water-management plans, for implementation in the identified water-scarce areas 	<div>6 CLEAN WATER AND SANITATION</div> <div>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div>12 RESPONSIBLE CONSUMPTION</div> <div>17 PARTNERSHIPS FOR THE GOALS</div>	
Industrial waste management	✓ Reduce and recycle as much industrial waste as possible and minimise landfill of recyclable hazardous industrial waste	<ul style="list-style-type: none"> • Assess the principle flows of hazardous wastes in the various segments of the value chain, identifying the needs and treatment options required over and above legal obligations • Identify needs for dedicated projects and develop related milestones • Determine and implement technically and economically-feasible solutions for recycling or minimising waste generated 	<div>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div>12 RESPONSIBLE CONSUMPTION</div>	<div>3 GOOD HEALTH AND WELL-BEING</div> <div>7 AFFORDABLE AND CLEAN ENERGY</div>

				 
Energy Consumption	✓ Reduce industrial energy consumption by 10 percent per tonne of aluminium produced or transformed in Europe	<ul style="list-style-type: none"> Explore the margins for energy saving within existing technologies Support development of innovative technologies across the whole value chain (alumina refining, smelting, semi-fabrication and recycling) 	  	
Greenhouse gas emissions	✓ Define together, with key stakeholders, a pathway towards the realisation of the industry's greenhouse gas reduction potential towards 2050	<ul style="list-style-type: none"> Engage in demand side management and capacity mechanisms in order to improve the stability of the energy network and facilitate the introduction of renewable energy sources, helping de-carbonise the energy supply Advance R&D in breakthrough low-carbon production technologies and pilot advanced smelting technologies, to reduce direct emissions 	    	
2. Innovative applications for sustainable lifestyles			Direct impact	Indirect impact

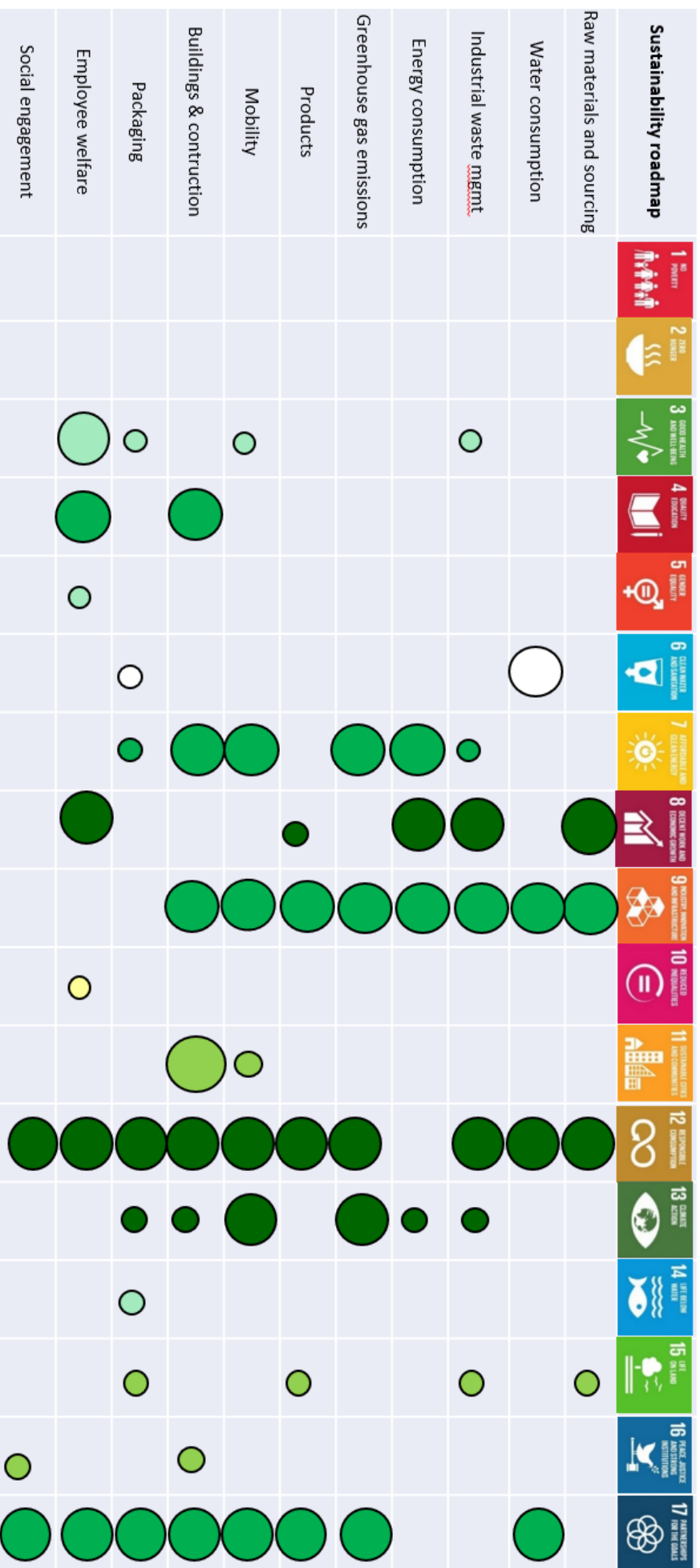
Products	<p>✓ Ensure that the enabling properties of aluminium are fully realised while promoting full lifecycle design - including End of Life benefits - for a circular economy + Actively contribute to the phase-out landfilling of recyclable aluminium waste by developing market-specific recycling action plans starting with Europe's main markets.</p>	<ul style="list-style-type: none"> Unleash the Aluminium Effect for all products and support the circular economy, with specific targets for the main applications Assess further applications for aluminium carefully, with a view to further expanding the scope of the product dimension (e.g. mobility beyond cars, packaging beyond beverage cans, etc.) and establish partnerships across the value chain and create synergies with other sectors 	  	 
Mobility	<p>✓ Use the lightweight, crash-energy absorptive and full recyclability of aluminium to enable Europe's transition to low-carbon and safe mobility, making it the material of choice for design engineers of the future</p>	<ul style="list-style-type: none"> Develop, implement and monitor the progress of aluminium recycling in the automotive industry, considering design issues for the dismantling and recycling of aluminium parts to maximise the quantity and quality of recovered aluminium scrap Facilitate the manufacture of ever-more fuel-efficient vehicles by engaging in EU research projects Promote the use of aluminium in cars, trucks, buses, tramways, metros and railways for both present and future powertrains and engaging with design engineers about how the Aluminium Effect can offer sustainable solutions Reduce energy consumption and CO2 emissions in transportation by advocating for improved vehicle efficiency standards, better and harmonised labelling and greater recognition and awareness of the importance of the weight of vehicles 	    	 
Construction	<p>✓ Use the high durability, design flexibility, lightweight and full recyclability of aluminium to position it as an essential component of energy efficient and sustainable buildings, in both residential and commercial sectors.</p>	<ul style="list-style-type: none"> Develop, implement and monitor the progress of aluminium recycling in the building industry, investigating the importance of design for the dismantling and recycling of aluminium products and maximising the quantity and quality of recovered aluminium scrap Facilitate development of new solutions that further enhance buildings' energy efficiency, durability, comfort, safety and low maintenance requirements, by engaging in EU research projects Address the durability of aluminium products and its ability to cope with climate change and ways of life with increasingly flexible solutions 	  	 

		<ul style="list-style-type: none"> • Provide education for the next generation of design engineers / architects and guide customers on how to optimise performance through using aluminium products • Add knowledge and expertise to European legislation, standards and testing harmonisation processes 	  	
Packaging	<ul style="list-style-type: none"> ✓ Use the high formability, light weight, attractive metallic appearance, complete opacity, impermeability to gases and moisture as well as the infinite recyclability of aluminium to make it a preferred packaging material for food and drinks manufacturers, consumers and recyclers 	<ul style="list-style-type: none"> • Contribute to a 75 percent recycling rate of beverage cans by 2015 and 80 percent by 2020, focusing on 'out of home' consumption • Contribute to phasing-out the landfill of recyclable consumer packaging waste by 2025 and improving the quality and quantity of recycled material by improving the collection-sorting-recycling processes • Develop guidelines for post-consumer recycling of aluminium packaging waste • Promote the advantages of the various types of aluminium packaging with customers, end-consumers and future generations, in cooperation with can manufacturers and aluminium foil producers 	 	     
3. Socio-economic contribution for a sustainable society			Direct impact	Indirect impact
Employee Welfare	<ul style="list-style-type: none"> ✓ Establish programmes to attract and safeguard competence, ensure proper working conditions and secure employee development and diversity at all levels ✓ Define a set of core ethical values for all 	<ul style="list-style-type: none"> • Develop core criteria for technical, behavioural and managerial training programmes • Promote exchange of best practices between members with a view to developing the knowledge base and safeguarding working conditions • Identify a core set of criteria, based on established global best practices, covering both employees and 	 	 

	<p>European Aluminium members to subscribe to</p> <p>✓ Maintain the highest health and safety standards, in order to let workers to return home safely after the working day, and cutting the Total Recordable Incident rate by 50 percent</p>	<p>contractors, which all members will subscribe to</p> <ul style="list-style-type: none"> • Collect and distribute health and safety statistics regularly, including leading indicators and areas for improvement • Ensure the exchange of best practices and maintain the Safety Solution Competition to encourage and reward improvements across the whole value chain 	  	
Social Engagement	<p>✓ Ensure that each production facility has a programme in place to share value with the local community</p> <p>✓ Work to deepen the social dimension, incorporating CSR aspects covering, for example, gender equality, human rights and international labour standards and seeking cooperation with relevant external stakeholders</p>	<ul style="list-style-type: none"> • Define a core set of criteria for value-sharing programmes, for example voluntary work initiatives based on existing best practices • Foster the exchange of best practices, and organise an award to honour the best examples of value sharing with the community 	 	

European Aluminium SDG Heatmap

European Aluminium's Sustainability Roadmap 2025 was developed to address key sustainability challenges in the supply chain and was launched just before the SDGs. Yet there are clear connections between the sustainability ambitions of European Aluminium and a number of the SDGs and their sub-targets. The diagram below shows how the key targets outlined in the Sustainability Roadmap link to the SDGs. The larger circles indicate a direct link, the smaller circles an indirect link. In addition, the darker the circles are, the more important the members and the Sustainability Advisory Board deem them.



Conclusions

European Aluminium's membership has already made a long-standing commitment to sustainable development. Our Sustainability Roadmap 2025 is a proactive contribution to ensuring our industry continuously measures and maximises its potential contribution to sustainability.

Fortunately, our experience has also taught us that we cannot afford to stand still. Although our Roadmap predates the UN's 2015 Sustainable Development Goals, we recognise that the SDGs now represent the latest 'gold standard'; these are the benchmark against which we should now measure ourselves.

This is why we have worked with CSR Europe to produce this report. It was designed to analyse what we are currently doing and how we can ensure our future efforts align better with global sustainability goals. Ultimately, by creating this link to the SDGs, it will help focus our efforts where they will make the greatest impact.

It has been an immensely valuable exercise, showing us that we are already well-advanced in our efforts. At the same time, it has shown us places where we can improve how we work together. Within the climate agenda, we can reduce our CO2 emissions by improving energy efficiency and making greater use of renewables, both by driving improvements in existing technologies and pursuing innovation in those for the future. We can also enhance our socio-economic contribution in what we do for our employees and for the communities in which we operate.

More than anything, what this does is reinforce our ongoing commitment to sustainability as an industry. We want to build on our existing Roadmap, to do the right things and do them better and continue our efforts beyond 2025. This exercise marks a milestone in that journey.

Acknowledgement

This report was developed in collaboration with CSR Europe



CSR Europe is the leading European business network for Corporate Social Responsibility. Through our network of [46 corporate members](#) and [41 National CSR organisations](#), we gather over 10,000 companies, and act as a united platform for those businesses looking to enhance sustainable growth and positively contribute to society. In our mission to bring the sustainability agenda forward, we at CSR Europe go beyond European borders and cooperate with CSR organisations in other regions across the world. CSR Europe is the European hub incubating multi-stakeholder initiatives that tackle the UN 2030 Agenda for Sustainable Development.

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Annex

SDG Heatmap Development: Methodology

- The SDG Heatmap connects the activities in European Aluminium's Sustainability Roadmap to the SDGs. The following steps were taken to achieve this:

1. Detailed analysis of the Sustainability Roadmap;
2. Comparison of each Roadmap target against the SDGs and their sub-targets;
3. Connection of targets to the SDGs, distinguishing between direct (the activity matches with at least one sub-target of the specific SDG) and indirect links (the activity has spill over effects on other SDGs);
4. Visual framework development.

- In addition to highlighting the connection between the activities in the European Aluminium Sustainability Roadmap and the SDGs, the heatmap provides an overview of the importance stakeholders place on each SDG. This information is based on:

1. The results of a survey carried out by European Aluminium on member's views on sustainability;
2. Interviews conducted by CSR Europe with European Aluminium members of and with the sector association's Advisory Board.

- Depending on how many respondents indicate a specific SDGs as important, different points were given to each. as the scoring system is shown in the table below:

European Aluminium Survey*	CSR Europe Interviews**
0 respondents = 0 points	0 respondents = 0 points
1-9 respondents = 1 point	1-2 respondents = 1 point
10-19 respondents = 2 points	3-4 respondents = 2 points
20 respondents or above = 3 points	5 respondents or above = 3 points

- Adding the points from the survey and the interview gave a score for the importance of each SDG.
- Under this points system, six levels of importance are possible: ranging from 6 as the most important to 0 or 1 as least important.
- In the heatmap, each SDG is associated with a different shade of green. This depends on how stakeholders rate its importance according to stakeholders:

Example: SDG 12

European Aluminium Survey: relevant according to 20 respondents or more = 3 points;

Interviews: relevant according to five respondents or more = 3 points;

Total: 6 points.

**SDG 12 has
highest level of
importance to
stakeholders**

In the heatmap, the column associated with SDG 12 is therefore coloured *dark green*.

*total number of respondents: 29

**total numbers of respondents: 8

Analysis of External Trends and Opportunities – Methodology

- The analysis also evaluated external trends affecting the sector. This overview is the outcome of:
 1. Information provided directly by European Aluminium to CSR Europe;
 2. Interviews conducted by CSR Europe with experts working in the aluminium sector;
 3. Research carried out by CSR Europe.
- The trends identified are linked to potential action areas for the sector. These have been identified by:
 1. Detailed analysis of external trends;
 2. Comparison of each identified trend against the SDGs;
 3. Connection of trends to the SDGs, focusing on action areas not yet covered by the European Aluminium Sustainability Roadmap;
 4. Visual framework development.

6 = most important, 0-1 = least important	
6	
5	
4	
3	
2	
0-1	

Preliminary list of potential actions for Sector & Company (developed during an internal workshop)

During a workshop organised by European Aluminium, company members worked on possible actions to contribute to the SDGs. The sector will further be discussed and developed its action plan around the 8 key goals identified in the assessment.

AS SECTOR

Collaboration

- Identify partners for pre-competitive cooperation on innovation projects aimed at creating enabling conditions (e.g. mobility, education, energy)
- Maintain and further develop collaboration with policy makers at the European and national level (sector/company)
- Develop/promote collaboration with innovative hubs
- Position industry as role model for human rights, community engagement and transparency
- Better understand how industry is perceived in location of operations
- Collaborations – identify partners for pre-competitive cooperation on innovation projects aimed at creating enabling conditions (eg. Mobility, energy, education)

Circular Economy

- Industry funding consumer awareness campaigns such as “Every can counts” – SDG 12
- Engage actively with actors outside the industry to ensure circular solutions
- Communicate more on our contributions to society: benefits of material (SDG 11)
- Being more innovative – go beyond our natural borders like GAFAs, SDG 9
- Be part of breakthrough technology programmes (industry 4.0, robotization)
- Circular – solutions for hazardous substances in recycling needed
- Sector – circularity, more awareness raising campaigns about aluminium recycling
- Full circularity: increase recycling rate and quality of the recycling material
- Set a target of zero waste by 2050
- Accelerate commercialization of breakthrough technologies in production, sorting, recycling

Attractiveness of Industry

- Industry funding – SDG4, scholarships for underprivileged students wanting to study engineering
- SDG5 – ensure in all panels, debates and other events organised.
- Women in engineering programmes with engineering schools – universities
- Develop education programmes
- Education – invest in schools, universities, research centres, to have aluminium professionals by choice, not by chance
- Gender equality: increase percentage of women in the workforce in developing countries
- Complement 2025 roadmap with additional targets for equal opportunity and diversity
- Found an aluminium university
- Attractiveness: improve attractiveness of the industry by:
 - Showing success, innovation
 - Promoting jobs
 - Collaboration with education sector

Energy

- Energy – ensure sharing of best practices within the sector, improving the benchmarking (also with competing industries)

AS COMPANIES

Collaboration

- Earlier collaboration with customers, communities
- Foster local economy development (R&D, value chain)
- Free legal HR advice from non-company buyers particularly when it comes to health and safety (SDG 16)

Circularity

- Member of ASI for increased traceability across the value chain
- Design for a circular economy – i.e. (re)design products and infrastructure (for collection sorting for example, and recycling of scraps)
- Develop and implement new technologies:
 - Recycling
 - Energy efficiency
 - Emissions
 - Waste

Attractiveness of industry

- Indicate in job offers that women applicants are welcome
- Request HR to interview for jobs at least 50% of women future employees (if they apply)
- Hire more women
- Pay attention to promotion salary
- Equal parenting policy: encourage men's parenting

Energy

- Energy – strive to increase and maximise shares of renewables
- Target neutral, then positive footprint
- Promote and set stricter requirements on carbon performance and use of renewable energy upstream supply chain

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.

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