



**Rabenwald** - On 1 June, Imerys Talc Austria organized guided tours and presented the open pit production and the mine's approach to biodiversity.

All heavy equipment was presented with information boards; the biggest machine was moved every hour.

A local partner, who specialized in handcraft work with talc, produced small sculptures and amulets with the children. An exhibition about talc applications informed visitors about the multiple daily-life products which contain talc.

The local mining association (Knappenverein Rabenwald) partnered the event and offered coffee and cakes to the visitors. The company provided free drinks and snacks.

During the day, a total of about 1000 visitors came to the site and enjoyed the activities very much.

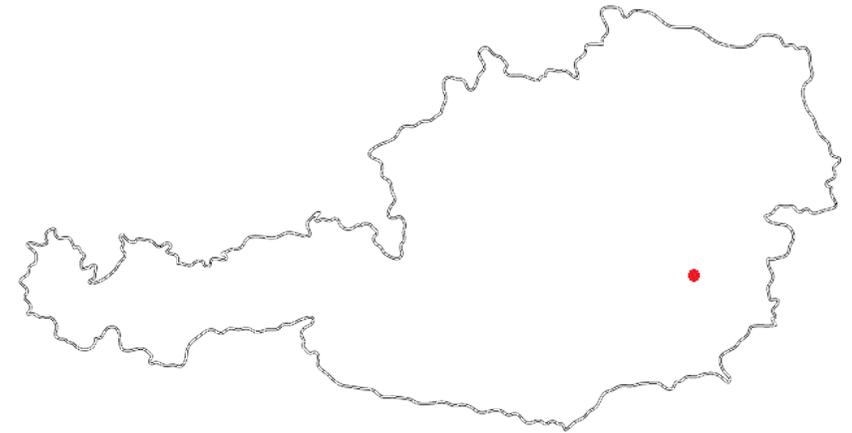


## European Minerals Day celebrated at 32 Imerys sites in 12 countries

Around 2,700 people have been engaged with Imerys operations during EMD 2013.

The focus of this year was given to biodiversity allowing visitors to discover unique environments in rehabilitated quarries, providing habitats for rare plants and animal species. Imerys welcomed visitors consisting of school students, local authorities and communities, employees' families, neighborhood associations, tourists and customers.

"This is Imerys third participation to the EMD" says Pearson He, Imerys Sustainable Development Manager. "We have worked in a coordinated way, keeping in touch with our sites managers on a very regular basis and using the IMA-Europe ready-to-use documentation that we have slightly customized. We are very proud of this 2013 edition" he concludes.



The European Minerals Day 2013 welcomed more than 30.000 visitors to more than 170 events at 113 sites in 24 countries.

Total visitors: 1000  
Open door days: 1  
School/childrens' projects: 1

Themes: Mine production and equipment, biodiversity, talc applications

Partners: Talcus, Knappenverein

Number of articles: /  
Web publications: /

The European Minerals Day was initiated in 2007. This pan-European awareness raising and educational event takes place every two years. It aims to increase public understanding of the importance of minerals in daily life and promote biodiversity conservation and enhancement. Mineral raw materials producers show how the sector contributes to a sustainable European economy by illustrating their role in resource efficiency, innovation and regional development.

Companies invite the local communities to take part in open days and school projects - while their European trade associations ensure the coordination, support and visibility at European level.

Lead: IMA-Europe  
Partners: CEMBUREAU, EUSalt, Eurometaux, Euromines, ETP SMR, EuroGeoSurveys  
With the support of the European Commission, IndustriAll (trade union), ELO, Association of Geologists, IUCN, UEPG, Ceram-Unie, and Members of European Parliament.

