



SMA Minerals - 800 people joined us to explore the world of minerals !

Kalkkima - In connection with the European Minerals Day, the Kalkkima limestone quarry successfully opened its doors to the public for the first time in its history of almost a century. The event received excellent media coverage: a local TV station made a TV programme; a local radio station broadcasted live from the event site and gave tips the day beforehand; and two local newspapers covered the events, starting a week beforehand.

Overall, we welcomed 800 visitors who came from a radius within 130 kilometers from the event, from Oulu to Meltosjärvi. We welcomed a wide range of stakeholders to which we offered a varied programme including guided tours, workshops, and exhibitions.

There was an exhibition of large rocks, machines and trucks, crushed, screened rocks as well as end-use products, exhibited in a supermarket trolley with the IMA banner "Industrial Minerals - Your world is made of them". Young children played the IMA Mineral Games on laptops. A geologist from GTK gave an introduction to geology, and the local mining school and transport companies gave presentations. The Centre for Economic Development provided information banners on butterflies for biodiversity monitoring. The company organized a very nice photo exhibition on site with quarry and nature pictures, while showing the IMA biodiversity film and corporate film.



Nordkalk - enthusiastically participating in the European Minerals Day since 2007!

As part of its programme to reach out to the public, Nordkalk actively participates in the European Minerals Day with its locations in Finland, Sweden and Estonia. Every two years, the company opens the doors to its plants and quarries for local educational institutions, the public, the media and the authorities. It has become a very nice tradition to invite people to take a look at what the company does and how limestone-based products are produced, as well as explaining the extremely important role of minerals production to their stakeholders. European Minerals Day is a very good opportunity for Nordkalk to introduce its operations and the importance of limestone-based products to the public.

Pargas & Tytyri - The Finnish media got a hefty dose of information about the mining industry in Finland and about Nordkalk Group and its environmental applications and products on Friday 24 May on an excursion to Nordkalk's mine in Tytyri in Lohja Finland. The local public was welcomed to Tytyri and Pargas units to learn more about lime and the applications it is used in, with the help of a breakfast table and an interactive lime filled quiz track. Sightseeing tours to the mine in Tytyri and quarry in Pargas were a great success, as always.

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

Total visitors: 1150
Open door days: 2
School/children's projects: 2
Themes: sustainable mining, the role of minerals in everyday life, resource efficiency, biodiversity

Partners: Lappia - Local school of mining, GTK - Geology Centre of Finland Museum, Kallion Maarakennus (local transport & construction firm); Antiiki- ja viherhuone Elegans, The Finnish Association of Extractive Resources Industry, Tytyri Mine Museum

Number of articles: 12
Web publications: 3
Radio: 4
TV: 1



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, Cerame-Unie, and Members of European Parliament.