



Italy hosted the European Minerals Day Launch Event in Vipiteno, in the presence of European Commission Vice-President Antonio Tajani!



Vipiteno - On Friday 24 May, European Commission Vice-President Antonio Tajani was warmly welcomed to the Launch Event of the European Minerals Day in Vipiteno. This year, the European Commission chose the EMD as communication channel on the European Innovation Partnership on Raw Materials, creating synergies among all raw material stakeholders to illustrate the role of raw materials throughout their whole value chain.

The Launch started off with a visit to modern underground mining operations and calcium carbonate processing plant operated by Omya.

Miners guided the visitors through the wide, well aerated underground alleys, where they could witness the drilling and excavating operations, which make use of modern mining technology. (see EC video report of Tajani's visit: <http://ec.europa.eu/avservices/video/player.cfm?ref=1078660>)



The Vipiteno mining operations were an interesting showcase for innovation and resource efficiency. Being located in the very touristic Bolzano region with a great sensitivity to environmental impact, Omya had managed to move its mining operations fully underground, including a 3000m tunnel and conveyor belt transporting the ore to the vicinity of the processing plant. This had made transportation by trucks over the small mountain roads obsolete, further reduc-



ing disturbance to the neighbouring communities. The Vice-President showed a great interest in this showcase of sustainable and resource-efficient mining operations, and expressed appreciation to the workforce.

Vice-President Antonio Tajani officially inaugurated this 4th edition of the European Minerals Day, which, he mentioned, "has received a great and growing success, since its debut in 2007." He warmly thanked all companies which were opening the doors of their quarries and mines to the public.

Brusada Ponticelli & Sa' Matta - Following the great success recorded in 2011, IMI Fabi took again active part in the 4th edition of the European Minerals Day. This year IMI Fabi tried to underline the commitment of the sector with particular reference to sustainable growth wished for the euro-zone in the coming years. IMI Fabi aimed at increasing the synergy between the stakeholders, with particular emphasis on innovation, resource efficiency, biodiversity, recycling and renewable energies. Nowadays mining industries develop advanced technologies meeting the needs of a green-oriented society and plan their activities to achieve maximum resource efficiency, thanks to the use of conscious practices, recycling activities, high product performance and integrating the concept of biodiversity into decision-making. IMI Fabi - which is among the world leaders in the production of talc - created for this occasion a "concept" devoted to the Energy of the Earth and the sustainability of mining activities.



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

Total visitors: 600
Open door days: 9
School projects: 5

Themes: biodiversity, resource efficiency, innovation, recycling, renewable energies

Partners: EMD 2013 Partners, European Commission, Assomineraria, AITEC, Assomet, ISPRA, Confindustria, ANDIL, Elementary schools of Lanzada, Secondary School of Orani, Ambecò, Il Porto dei Piccoli

Number of articles: 4
Web publications: 18
Radio/TV: 2 (Rai Uno)
European Commission video: 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.



The Minerals Day of IMI Fabi consisted of two open days planned for 24 and 25 May at **Lanzada (SO) and Orani (NU)**. The first event called “Crystal Heart” was addressed to the elementary schools and secondary schools. Around 150 children were involved in workshops both of botany and mineralogy and were able to visit the mines of Sa’ Matta and Brusada Ponticelli. “Rediscover the close relationship that binds man to the natural environment is the theme proposed” - said the naturalist Mariagrazia Cicardi.



The initiative was welcomed with enthusiasm by the academic staff of the school of Orani who commented: “Considering the deep interest shown in the previous edition, pupils and teachers of the school of Orani are happy to participate to the Minerals Day 2013. We thank IMI FABI for promoting knowledge of the area together with the importance of nature preservation among young people.”



“Star of the Earth” - On 25 May, IMI Fabi organised a themed Open Day dedicated to the visit of mines and nature trails of both **Brusada-Ponticelli (SO) and Sa’ Matta (NU)**. Around 200 people took part and learnt about the sustainable practices adopted by the company. The project was well received by the City of Lanzada: “IMI Fabi is an important player for us, with a significant value for employment and attentive to the needs of the territory and its people - said the Mayor of Lanzada, Marco Negrini.



Massa - On 25 May, Imerys Minerali SpA organised an Open Day themed

“Discovering minerals”. The aim was to inform about the minerals Imerys produces as well their their wide range of applications. Special focus was on children and adolescents. Four didactic laboratories were dedicated to them as a learning environment; the cognitive experimentation was aimed at supporting their emotional involvement, enjoyment and curiosity about the process of discovering the mineral world. A few information sheets and brochures about the local mineral resource – the white Carrara marble – and its usage as calcium carbonate in the paper production process, complemented the educational package. The national industry organization Assocarta provided educational information on the importance of paper recycling and respect for the environment. The Open Day was also an excellent occasion to show the recent important modifications enhancing the efficiency of the plant. And, at this occasion, a special 25+ years’ service award was handed to 15 employees for their contribution to the Company.

Olmedo - S&B Industrial Minerals opened its doors at the Olmedo mine to 60 boys and girls of the elementary schools, who were joined by the local authorities. After a safety induction, where young visitors were equipped with vests and helmets and provided with necessary instructions, the facility tour began. An introduction to the world of minerals, especially perlite and bauxite, was made, and was complemented by an explanation of how these were created and how they are ex-

tracted and transformed into everyday life’s uses. Also the extraction process and mine reclamation –linked to biodiversity- was explained. A guided tour in the underground mine was the day’s highlight. Apart from S&B’s employees that supported the event with enthusiasm, a representative team of employees from our partner company Sarda Perlite as well as local authorities’ representatives joined the event making it even more participatory.

Porte - In December, the 4th classes (age 9-10) of a local primary school (municipality of San Secondo di Pinero) started an educational project on talc and other minerals. Imerys Talc Italy supported this project with literature on talc, samples, technical information, etc. The project ended with a visit to the milling plant of Malanaggio on May 24th. Around 35 pupils, their teachers, parent representatives and local authorities took part.

Stabilimento Carbital Avezzano - About 40 children (9-12 years old) from local schools participated and played “mineral hunting”, “rehabilitation seeding” and other recreational activities (also children of the Imerys Minerali SpA employees were invited). An introductory didactic session took place at school. Imerys Minerali SpA involved Ambeco, a local environmental and communication association, very active in organising events linked to the environment and education (who normally participate to educational projects with all local schools and are present in a lot

of public events when dealing with environment).

Vipiteno - Omya welcomed several children to an Open Day at their production site where they learned how industrial minerals are produced and what they are used for. They could each take a piece of marble home as well as a nice T-shirt featuring “Stony”.

Carrara - In partnership with Onlus Association “Il Porto dei Piccoli” who works actively in pediatric hospitals, Imerys invited 4 classrooms of the “Marconi” local primary school. A plant tour and 4 workshops were organized to entertain pupils and children of Imerys’ employees. Activities evolved around Resource Efficiency, waste recycling, nature in movement; catch the saving. Overall, 80 kids of a local primary school plus 20 of our employees’ children took part in the Open Day and we received the visit of Culture Council Member of Carrara Municipality. We had a great day with the assistance of Charity association “Il Porto dei Piccoli” that helped kids to discover the value of Minerals.”

Venere - In co-operation with the local association Ambecò, Imerys SpA organised an “Environmental communication and creative/recreational activities day” at its Venere quarry on the subject “responsible resources exploitation and environmental restoration respecting biodiversity”, dedicated to two secondary school of Pescina and Gioia dei Marsi (Communes where the quarry is located).