



European Minerals Day 2013 celebrated by Imerys Group on 4 continents!

Argentina

Tucuman - "During the week of May 20th to 24th, Imerys Perlita Tucuman opened the doors of their Perlite Processing Plant, in order to make teenager students of the community aware about the sustainable aspect of their industry and how minerals play an essential role in our lives.

During a whole week, Imerys welcomed more than 150 students from Banda del Rio Salí's high schools.

The first part of the program consisted in a welcome speech, with the presentation of the most relevant data about Imerys, the projection of an institutional video and another one showing the production process of Tucumán site. After the first stage, each school had the opportunity to choose a topic proposed by Imerys, adapted to their educational curricula, to receive specific training.

Live demonstrations in the laboratory were some of the most expected activities for the students, allowing them to appreciate different properties and applications of perlite.

The inside the plant tour allowed an approach to the production process, highlighting the importance of the different tasks and teamwork, as well as the importance of safe working conditions.



Australia

Three Springs - Throughout the day, 60 students travelled to and from Imerys Talc Three Springs Mine in groups with staff to take part in the tree-planting day. Each group of students was able to plant for half an hour and was lucky enough to take a tour of the Talc Mine. During the tour they were taken to see the progress of our new "look out", another Sustainable Development Project underway, and after the tour the students were brought to our Administration Building where they enjoyed recess accompanied by our Administration Staff. After the group had recess, the students returned to school. The day ran smoothly and each group of students thoroughly enjoyed their day planting trees.

When leaving, each student was given a small thank you bag containing a piece of talc rock, a small information card about Recycling - as it is one of the new topics they are learning about in School - an information card about the Talc mine and our Talc products, along with five small lupine seeds for the children to plant. This is part of our "Small Farmer Champion" competition, which finishes in November. It involves the students having the responsibility of having to water and look after their lupines in order for them to grow, and he, or she who has the best crop wins! As we live in a farming community, the children were very excited about being able to grow their very own crop. The students were also given a coloring in competition to be completed and handed back by the 25th of June to be judged.



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

Total visitors: 260
Open door days: 5
School/childrens' projects: 5

Themes: Sustainable Development, awareness on minerals and their applications, sustainable aspect of Perlite, sustainable farming, career in the mining industry,

Partners: local schools

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.



Pittong - The Morris Minor Club of Balarat regularly holds club driving events for their members. The club was invited to visit the Imerys Pittong kaolin mine and plant for one of their events. The tour consisted of an overview of how kaolin is formed and mined and then a tour of the plant to show how the raw material is processed. The event was concluded with a BBQ at the Pittong Station Sleepover facility.



India

Amritsar - Students from local school visited the site where they attended a lecture about minerals. Sweets were distributed & plant saplings were handed over to the students for planting at their school/homes.



Bhadrachalam - Students of the Industrial Technical Institute (Bhadrachalam Govt. Technical Institute) have been invited to the plant along with one Faculty. This Institute trains students in various trades like fitter, turner, welder, electrician, etc. The group was given an introduction about our plant and our activities. The group was then taken around the plant to see Imerys activities in operations and TPM.



Bhigwan - Students of a Technical Institute (Vasant Rao Thorat Technical Institute) have been invited to the plant along with one Faculty. This Institute trains students in various trades like fitter, turner, welder, electrician, etc. The group was given an introduction about

our plant and our activities. The group was then taken around the plant to see Imerys activities. There were some refreshments and a small memento given to the group at the end of the day.

Silvassa - An event was organized to celebrate Imerys (European) minerals day with ITI students and Instructor, during which a speech was given to the students which introduced Imerys as an organization, product profile, EHS commitments & sustainable development projects. After that information shared for Rain-Water Harvesting project, plantation around the site and EHS practices, a plant tour with students arranged to explain plant activities and process was organised, followed by snacks served to all attendees and a token of love given to them as a remembrance of the day.

Japan

Suzuka - Since 2006, as requested by a junior high school in the local community, the Suzuka plant has accepted 3 students and given them opportunity of 3-days working experience every year. From this school, about 100 students join this program every year, experiencing working at manufactures, shops, farmers and nursery schools in community. This community is a farming and tea farming area and the number of manufacturing companies and operating sites is limited. Thus, working experience at our site is a good opportunity for students to feel familiar with working at a manufacturing site and to

handle raw materials of ore. The program includes a kick-off meeting, safety & other precautions, a site tour, practical work (greenery work, shipment, packing and checking etc) and a closing meeting. Suzuka employees attend and guide through the program for their safety.

Malaysia

Ipoh - Imerys Minerals Malaysia invited a senior class of local high school to the operation for a brief tour and presentation of different career options within the mining sector by their employees.