



“Explore the World of Minerals”

Husum - Imerys Mineral AB organised an open day together with Metsä Board, welcoming around 30 people from the local community to a barbecue lunch in front of the plant, which was closed for all traffic for the occasion. Those interested were taken on a guided tour of the plant. The theme evolved around resource efficiency, and the visitors were shown how the company captures CO₂ from Metsä to make PCC.



Köping & Gotland - This year Nordkalk AB decided to select two sites for the “Open House” for media and public. Many different activities took place allowing the visitors to explore and learn more about lime and its many different applications as well as about lime quarrying. On 24 & 25 May, the sites offered guided tours to the quarry (by foot or by bus), a movie, lectures and an exhibition. There was a partnership with the Bläse Kalkbruksmuseum, who also held an open house. There was a wide interest from different stakeholders, and the sites welcomed around 290 visitors from the local communities and union, among which 15 children, 10 authorities, 15 NGOs, in a 2 to 80 years age range.



Lärbro - Nordkalk AB also organised guided tours to its quarry in Lärbro on 24 & 25 May.

Köping - On 25 May, Imerys Mineral AB organised, in partnership with Nordkalk AB, an Open Day in their GCC (ground calcium carbonate) plant for the local communities. The event was advertised in a local newspaper and welcomed around 44 visitors to a plant tour and discussion with slides, pictures and short movies.

Tunadal - On the theme “GCC Processing - Innovation in our industry”, Imerys Mineral AB Tunadal plant invited their industrial neighbours on 14 May 2013 to a “study visit”. After a presentation on Imerys and the site in Tunadal, the guests were taken next on a site visit where they could ask any interested questions. Upon departure, each person was handed a small souvenir with the Imerys logo. People who participated in the event were all industrial neighbours from Neste Gas, SCA and Sundsvall Harbour. During the day, 15 visitors were welcomed to the plant.

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

Total visitors: 379
Open door days: 4
School projects: 1

Themes: Resource efficiency, innovation, minerals in our daily life, geology, development of local resources

Partners: Bläse kalkbruksmuseum, Metsä Board

Number of articles: 3
Web publications: 3
Radio: 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.