



For more information or to set up interviews, please contact:

Ewa Magiera, IUCN Media Relations, m +41 79 856 76 26, ewa.magiera@iucn.org

For immediate release

Global standard for sustainability in the aluminium industry open for public consultation

Gland, Switzerland, 3 February 2014 – Industry representatives including Nespresso, Audi, BMW, Jaguar Land Rover and Tetra Pak have put forward criteria for a global standard for sustainable aluminium production. The standard is part of the IUCN-led Aluminium Stewardship Initiative (ASI), whose aim is to foster responsible environmental, social and governance performance throughout the entire aluminium value chain.

The 70 criteria were proposed by representatives from 14 companies that are part of the initiative and reviewed by delegates from 13 civil society organizations with expertise in issues relevant to the aluminium industry. The criteria are now open for public consultation.

*“Bringing together so many different perspectives is an incredibly enriching experience,” says **Giulia Carbone, Deputy Director of IUCN’s Global Business and Biodiversity Programme.** “This first proposal clearly shows that despite different opinions, everybody agrees that there is the need to develop a common language to promote and further strengthen sustainability in the aluminium industry. We encourage everyone who has the relevant expertise to comment on the proposed criteria.”*

The standard will apply to all stages of aluminium production and transformation. Among other things, it will propose thresholds for greenhouse gas emissions for the industry and best practice for treating aluminium residue. It will also address other issues critical to the industry including energy, biodiversity and land management, pollution, resource efficiency, recycling, labour rights, indigenous rights and transparency.

*“The ASI provides a full supply chain approach to resolving some of the sustainability issues facing producers and users of aluminium,” says **Pippa Howard of Fauna & Flora International, co-chair of the standard-setting process.** “As part of the non-industry group, Fauna & Flora International supports the development of a standard that commits to the integration of a broad set of issues into the sourcing and production of aluminium.”*

The ASI is currently supported by 14 companies including aluminium primary producers and transformers (Aleris, Constellium, Hydro, Novelis and Rio Tinto Alcan), converters (AMAG/Constantia Flexibles, AMCOR Flexibles, Ball Corporation, Rexam and Tetra Pak) and commercial and consumer goods suppliers (AUDI, BMW, Jaguar Land Rover and Nespresso). As the coordinating body for the ASI, IUCN is responsible for the design and implementation of the standard-setting process and for ensuring that the process is transparent, inclusive and effective.

*“The ASI is a good, neutral platform to discuss concerns and solutions along the aluminium value chain between industry, customers and non-industry stakeholders,” says **Jostein Soreide of the global supplier of aluminium Hydro and co-chair of the standard-setting process.** “Hydro sees this as a natural extension of the work Hydro has laid down over the years to improve our environmental and social performance.”*

Aluminium is one of the most widely used metals in the packaging, transport, construction and electrical sectors. It is in great demand for its unique qualities such as durability, strength and ability to be recycled forever without loss of quality.

Notes to editors

Interested parties are invited to participate in the consultation process at: <http://aluminium-stewardship.org/the-process/get-involved/>

The criteria will be open for consultation until 29 March 2014. The Standard Setting Group which brings together the 14 ASI companies and the 13 civil society organizations will develop a new version of the Standard based on the comments received.

Civil society members of the SSG include As You Sow, Cleaner Production Center South Africa, Cleaner Production Center India, Ecofys, EMPA – Materials Science and Technology, Fauna & Flora International, Forest Peoples Programme, IndustriAll, Fundación Para la Promoción de Conocimientos Indígenas/Asociación Indígena Ambiental en Panama, IUCN, Social Accountability International, Transparency International and WWF.

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About IUCN

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN supports scientific research, manages field projects all over the world, and brings governments, NGOs, the UN and companies together to develop policy, laws and best practice. IUCN is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world. www.iucn.org; [IUCN on Facebook](#); [IUCN on Twitter](#)

About the Aluminium Stewardship Initiative

The Aluminium Stewardship Initiative (ASI), launched in 2012, has been spearheaded by several industry players with the support of the International Union for Conservation of Nature (IUCN). ASI's mission is to foster greater sustainability and transparency throughout our industry, by mobilising a broad base of stakeholders to establish and promote responsible leading practices, across the aluminium value chain, in environmental, social and governance performance. As of today, members of the Aluminium Stewardship Initiative are **Aleris, AMCOR Flexibles, AMAG/Constantia Flexibles, Audi, Ball Corporation, BMW Group, Constellium, Jaguar Land Rover, Hydro, Nespresso, Novelis, Rexam, Rio Tinto Alcan, and Tetra Pak.** www.aluminium-stewardship.org