

## ***Certified aluminium makes a difference***

### **Aluminium Stewardship Initiative: More sustainability and transparency in the aluminium value chain**

More and more consumers, companies and public procurers are making purchase decisions using sustainability criteria. For this, objective labels, standards or certificates are a useful aid because they indicate under which environmental and social standards the products were produced. The aluminium industry launched an initiative in 2012, called the Aluminium Stewardship Initiative (ASI) in order to promote the certification of aluminium following a defined, globally valid standard. The first ASI Annual General Meeting took place at the end of April at the Audi Forum in Ingolstadt.

**Aluminium**  
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Since its foundation, many companies that produce, process and use aluminium as well as NGOs have come together to develop a global sustainability standard for the aluminum value chain. Indeed, ASI is the first Initiative that has taken up the task to create a sustainability standard for the aluminum value chain. Participation in the ASI is open to all actors of the aluminum value chain and companies that are active in the aluminum sector. The aim of the non-profit initiative is to establish a sustainability standard across the entire aluminum value chain - from responsible management to compliance with environmental as well as social standards.

In collaboration with social and environmental NGOs including the International Union for Conservation of Nature (IUCN) – a global Association of over 1,000 environmental organizations – ASI will draw up a standard for which social and environmental sustainability is certified and documented within the value chain. The standard is based on the criteria developed for sustainability standards by ISEAL, the umbrella association of labeling organizations. Here ASI and IUCN lay out environmental and social criteria that shall be applied and respected at all the stages of raw material extraction, production and processing. Once defined and introduced, the expectation is that aluminum industry actors will adopt these criteria and apply them to the production, use or recycling of aluminum. The regulations of the standard are to be adopted in 2017 and will be voluntary.

At the first ASI Annual General Meeting in late April in Ingolstadt, ASI CEO Dr. Fiona Solomon gave details on the current work to develop a certification system for aluminum. Participants at the ASI AGM were, among others, representatives from industry, civil society, government and from other interested organizations.

According to Dr. Solomon, two standards form the core of ASI certification program: the "ASI Performance Standard" whose rules were established in 2014 and the "ASI Chain of Custody Standard". The "ASI Performance Standard" includes defined criteria for the entire aluminum value chain such as the management of biodiversity in bauxite mining, the rights of indigenous people, greenhouse gas emissions, waste management and material management. "The Chain of Custody Standard is also being developed to link responsible production with responsible procurement and increase interest in sustainability," says Dr. Solomon. "We continue to make good

progress in the development of an independent, third-party certification program that will ensure that sustainability and human rights principles are increasingly anchored in aluminium manufacture, use and recycling. Through the end of 2017, ASI will continue to develop and test its auditing system for the Performance Standard and Chain of Custody Standard. The ASI Certification Program will begin when development and testing are successfully completed.”

The formal part of the AGM for its member companies was followed by open sessions with keynote speakers discussing aluminum and sustainability: AUDI Management Board member Dr. Bernd Martens stated that his company would procure certified aluminium if it was available on the market. “The work of ASI is a great opportunity for AUDI to be able to certify the sustainable sourcing of a key material throughout their supply chain. For AUDI, sustainability is a strategic goal for procurement, as well as for the entire company.”

Karin Kreider, director of the ISEAL Alliance, spoke about the development of sustainability standards and liabilities and the main criteria that define a credible system of norms. She pointed to future challenges such as the procurement obligations in the EU2020 project and the increased focus that businesses are giving to sustainable procurement. Industry sectors are increasingly requesting sustainability standards and certification.

Dr. Bernhard Bauske, Senior Advisor Sustainable Business at WWF Germany, highlighted the requirements of the WWF in the development of supply chain standards. WWF have cooperated with a variety of organizations and initiatives in the development of global standards for sustainability. He presented examples of the impacts of the metal value chain on biodiversity, water resources and air, and proposed for measures that could reduce risks and impacts.

All speakers noted the need for international standards that would enable certified companies to make verifiable and reliable claims on their procedures and procurement.

## Statements

### **Catherine Athènes – Marketing Director, Packaging and Automotive Rolled Products and Group Sustainability Council Leader at Constellium**

As a founding member of the Aluminium Stewardship we see this project as an important platform for cross-industry dialog. Together with the entire industry and NGOs, we work to ensure that aluminum is produced, used and is recycled as sustainably as possible – both in terms of environmental as well as social factors. The aluminum standard, which is being developed by the ASI is very comprehensive and involves the entire material management process, especially product design. We believe that Constellium can make an important contribution.

The great strength of the Initiative is in the support shown within the industry. The players that want to be part of the future Standard are sitting together at the table. But this forum is not only limited to industry: NGOs are playing an important role to develop and implement a standard that has real and demonstrable benefits.

Many companies that use aluminium, such as automobile manufacturers, beverage can or consumer goods manufacturers have already played an active role in the ASI, which demonstrates the broad-based support for sustainable aluminium within the industry. We are convinced that it is in the interest of all concerned to reinforce the

positive properties of aluminium by improving its environmental and social sustainability.

### **Rolf Brunkhorst – Sustainability Leader at Schüco**

With its global network of partners, architects, planners and investors, Schüco creates sustainable building envelopes that mesh nature and technology while putting the needs of people to the fore. Window, door and facade solutions from Schüco maintain the highest standards of design, comfort and safety. Simultaneously, CO<sub>2</sub> emissions are reduced through energy efficiency and thus save precious natural resources.

Increasingly, the sustainability of products and their raw materials are being called into question. System solutions using aluminum form the core of the Schüco business model. Aluminium products in buildings are subject to specific sustainability requirements defined by investors, architecture, facade design and building certification systems. A strong Initiative such as ASI can create the needed solutions and demonstrate sustainability development across the value chain. Schüco takes responsibility for the sustainability of its façade products across the lifecycle: research and development, manufacturing, use phase, and subsequent recycling. The responsibility for upstream mineral recovery and conversion can only be undertaken together with upstream actors. ASI offers an excellent platform for this, which Schüco gladly and fully supports.

The core value of the ASI is that it demonstrates credible evidence of sustainable aluminum - according to criteria developed via a multi-stakeholder initiative. Ultimately this strengthens the reputation of aluminum in competition with other materials for windows, doors and facades and other products of the automotive / transportation, packaging and consumer goods sectors. Thus ASI standards have the potential to be an important building block for our sustainable product strategy.

### **Dr. Ralf Luce – Vice President Supply Chain at Aleris**

Aleris has been an active member of the Aluminium Stewardship Initiative (ASI) since its inception. There are various reasons for this. As a leading global supplier of aluminum products, we are already making a contribution to sustainability. A variety of measures, such as exhaust energy recovery, energy recovery from waste heat, and the implementation of inert gas generators have dramatically cut our energy use.

The verifiability of sustainable business goes even further! Requirements our customers and their customers requires consideration of all areas of product development and product manufacturing even "before the cradle". Together with customers in the automotive industry, we are using Life Cycle Assessment (LCA) to analyze our products and their long-term use. This much more comprehensive approach across the lifecycle of aluminum, starting from bauxite mining to fused salt electrolysis for aluminum extraction, exploitation in manufacturing, through to post-consumer recyclability of the materials, and then re-use in secondary exploitation: that ALL THIS should be done using resource friendly approaches, compliance with rigorous environmental and human rights standards is ASI's objective. Aleris is ready to participate!

Achieving certifiable aluminum in all facets of the life cycle, with verifiable processes to a common standard; and not only with representatives of sectors in the same field of activity but across sectors, with a strong involvement of all stakeholders, especially NGOs, environmental organizations, and representatives of aboriginal and consumer protection associations. We are convinced that environmentally friendly, resource-

efficient certified aluminium and corresponding sustainably produced products fits with our customers' expectations.

**Hans-Jürgen Schmidt – Head, Product Ecology for Rolled Products at Hydro**

We want to ensure that through a clear set of rules, the aluminum industry and its customer industries are recognized as responsible, sustainable actors, so that we continue can make our contribution to the world of tomorrow. Uniform standards provide insight. They create understanding and reliability and make it easier for all actors, whether legislators, observers or users to properly classify aluminum and its good use. Therefore, we are working closely with the ASI together with important, long-standing customers to define and implement the commitment to sustainable aluminium.