



Founders present Aluminium Stewardship Initiative (ASI) at World Conservation Congress

A multi-stakeholder approach to create a Responsible Aluminium Standard

Jeju, Republic of Korea, 11 September 2012 – *The Global Business and Biodiversity Programme of IUCN* (International Union for Conservation of Nature) today presented to its members at the World Conservation Congress, the Aluminium Stewardship Initiative (ASI) – a unique aluminium value chain initiative that will create the first Responsible Aluminium Standard. IUCN, in its role of co-ordinator, has catalysed this initiative with leadership from fellow founding members *Nespresso*, Rio Tinto Alcan, AMAG, Amcor Flexibles, Constantia Flexibles, Constellium and Tetra Pak - all industry leaders in their own right.

On behalf of all of ASI founders, IUCN, *Nespresso* and Rio Tinto Alcan presented the ASI and called on organizations producing and using aluminium to join the initiative and help drive performance across the industry.

The ethical, environmental and social performance criteria that will compose this new standard are expected to be defined by 2014, following multi-stakeholder consultation to ISEAL specifications. Once defined and publicly launched, the expectation is that aluminium industry organizations will want to adopt these criteria to produce, use or re-use aluminium.

“Aluminium is one of the most important global consumer and industrial metals and one of the earth’s most abundant natural resources. A truly sustainable future must include a transparent and responsible role for those who mine, process, use and re-use aluminium in their consumer and industrial products,” said Gerard Bos, Head, Global Business and Biodiversity Programme of IUCN.

The initiative seeks to mobilise a broad base of industry participation and civil society consultation.

“The ASI is designed to maximise the value that aluminium generates across the value chain while minimising its impacts,” said Gordon Hamilton, Vice President, Primary Metal Sales & Marketing, Rio Tinto Alcan. “Rio Tinto Alcan is excited to be a co-founder of the ASI, which aims to bring together producers, manufacturers, end-users of all sizes and sectors, and members of civil society, to contribute equally to the definition of the first Standard, Hamilton continued. “By setting the benchmark for transparency and responsibility, the ASI will help deliver a clear net benefit to society.”



“Aluminium as a material is indispensable for guaranteeing the quality of our exceptional coffee. Moreover aluminium is indefinitely recyclable. That is why we make it easy for our consumers to return their used aluminium capsules - either through national schemes or our own collection system,” commented Richard Girardot, CEO of Nestlé Nespresso SA. “Even as a relatively small user of aluminium, we see the next stage of our commitment to aluminium sustainability as playing an active part in the ASI multi-stakeholder process together with our partners.”

Further details of the ASI can be found in the electronic press kit at www.aluminium-stewardship.org/media

To watch video interviews with the founding members www.aluminium-stewardship.org/media/video

To read more about aluminium www.aluminium-stewardship.org/media/about-aluminium

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About ASI

The Aluminium Stewardship Initiative (ASI) was launched in 2012 to foster greater sustainability and transparency throughout the aluminium industry. Spearheaded by several industry players, the ASI is a non-profit initiative that seeks to mobilise a broad base of stakeholders to establish and promote responsible leading practices, across the aluminium value chain, in business ethics, environmental performance and social performance.

Media Relations Contacts

IUCN	Rio Tinto Alcan	Nespresso
Maggie Roth Media Relations Officer Tel: +1 202 262 5313 Maggie.roth@iucn.org	Bryan Tucker Media Relations, Rio Tinto Alcan Tel: +1 514 848 8151 bryan.tucker@riotinto.com	Julian Liew Corporate PR and Public Affairs Manager Nestlé Nespresso SA Tel: +41 79 787 9097 julian.liew@nespresso.com



QUOTES FROM ADDITIONAL ASI FOUNDING PARTNERS

“Constellium has engaged in a holistic sustainability approach through many recycling initiatives covering the whole value chain of the aluminium transformation industry. Recycling is at the heart of our strategy, taking advantage of world class recycling capabilities in several of our rolling mills”, commented **Catherine Athènes, Marketing Director Specialty Sheet at Constellium**. “Creating a standard through the Aluminium Stewardship Initiative is part of this holistic approach and we call for more industrial and non-profit stakeholders to join us.”

“Constantia Flexibles is well aware of its role and responsibility in the supply chain and we strive for continuously improving the performance of our products relating to sustainable issues. As co-founder of the Aluminium Stewardship Initiative (ASI) Constantia Flexibles is proud to support a standard (setting process) which is characterized by full transparency combined with a multi stakeholder approach,” said **Martin Kornfeld, Head, R&D CC Aluminium and Functional Coatings, Constantia Flexibles**. “This approach guarantees credible improvements in the fields of social, ethical and environmental practices.”

“Amcor believes in responsible packaging and aluminium plays a crucial role in our value chain. Aluminium contributes towards a more efficient use of resources and helps avoid waste and losses in the supply chain and at the point of consumption. That is why we want to ensure a sustainable long-term supply of the material with defined environmental and ethical standards,” commented **Thomas Hauser, Vice President and General Manager High Performance Foil, Amcor Flexibles Europe & Americas**. “We are delighted to be a co-founder of the ASI as it will help to develop a credible standard and establish sustainable sourcing schemes based on stakeholder consensus. A partnership such as this will enable our industry to achieve measurable benefits for the value chain and society as a whole.”