



european  
aluminium association

# EUROPEAN ALUMINIUM ASSOCIATION

## MEMBERSHIP PACKAGE

October 2014





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alueurope.eu

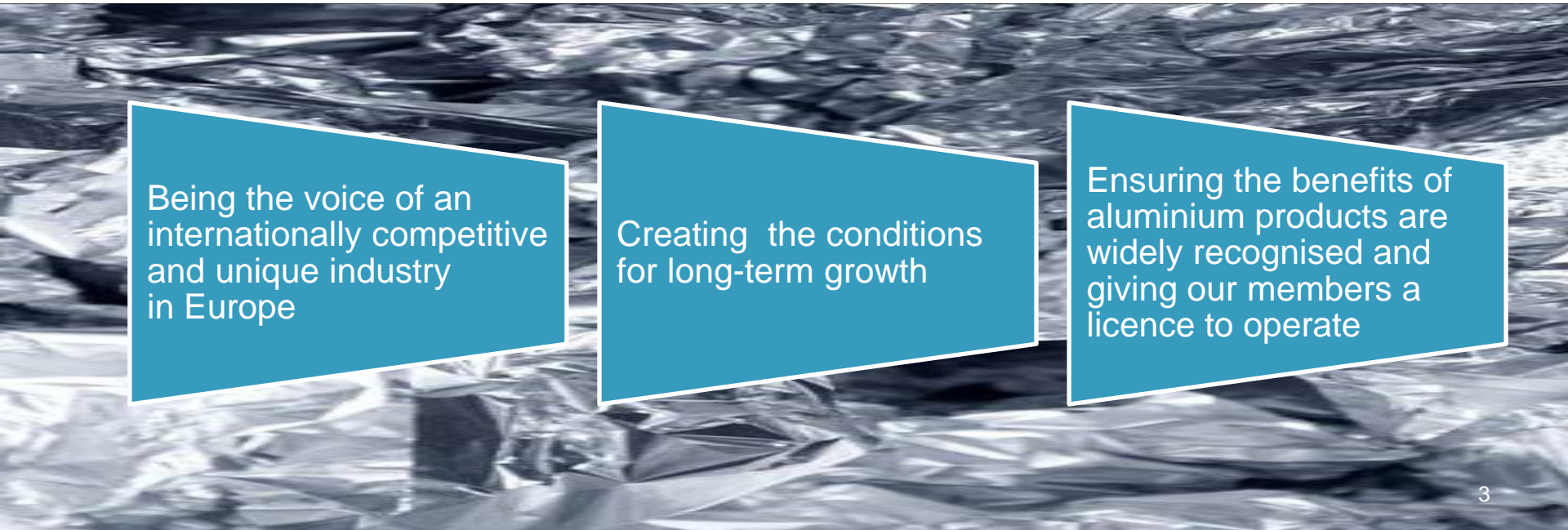
alueurope.eu

ABOUT THE EAA

## OUR MISSION & VISION

Representing the entire value chain  
of the aluminium industry in Europe since 1981.

Through environmental and technical expertise, economic and statistical analysis, scientific research, education and sharing of best practices, public affairs and communication activities, the EAA promotes aluminium's contribution to sustainable development whilst maintaining and improving the image of the industry, of the material, and of its applications.



Being the voice of an  
internationally competitive  
and unique industry  
in Europe

Creating the conditions  
for long-term growth

Ensuring the benefits of  
aluminium products are  
widely recognised and  
giving our members a  
licence to operate



## EAA MEMBERSHIP\*: REPRESENTING THE WHOLE VALUE CHAIN

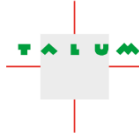
### ALUMINA PRODUCING



### PRIMARY ALUMINIUM

RioTintoAlcan

trimet



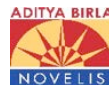
KUBAL

VOERDAL  
Voerde Aluminium GmbH



### ROLLING, CASTING, EXTRUSION & FOUNDRIES

ALINVEST  
Aluminium for future generation



Constellium

Aleris



Profil  
Gruppen.

GRÄNGES



PURSO

impol  
Aluminium Industry

vimetco  
extrusion

ELVAL  
HELLENIC ALUMINIUM INDUSTRY S.A.

sapa



HAP

MÄKELÄ ALU

### ALUMINIUM FOIL



\* Beside the above listed direct members, several companies are also members of EAA via their national associations, such as Alamil, AMAG, APT Group, Assan and Etem.

## RECYCLING



## NATIONAL ASSOCIATIONS



## ASSOCIATED MEMBERS



## RECYCLING ASSOCIATED MEMBER



## ALUMINIUM: A KEY PLAYER FOR EUROPE

**€36.8**  
billion  
Annual turnover

**255,000**  
Employed directly by the  
aluminium industry in Europe

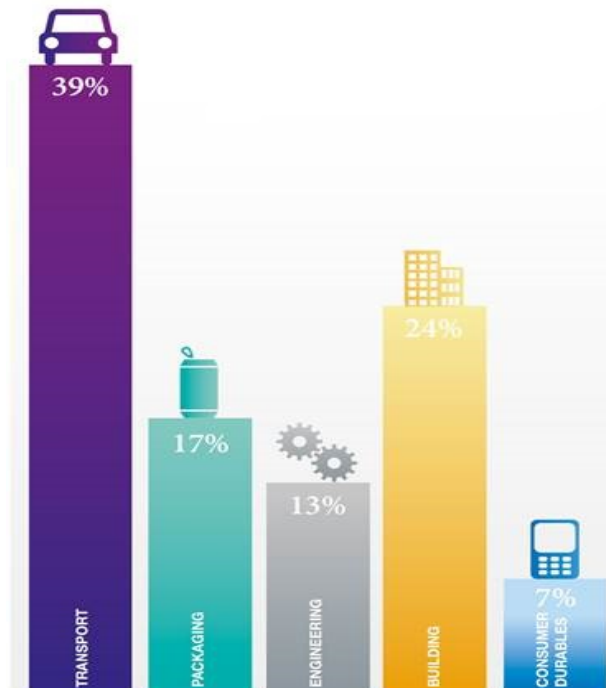
**1 million +**  
Indirect jobs across  
Europe's value chain

**Aluminium**  
is a young material and  
the most widely used  
non-ferrous metal

Europe produces  
**16%**  
of worldwide  
aluminium, **half of which**  
from recycled sources



### Main end-uses for aluminium products in Europe



**8%**  
of the earth crust

**Endlessly  
recyclable**

**75%**  
of the aluminium  
ever produced is  
still in use

A photograph of a modern, multi-story building with a glass and metal facade, set against a clear blue sky. The building has a unique, angular design with large windows and a prominent entrance area.

**Agile,  
dynamic &  
advanced**

A conceptual illustration featuring a silhouette of a person standing in front of a wall covered in various business-related icons and drawings. The icons include bar charts, pie charts, lightbulbs, and text like 'idea', '45% is SALE!', '25% time', 'TEAM', 'MARKETING', 'SUCCESS', 'ANALYSIS', 'CLOUD', and 'WWW'. The background is a light blue gradient.

**Demand is  
growing**

A 3D rendering of a complex maze made of white blocks, set against a blue background. The maze has many paths and dead ends, creating a sense of complexity and challenge.

**A Complex &  
Paradoxical  
Environment**

A 3D rendering of a silver sports car with its body panels removed, revealing the internal mechanical components like the engine, transmission, and suspension. The car is shown from a side profile, highlighting its sleek design and advanced engineering.

**Material of  
the Future**



## OUR FIELD OF ACTIVITIES

Advocacy	Sustainability	Networking	Data & Statistics	Technical projects
<p>Issue monitoring and management on topics of common interest</p> <p>Institutional relationships and advocacy efforts</p> <p>Promotion and communication on aluminium with decision-makers and media</p> <p>Tailored educational tools</p>	<p>Definition of a long term sustainability vision for the industry</p> <p>Collection and reporting on Sustainable Development Indicators (SDIs)</p>	<p>Events for different audiences (industry, public, political)</p> <p>Technical seminars and conferences</p> <p>Sharing of best practices.</p>	<p>Collection, maintenance and dissemination of market data</p> <p>Environment and sustainability indicators</p> <p>Incidents reporting</p>	<p>Studies or research projects</p> <p>Technical co-operation</p> <p>Applicable for all relevant areas whether of scientific, technological, economic, sociological, or legal nature</p>





## EUROPE: A KEY PLAYER FOR THE ALUMINIUM SECTOR

**Sound policy making and EU initiatives are the key to unlocking aluminium's potential, and can help companies operating in Europe to sustain their future.**

- The EAA guides its members through an increasingly complex political and legal environment in Europe.
- With a pro-active and expertise-based approach, the EAA can help to improve the understanding of aluminium as part of the solution for a sustainable and competitive Europe.
- The EAA follows all political dossiers that impact our members, including industrial policy, competitiveness, transport, environment, energy, climate change, resource efficiency, recycling, performance of buildings and standards.

**90%**

of legislation and policy initiatives impacting the aluminium industry comes from Brussels.

**Our sector needs to work together with decision makers to ensure our industry stays competitive at international level.**

The EAA speaks with

**ONE**

voice on behalf of the industry

## STANDING UP FOR A COMPETITIVE AND SUSTAINABLE EUROPE

- Cumulative Cost Assessement of the impact of EU legislation on the aluminium industry in Europe (Nov. 2013)
- An Agenda for Action (Nov. 2013)
  - Secure affordable energy prices through sound industrial, climate and energy policies
  - Safeguard scrap availability, further unlock the recycling potential and foster Europe's circular economy
  - Boost demand for resource-efficient solutions, support innovation and aluminium value chain clusters in Europe
- A Vision for the Future (2025)



## AN EXAMPLE: PROMOTING ALUMINIUM AS KEY ENABLING TECHNOLOGY IN TRANSPORT

### CHALLENGE

For the industry it is essential that aluminium becomes the material of choice in transport.

The EAA helps making this happen by positioning aluminium as the right solution for safe and sustainable transport.

The EAA works to build the business case for aluminium in transport and helps to create a better business environment for its members.

### SOLUTION

The EAA has adopted a three-pronged approach and combined pro-active public affairs and relations, education, as well as statistics and technical projects to create better understanding of the potential of aluminium with the general public and decision-makers.

Activities range from undertaking detailed studies, to active involvement in EU policy-making, media outreach and events and the creation of a wide range of communication tools.

### RESULTS

The various communication tools and technical projects have helped the EAA to better defend its key messages and have proved to be crucial pillars of activity.

In the latest policy debates, both decision-makers and European press have recognised the importance of lightweight materials such as aluminium and the need for legislation that promotes such materials.





JOINING THE EAA

## MEMBERSHIP BENEFITS

### Access market and political Intelligence

- Get full access to our members' database, extranet, meeting calendar, Issue Management Tool and many other resources
- Get full access to our European aluminium statistics database
- Receive on a monthly basis our electronic « Heads-Up » and « EU Watch » editions, respectively summarising EAA activities of the month and monitoring EU activities of interest to the aluminium industry
- Receive all EAA releases and publications as well as communication “toolkits”

### Guide the EAA's work

- Have your say on our advocacy work towards the EU institutions and various stakeholders
- Direct contact with EAA experts
- Direct participation in EAA's horizontal committees, specific Working groups, as well as the possibility to become a member of EAA Market Groups (Packaging, Automotive & Transport, Building)
- Access to the Aluminium For Future Generations (AFFG) Framework

### Expand your network

- Join an association covering all segments of the sector's value chain
- Receive invitations to industry events, including the EAA Spring and Fall meetings and recycling specific activities such as the biannual recycling congress and summer meetings
- Link with the international aluminium Institute (IAI), Eurometaux (The European Non-Ferrous Metals Association), other multi-sectorial alliances and national aluminium associations

## HOW TO BECOME A MEMBER

### Conditions

There are two types of membership for two different entities located within the European Union, Turkey and EFTA countries:

- **Industrial firms:** primary aluminium producers; downstream manufacturers, producers of recycled aluminium.
- **National associations representing** the manufacturers of rolled and extruded products.

In addition you can also become a member in the relevant divisions (primary, rollers, extrusion and recycling) and specific market groups (building, packaging, automotive & transport).

### Fees

Fees are calculated per type of organisation.

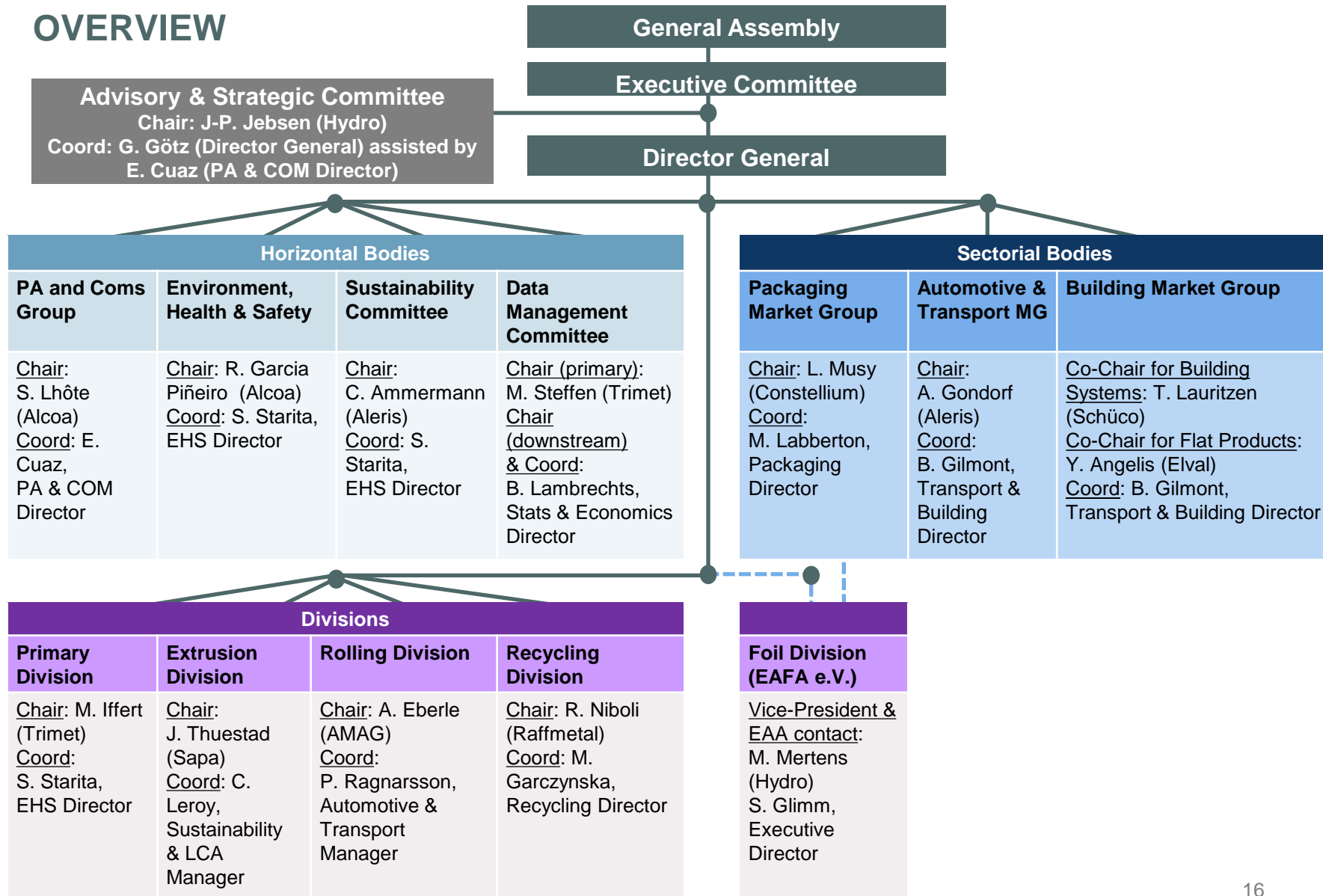
- **Primary aluminium producers** pay 0.2332 € per tonne production
- **Wire rod producers** pay 0.2332 € per tonne production
- **Wrought aluminium producers** pay a basic fee of 2,710 € for the first 10,000 tonnes, and 0.2226 € per additional tonne production
- **Associated members** are those companies producing applications based on rolled and extruded products that are not eligible for full membership as they operate further downstream in the value chain





# 3 HOW THE EAA WORKS

## OVERVIEW



## GOVERNANCE

### General Assembly

- The governing body of the association
- Consists of all members each represented by one delegate
- Meets at least once per year to elect the direction of the association

### Executive Committee (2013-2014)

- Ensures the direction and management of the association
- Submits budgets and accounts
- Reports on strategy and annual work programme of the association to the General Assembly

#### 9 members:

- R. Baan (Aleris) - Chair
  - O. Bell (Norsk Hydro) – Vice Chair
  - T. Sigurdsson (Alcoa) - Treasurer
- Pierre Vareille (Constellium), Nigel Stewart (RTA),  
Erwin Mayr (Novelis), Svein Tore Holsether (Sapa),  
Constantin Catsaros (Elval), Roberta Niboli  
(Raffmetal)

### Director General

- Appointed by GA
- Organises and directs the Secretariat
- Assists the executive committee





## EAA DIVISIONS

- The divisions coordinate the issues of specific interest for the respective product forms. The divisions collect relevant market data, statistics, trade and projects for these divisions.
- The divisions help members with a very specific interest to develop a common voice and response in relation to industry-specific aspects of European policy activities.

### Primary

Coordinates the issues of specific interest for the primary smelters and alumina refineries.

### Extrusion

Coordinates the issues of specific interest for the extruders.

### Rolling

Coordinates the issues of specific interest for the rolling producers.

### Recycling

Coordinates issues of specific interest for the recycling industry.

### Foil

Coordinated by EAFA

Promotes foil and flexible packaging industry with market data, stats, PR, promotion activities.



## EAA HORIZONTAL BODIES

- There are 5 horizontal bodies within the EAA that focus on ‘transversal’ issues that are relevant to all aluminium markets.
- The objectives of the bodies are to ensure alignment of activities and communication.
- With these horizontal bodies, members are guaranteed that the association’s approach is strategic, coherent and of excellent quality, throughout the different markets and divisions.

Strategy	Public Affairs & Communication	Environment, Health & Safety	Sustainability	Data Management
Assists the Director-General on strategic issues	Ensures a permanent advocacy approach as well as a coordinated stakeholder and media engagement strategy	Responsible for developing a common approach and position related to EHS	Coordinates the long-term common sustainability vision & agenda of the EAA	Acts as a “clearing house” to complete European statistics about aluminium
Advises on advocacy priorities		Monitors & assesses upcoming regulations	Ensures a common EAA approach and a good information flow across the organisation and outside the organisation	Collects cross-country statistics on the market, the sector, the environment and incidents
Ensures that the EAA continues to speak with one coherent voice	Helps the EAA to prioritise and develop messaging & action plans	Ensures best-practice sharing, e.g. the annual EHS Workshop		Produces monthly, quarterly and yearly market reports
	Supports the EAA to act & react to EU developments where needed	Improves the knowledge and data on EHS issues	Follows all relevant EU activities	

## EAA MARKET GROUPS

- There are 3 market groups within the EAA that focus on key aluminium applications. Membership is voluntary and requires a separate fee.
- The groups ensure coherent and pro-active communication, advocacy, networking, education, and legislative as well as technical expertise and contributions.

### Packaging

Consists of producers of can and foilstock producers

Promotes collection, sorting and recycling of packaging as a prerequisite for the industry and Europe

Works with Metal Packaging Europe (MPE) platform & other customer groups (EAFA etc.)



### Automotive & Transport

Promotes aluminium growth in the automotive & transport sector and defends aluminium's market share

Works to create a market pull for sustainable aluminium solutions in road transport



### Building

Promotes aluminium growth in the building sector and defends aluminium's market share

Influences relevant EU legislation and standards

Works with METALS FOR BUILDINGS platform







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