

Essential and fully recyclable: METALS FOR BUILDINGS alliance calls for better recognition of metals' contribution to the sustainability and innovative capacity of the building sector



21 June 2012 – Brussels: Yesterday the METALS FOR BUILDINGS alliance celebrated the official launch of its campaign that aims to promote the unique strengths of metal products for highly recyclable & sustainable buildings. The Alliance calls for more consistent EU policies in the construction sector to address the unique attributes of metal building products, in particular by better assessing the recyclability of materials.

"The EU has many far reaching environmental objectives and is strongly committed to work on the sustainability of construction products in the context of the emerging resource efficiency strategy. The metals represented by our Alliance are essential to bridging the gap between those policy objectives and their effective implementation" said the newly-elected Chairman, Patrick Le Pense.

The new alliance wants to see full recognition of metals' inherent value in terms of sustainable buildings. *According to Le Pense "Metals provide society with a material that is 100% recyclable without loss of properties, and as a result, they help minimize the impact on the earth's resources."*

METAL FOR BUILDINGS is therefore ready to engage with policy-makers and stakeholders to provide its expertise and contribute to the definition of sound methodologies and indicators. *"Current EU initiatives, standards and criteria mostly refer to the recycled content of materials, an indicator of resource saving that could be misleading. Some products may have a high recycled content, but may not be recyclable a second time because of unacceptable loss of properties. Metals, in contrast, are permanently available materials that can be recyclable again and again while saving energy" concluded Le Pense.*

Philippe Lamberts, Green MEP and member of the ITRE committee, welcomed this initiative: *"It is our responsibility today to invest in sustainable solutions for future generations. Metals can have a real added-value in the construction sector both for their properties and their high recyclability".*

Pavel Misiga - responsible for sustainable production and consumption policies within the EU Commission's DG Environment - said *"The European Commission is proving its*

commitment to resource efficiency and innovation with numerous activities and policy measures. An in-depth dialogue is needed with relevant stakeholders, and initiatives like the METALS FOR BUILDINGS Alliance are instrumental in helping policy-makers make the right choices based on sound scientific evidence."

About the Metals for Buildings Alliance:

The METALS FOR BUILDINGS alliance was launched to promote the sustainability aspects of the use of metals in buildings and gathers 11 European metals associations.

Thanks to their unique properties of strength, stiffness, durability and recyclability, metals are widely used in the construction sector. Metals in buildings are representing in Europe an annual turnover of more than 100 bn € with more than 500.000 direct jobs. Metals are essential to sustain European construction competitiveness.

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