



**European
Minerals Day**

10 YEARS

10th Anniversary
2007-2017

2007



Theme: "Explore the world of minerals"

Launch of the European Minerals Day

Open days: 100 sites in 17 countries

From 11 to 13 May 2007, more than 100 quarry and plant sites in 17 European countries opened their doors to the public, welcoming more than 30.000 visitors to a wide range of educational activities.

An educational event targeted at the youth

40% events for children & 60% public Events

Initiated by IMA-Europe in partnership with EuLA, Euromines, trade union EMCEF and media partner EurActiv.com alongside 5 national partners in Austria, Belgium, Germany and Italy.

Key outcomes

- European Commission cites the EMD in the Raw Materials Initiative (2008)
- 3 new EU organisations partner up in 2009 (aggregates, cement, geological surveys)

2009



Theme: "Explore the world of minerals"

Launch Event in the Czech Republic (Prague and Beroun)

Open days: 116 sites hosting 170 events in 22 countries plus 5 outside Europe

What's new?

- First European Launch Event (hosts: Lhoist & HeidelbergCement)
- EU support under the Czech EU Presidency
- Welcoming EU Commission VP Verheugen
- Links to EU raw materials policy & EU Biodiversity Strategy
- EU media campaign and Press Conference with support of DG ENVI and DG ENTR
- PR Workshop exchanging good practices
- Biodiversity taken up as a key theme – sites show their programs and work with schools to raise awareness.



2011



Theme: "European Minerals: sustainable extraction for a prosperous Europe"

Launch Event in Bulgaria (Vetovo)

EMD participation peaks with 180 sites hosting over 200 events in 32 countries!

What's new?

- Link to EU Raw Materials Initiative and new EU 2020 strategy for an Innovation Union
- A Parliamentary Première hosted by MEPs in the European Parliament
- Two EU Commissioners - VP A. Tajani (Enterprise and Industry) and J. Potocnik (Environment) lend their personal support
- More than 100 Bulgarian stakeholders attending the launch event hosted by Kaolin AD which showcases the sector's commitment to resource efficiency, innovation and biodiversity.
- Video message by EU Environment Commissioner Potocnik broadcasted on site.
- EMD country event reports
- A short biodiversity film



2013



Theme: "Innovation and Resource Efficiency through the whole value chain"

Launch Event in Italy (Vipiteno)

Open Days: More than 170 events in 24 countries on 4 continents

What's new?

- Exhibition in the European Parliament
- High level dinner on the EIP RM
- Lunch debate by EP Raw Materials WG & breakfast meeting with MEP Rübig
- EC Vice-President Antonio Tajani at EMD Launch Event hosted by Omya
- 4 new partners: EUSalt, Eurometaux, ETP SMR, Euromines



Antonio Tajani in marble mine in Vipiteno



Exhibition in the European Parliament

2015



Theme: "The importance of minerals: guaranteeing jobs, growth and essential products"

Launch Event in Luxembourg (Rumelange)

Open Days: more than 200 events at 140 sites in 27 countries

What's new?

- Launch of North American Minerals Days!
- European Launch Event under the auspices of the Luxembourg EU Presidency; Daniel Calleja, Director General of DG ENVI attending EMD Launch hosted by Cimalux
- Uptake of Safety Awareness events
- EMD promotional video with contributions from DG GROW and DG ENVI



Imerys Carrara

2017



Theme: "The minerals sector contributing to sustainable regions"

Launch Event & 10th Anniversary in Estonia (Kurevere, Kunda and Tallinn)

Open Days: 118 sites hosting 150+ events in 27 countries

What's new?

- EMD Launch Event held under the Estonian EU Presidency with support from both DG GROW and DG ENVI (hosted by Nordkalk & Kunda Tsement) - Core themes illustrated by the site visits: community relations, biodiversity and circular economy
- Social media campaign on Twitter & Facebook
- 10 EU partnering organisations
- Record number of visitors in the open days
- Anniversary brochure & branded tools

The world of minerals is fascinating!

Throughout 2007-2017, the EMD received positive coverage in newspapers, by TV and radio stations, and on online media.



European Minerals Day – Exploring the World of Minerals

Mineral raw materials are essential to just about every industry and every aspect of life. Every two years, during a weekend in September, producers of minerals and related industries all over Europe are organising events so that students, school children, neighbouring communities, government and media can find out more about mineral raw materials and how they are sustainably mined and processed.

The local activities vary greatly, depending on local habits and circumstances. Typical events may consist of:

- ◉ quarry open days
- ◉ guided plant tours
- ◉ demonstrations of mining equipment
- ◉ geological tours
- ◉ school and youth projects
- ◉ nature protection projects
- ◉ lectures
- ◉ exhibitions
- ◉ fossil hunts
- ◉ sculpturing
- ◉ activities for children
- ◉ demonstrations of health and safety practices
- ◉ presentations on mine planning, operations and land restoration

"The European Minerals Day is an excellent way to inform, educate and enthuse European citizens about the importance of the minerals sector in providing raw materials that are essential for so many everyday products"

European Commission VP Verheugen, 2009.

40.000 visitors

25+ countries

200+ events

The European Minerals Day is an initiative of the European non-energy extractive industries and is co-ordinated by IMA-Europe. The full list of participating organisations is posted on the website. www.mineralsday.eu





Every two years the European Minerals Day gives the opportunity to the European-wide public to explore the world of minerals. It is a Pan-European awareness initiative by the European minerals sector and related organisations.

What?

- ◉ An industry commitment supporting the European Innovation Partnership on Raw Materials.
- ◉ Open-door events and educational activities at quarry and plant sites as well as mining museums all over Europe and beyond.
- ◉ EU Stakeholder Events in Brussels and in the EU Member State hosting the Launch Event

Objectives:

- ◉ Develop public understanding of mineral raw materials – their essential role in our everyday life as well as their essential role for the EU economy and green growth.
- ◉ Raise public awareness on how mineral raw materials contribute to innovation and resource efficiency throughout the whole product life cycle.
- ◉ Demonstrate how the mineral raw materials sector contributes to the preservation of biodiversity and eco-system services.
- ◉ Raise the profile of the sector and gain public acceptance of mining operations through enhanced stakeholder dialogue, transparency, communication & demonstration of good practices.

We Care
about...



Biodiversity



Resource Efficiency



Innovation



Regional Development



Health & Safety



An initiative by the European mineral raw materials sector
with the support of the **European Commission**



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