



Storytelling in the Age of AI

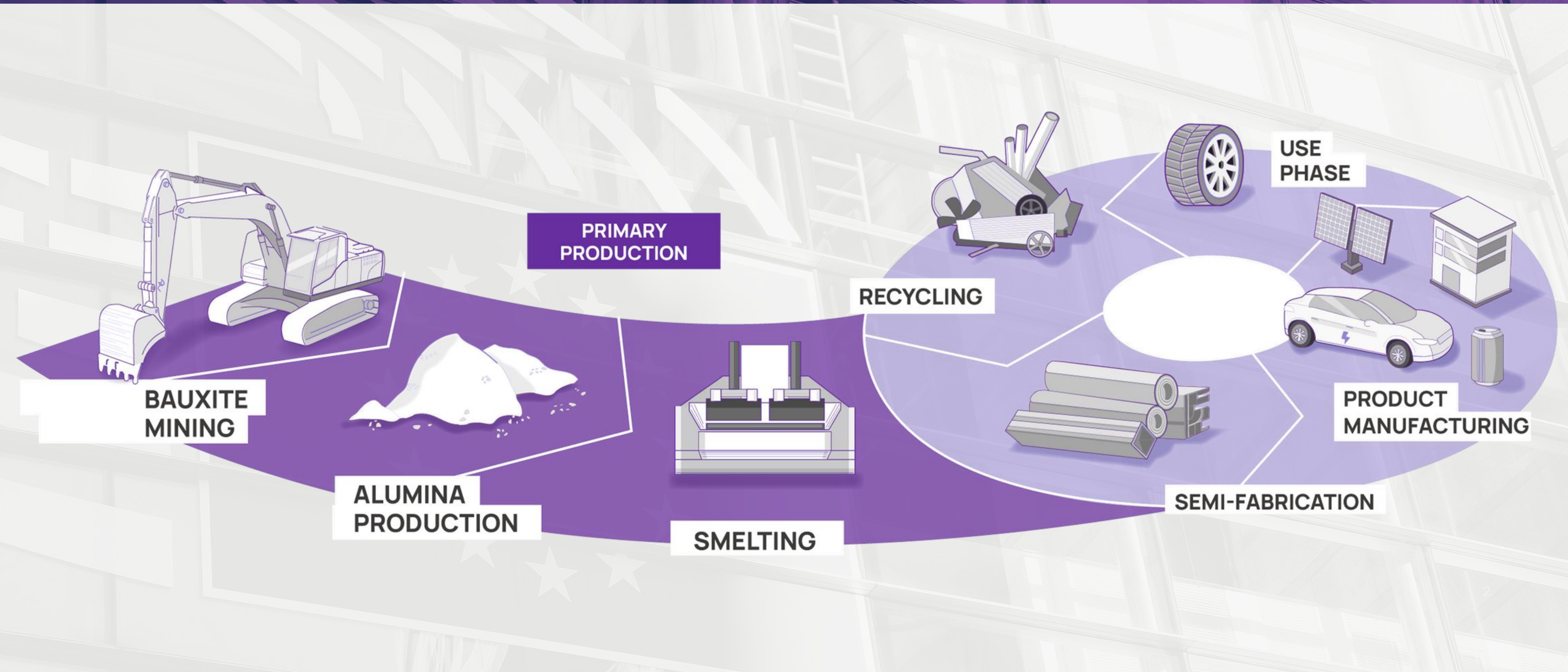
Why Public Affairs
still needs a
human voice

GIULIA FORGNONE
DIRECTOR OF PUBLIC AFFAIRS & COMMUNICATIONS

A black and white photograph of a spiral-bound notebook. The word "Storytelling" is written in a cursive script on the lined paper. A pen is visible in the bottom right corner.

Storytelling

Aluminium's Value Chain

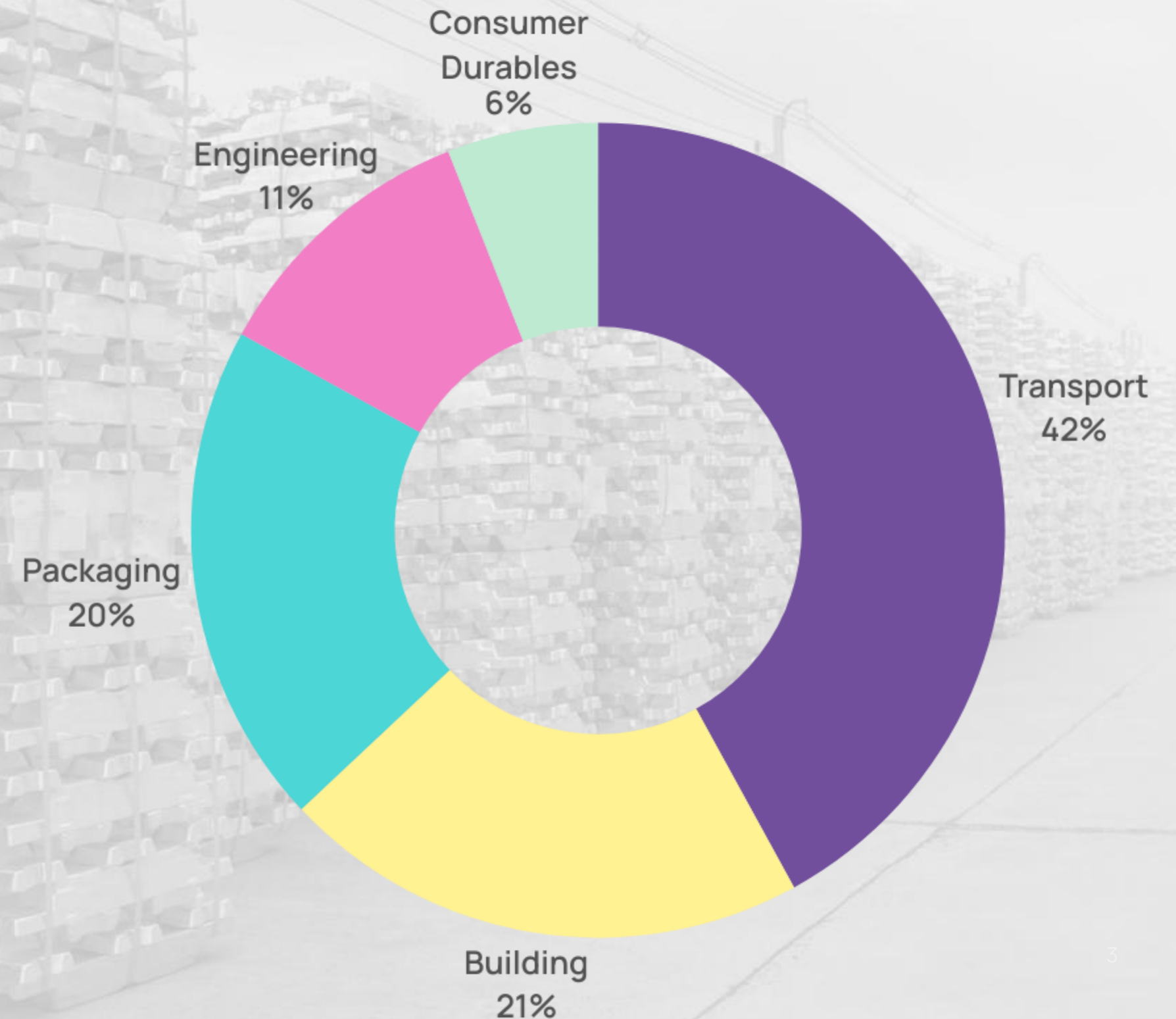


European Aluminium

Key Facts & Figures

Transport Building Packaging Engineering

Transport Building Packaging
Engineering Consumer Durables



Aluminium is Strategic for EU's Energy Transition and for the Defence Sector



The background is a solid purple color. Scattered across it are several tilted, overlapping images of newspaper pages and headlines. In the top left, a large headline reads 'FREE WORLD' and 'PUTIN' below it. To its right, a clipping shows a group of men in suits with the headline 'Musk seeks plan to oust Starmer as Britain's leader before next election'. Further right, another clipping has the headline 'Trump promises after sweeping'. In the bottom left, a clipping features the headline 'THE FIGHT'. In the bottom center, a clipping shows a woman speaking with the headline 'Victory's gains show's four years der Leven & in Commission'. In the bottom right, a clipping has the word 'MERCEDES' visible. The central text is white and bold, standing out against the purple background.

In a world flooded with words, the winners are those who can create meaning.

Policy is rational but decision-making is human

What policymakers RECEIVE

A WALL OF TEXT

- Dense paragraphs
- Footnotes
- Data
- Acronyms...

What MOVES decisions

A CLEAN CARD WITH

- One clear frame
- One human stake
- One precise consequence
- One key ask



Ban Russian Aluminium campaign

Brussels, 8 December 2023

European Aluminium
ANYTHING BUT BASIC

To:
President of the European Commission, Mrs. Ursula Von der Leyen
Executive Vice President and Commissioner for Trade, Mr. Valdis Dombrovskis
Director-General at the Directorate-General for Trade, Mrs. Sabine Weyand

Subject: Urgent Call for Sanctions on Russian Primary Aluminium by the European Union

Honourable President Von der Leyen,
Honourable Vice-President Dombrovskis,
Honourable Director-General Weyand,

On behalf of the European aluminium industry and its entire value chain, we write to you today to convey the industry's readiness to contribute to the EU's efforts to uphold and advance the cause of peace and stability by depriving Russia of a significant market and curtailing its ability to wage its ongoing war of aggression.

Our proposed contribution would effectively close a significant gap in the current sanctions regime imposed on Russia following its unprovoked aggression in Ukraine. While we welcome the proposed inclusion of a limited number of aluminium products (notably wires, foil, tubes, and pipes) in the 12th package, we regret the fact that the vast majority of Russian aluminium exports to the EU (more than 85% of the total), in particular primary metal, look set to remain outside of the scope of the measures. If aluminium sanctions are to have any effect on the Russian economy and its ability to wage

At the start of the invasion of Ukraine, the EU issue, having in mind its reliance on Russian as to numerous European industrial value chains considerably. The European aluminium industry advice of the European Commission. Today, aluminium ingots from Russia account for only

We are therefore confident that a combined capacity, and imports from elsewhere would aluminium industry and the many downstream primary metal and the necessary anti-circumvention by stimulating the establishment of more reliable semi-fabricated products produced in third countries production in Europe.

With all of this in mind, we implore the EU comprehensive ban on Russian primary aluminium concerns about the practical implications of such

Thank you for your attention to this urgent matter.

Sincerely,

European Aluminium
ANYTHING BUT BASIC

Paul Voss, Director General, European Aluminium

Alcoa
William F. Oplinger, President and CEO, Alcoa Corporation

Alvance
Arnaud de Weert, CEO, Alvance

AMAG Austria Metall AG
Gerald Mayer, CEO, AMAG Austria Metall AG

HAI
Rob Van Gils, CEO, HAI Group

Hydro
Hilde Merete Aasheim, President and CEO, Norsk Hydro ASA

Novelis
Emilio Braghi, President, Novelis Europe

Rio Tinto
Jakob Stausholm, Chief Executive, Rio Tinto

speira
Einar Glomnes, Chief Executive Officer, Speira

trimet
Philipp Schlüter, CEO, TRIMET Aluminium SE

WKO
Dr Roman Stiftner, Managing Director, Austrian Non-Ferrous Metals Federation

"The European aluminium industry has already started phasing out Russian aluminium and is willing to accelerate the process. It is a matter of principle and strategic foresight—it's simply the right thing to do in the current circumstances."

PAUL VOSS
Director General

European Aluminium



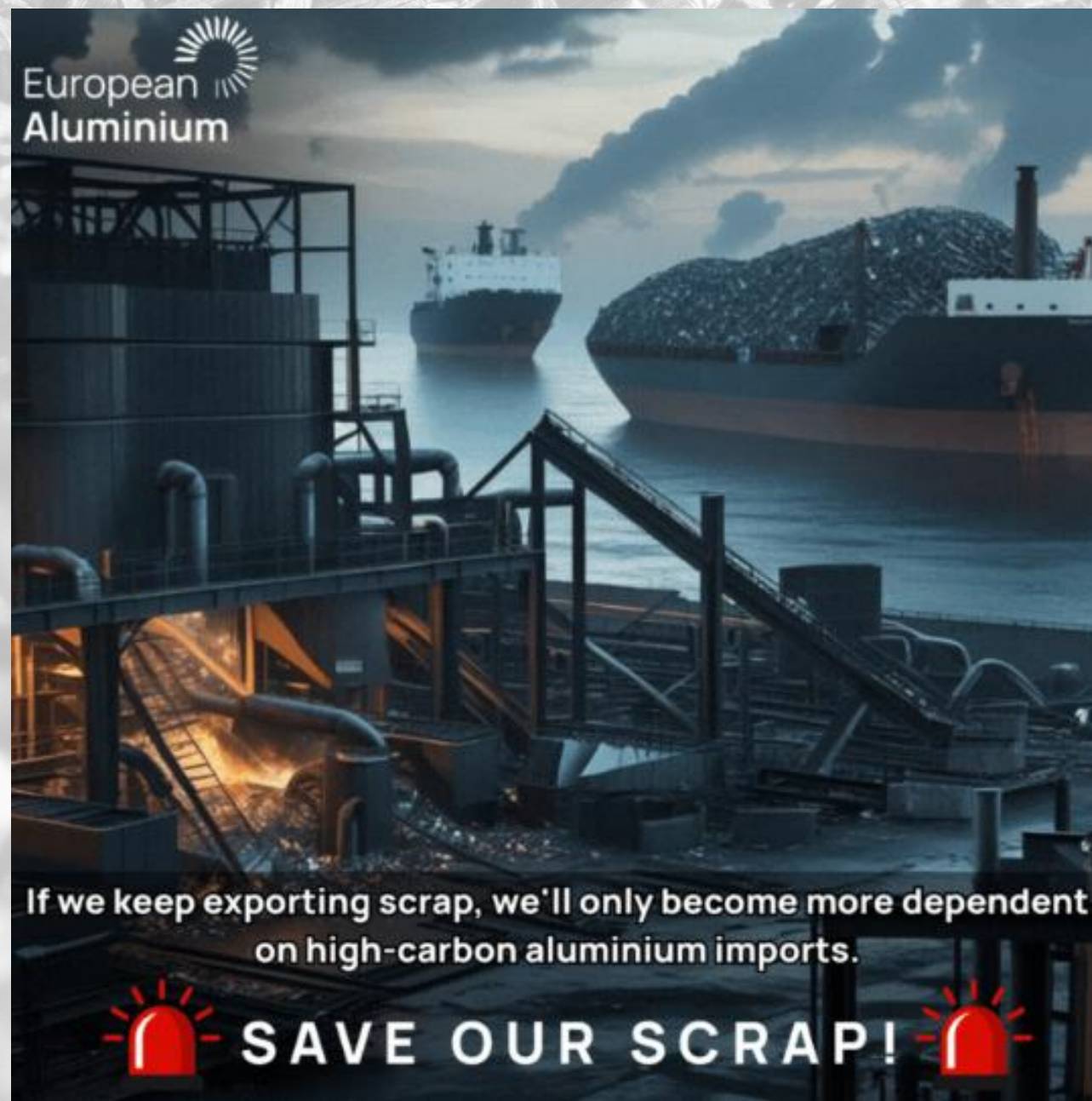
SOS Save Our Scrap Campaign



SAVE OUR SCRAP

A UNITED CALL FROM
EUROPE'S ALUMINIUM INDUSTRY

SOS: Save Our Scrap Campaign



Articles for L'ECHO,
FINANCIAL TIMES,
MLEX, BORDERLEX

L'Echo

FT



MLex



Borderlex

**Les droits de douane de
Trump aspirent la ferraille
européenne vers les États-
Unis**

A WEEK IN BRUSSELS, ISRAEL, LATEST NEWS, MERCOSUR

**Week in Brussels: Aluminium export
duty, Mercosur, Israel**

**Month of truth for EU's heavy industry starts
with von der Leyen's speech**

Steel and aluminum industries demand quick and deep action to avoid total dependence on dirty imports. Strangely, Germany is absent.

**INTERVIEW: EU aluminum
smelters being priced out
of home scrap market:
trade body**



FINANCIAL TIMES

**EU moves to shield aluminium from
Trump tariff blow**

Recycling plants in the bloc are shutting down capacity
US producers can pay more for European scrap metal



The EU-US framework trade deal agreed in Scotland last month
lower tariffs on aluminium and steel © Jasper Juinen/Bloomberg



Commissioner Šefčovič's announcement

AI can support the work But success is still human



THANK YOU!

Any questions?

