



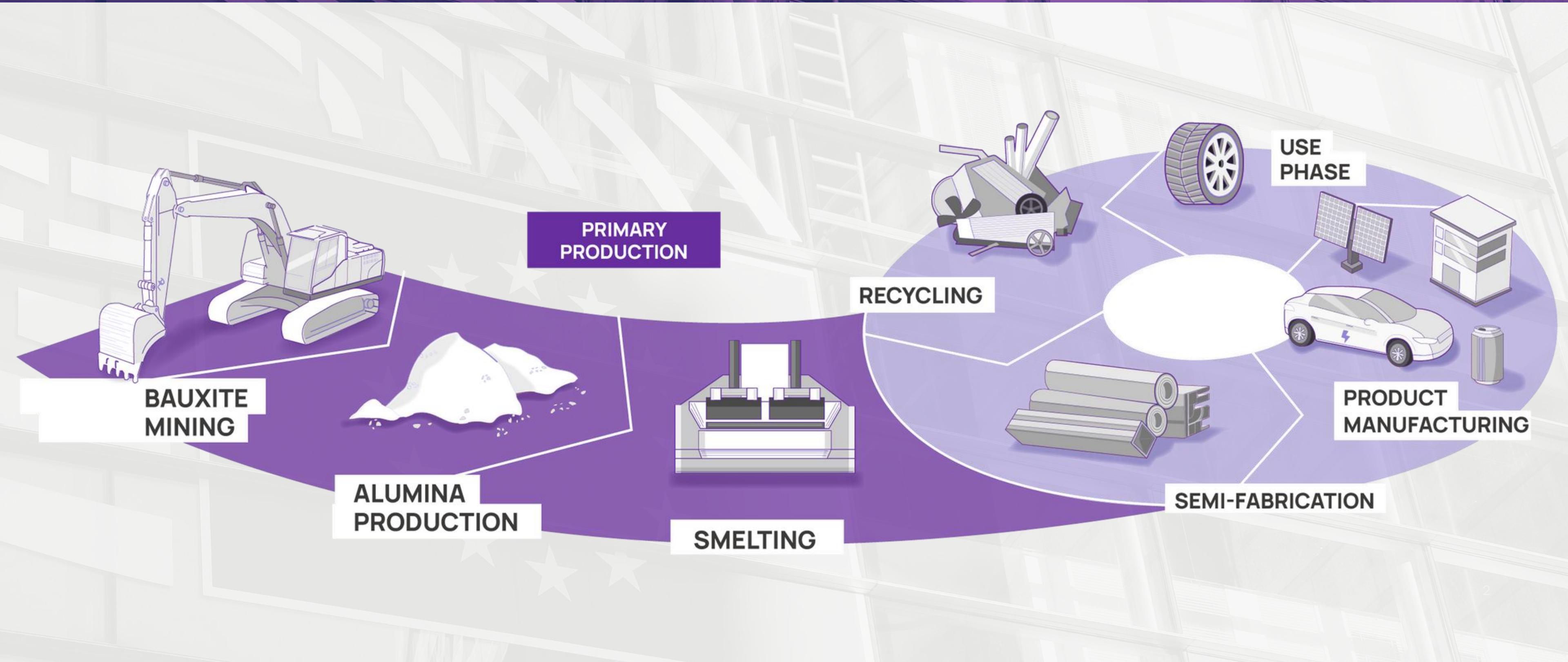
Storytelling in the Age of AI

Why Public Affairs still needs a human voice

GIULIA FORGNONE
DIRECTOR OF PUBLIC AFFAIRS & COMMUNICATIONS

Storytelling

Aluminium's Value Chain

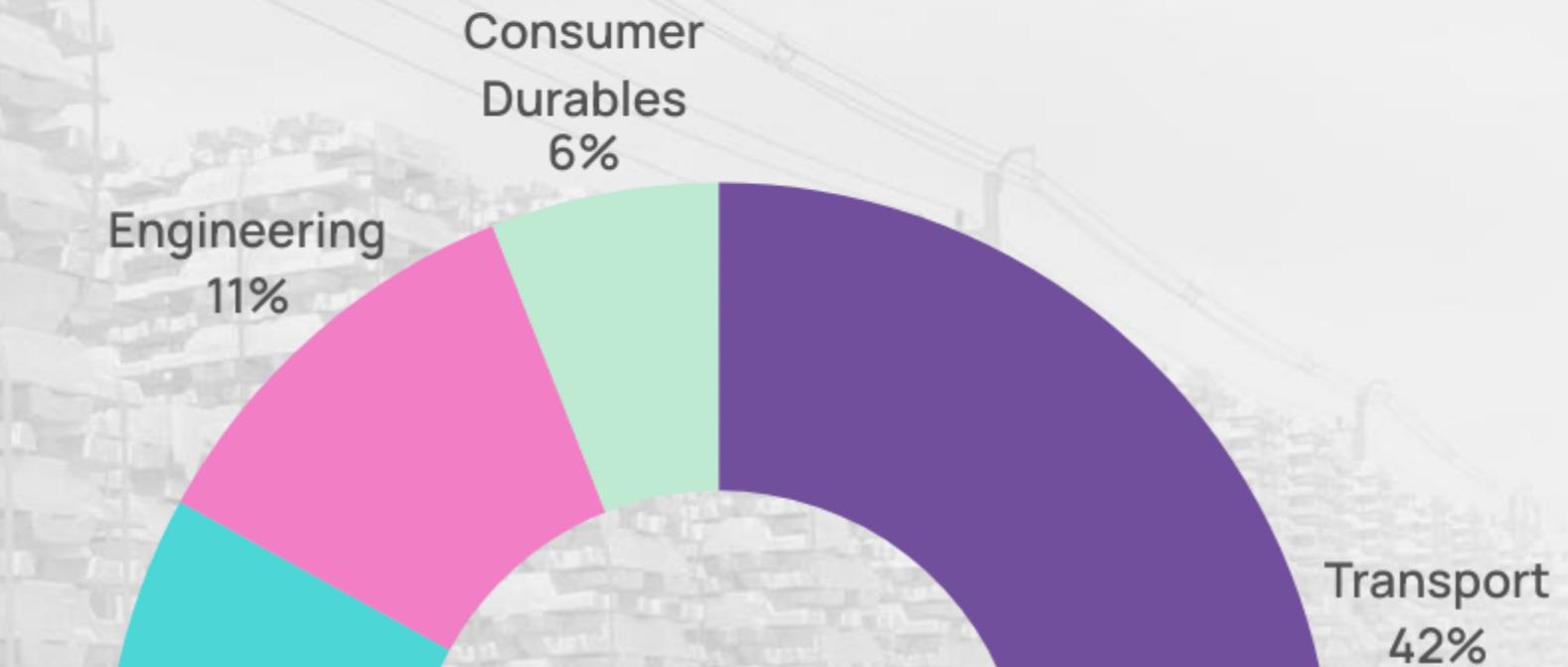


European Aluminium

Key Facts & Figures

Transport Building Packaging Engineering

Transport Building Packaging
Engineering Consumer Durables



Transport
42%

Building
21%

Packaging
20%

Engineering
11%

Consumer
Durables
6%

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



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

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 European aluminium industry, having in mind its reliance on Russian supplies to numerous European industrial value chains, responded quickly and decisively. 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."

We are therefore confident that a combination of domestic capacity, and imports from elsewhere would be sufficient to meet the needs of the European aluminium industry and the many downstream users of primary metal and the necessary anti-circumvention measures by stimulating the establishment of more reliable and diversified supply chains for semi-fabricated products produced in third countries and in Europe.

With all of this in mind, we implore the European Commission to impose a comprehensive ban on Russian primary aluminium imports. We have concerns about the practical implications of such a ban, particularly for the European economy and the environment.

Thank you for your attention to this urgent matter.

Sincerely,

European Aluminium
ANYTHING BUT BASIC

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

ALVANCE
Arnaud de Weert, CEO, Alvance

BAUER
Hilde M. Aasheim

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

AMAG
Gerald Mayer, CEO, AMAG Austria Metall AG

AMAG
Gerald Mayer, CEO, AMAG Austria Metall AG

novelis
Emilio Braghi, President, Novelis Europe

RioTinto
Jakob Stausholm, Chief Executive, Rio Tinto

speira
Einar Glommnes, Chief Executive Officer, Speira

trimet
Philipp Schüller, CEO, TRIMET Aluminium SE

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



PAUL VOSS
Director General

European Aluminium
ANYTHING BUT BASIC



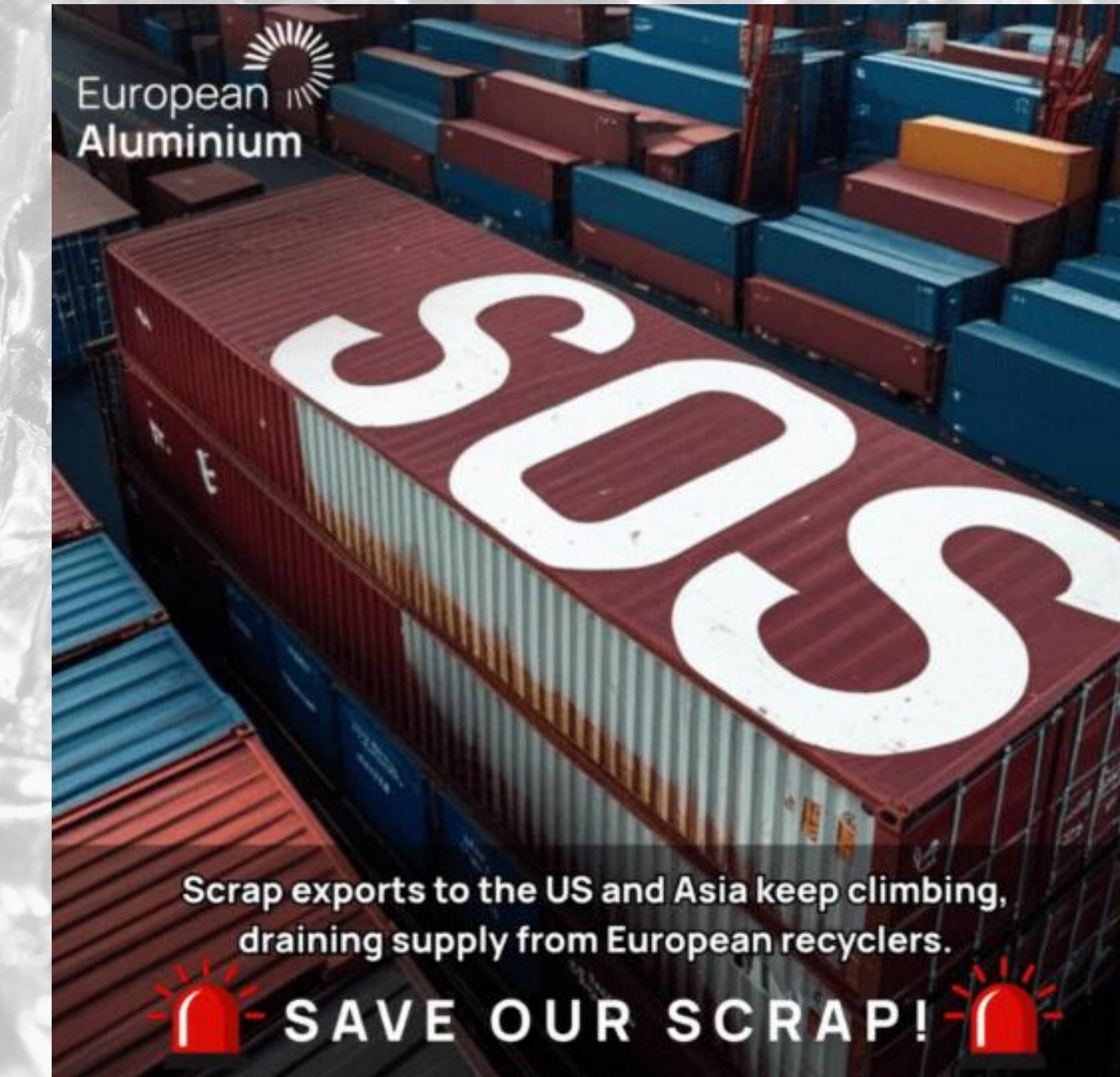
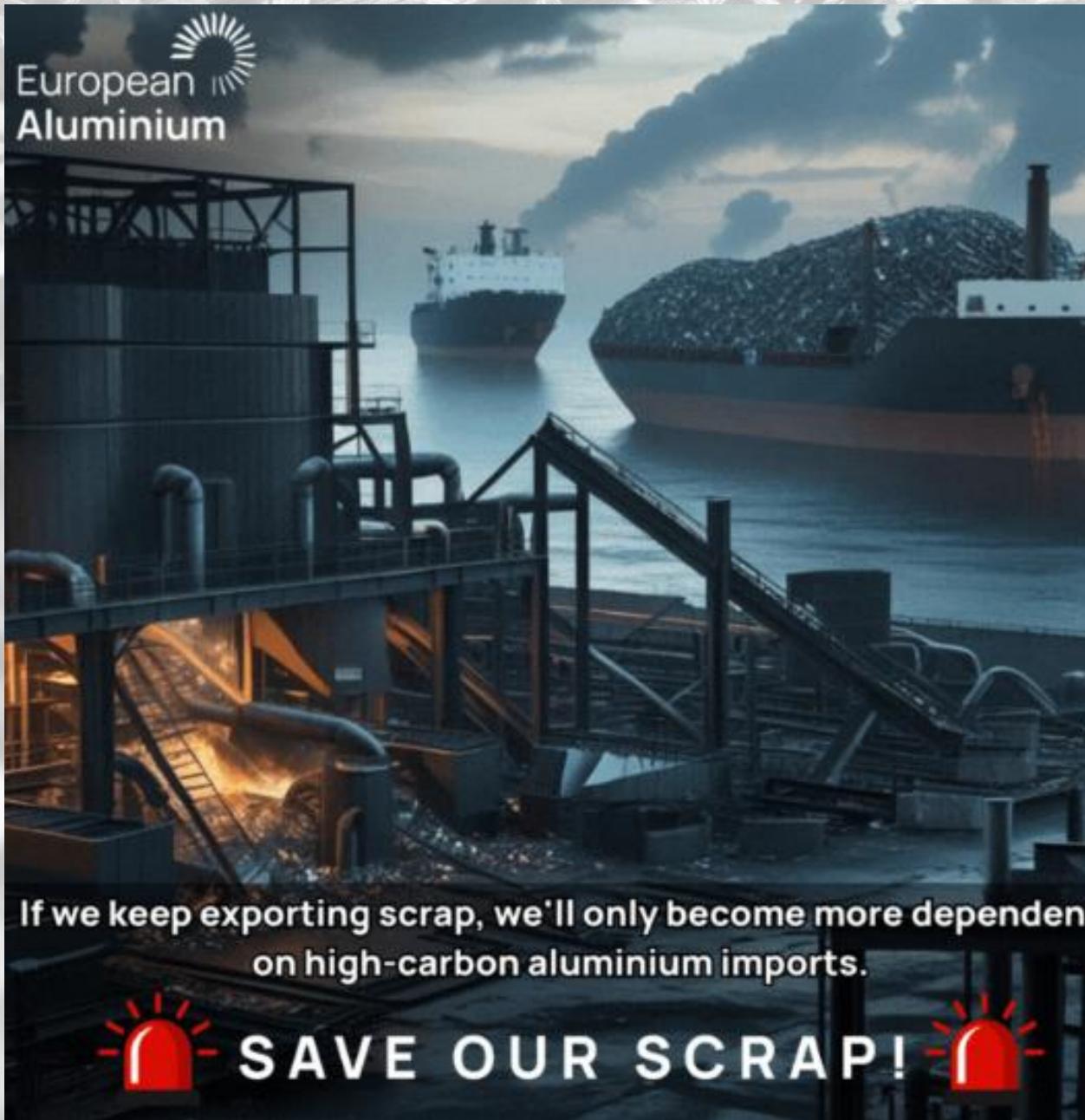
SOS Save Our Scrap Campaign

SAVE OUR SCRAP

A UNITED CALL FROM
EUROPE'S ALUMINIUM INDUSTRY



SOS: Save Our Scrap Campaign



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



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

**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 as
US producers can pay more for European scrap metal



The EU-US framework trade deal agreed in Scotland last month will not stop US producers from getting 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?

