

# COPPER ESSENTIAL FOR EVERYONE

European Parliament, Brussels  
29 June - 1 July 2010

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## European Copper Institute launches its “Manifesto for a Competitive European Copper Industry”

**Brussels, 1 July 2010:** The European copper industry launched its “Manifesto for a Competitive European Copper Industry”. This paper declares the principles that can secure a competitive European copper industry and were the focus of a policy debate hosted yesterday at the European Parliament by the MEPs Piotr Borys<sup>i</sup>, and Jacek Protasiewicz<sup>ii</sup>. Speakers from the copper industry, the European Commission, and the Energy and Climate sector debated how to achieve an appropriate balance between EU policies that focus on sustainability and resource efficiency and those necessary to maintain a competitive business environment in Europe.

John Schonenberger, Chief Executive of the European Copper Institute said: “*Copper plays an essential role in our everyday lives. Copper’s superior electrical conductivity improves energy efficiency and facilitates renewables, both of which reduce CO2 emissions. Europe has the cleanest and most energy efficient copper smelters in the world. 40% of the European copper demand is met today through the recycling of end-of-life products and offcuts from the downstream value. But our industry is facing challenges in a globalised world, as for instance a tough competition with countries with lower environmental and social standards. If we want to maintain our competitiveness and to fund continued EU innovation, European regulatory environment should allow us to remain competitive on a global market.*”

Both hosting MEPs highlighted the role the copper industry plays in supporting Europe’s sustainability goals. Jacek Protasiewicz commented: “*The EU’s 20/20/20 targets cannot be met without the increased use of copper products – for example in electric motors, wind mills or solar panels. We need a strong European copper industry to develop innovative technologies and to strengthen Europe’s competitiveness. That’s the reason why we need to strike the balance between promoting competitiveness and EU regulations.*”

Piotr Borys added: “*My home region, Lower Silesia in south-west Poland, has one of the EU’s largest copper deposits and employs 100,000 people. Every year, around 550 thousand tonnes of copper, 12% of EU’s demand, are produced in the region. Copper is crucial for Lower Silesia, but also for Poland and the EU as a whole. Copper products are one of my country’s exports and thus essential for Poland’s economical success.*”

Speakers at the policy debate included Patty Fong, European Climate Foundation Chief Operating Officer, Bernd Drouven, CEO of Aurubis, Pavel Misiga, Head of Unit for Environment and Industry at the European Commission Directorate General for Environment and Javier Uriarte, Director for Marketing and Sales at ENDESA Energía.

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The debate was followed by the opening of the exhibition Copper – Essential for Everyone attended by high level representatives of the European Institutions and the copper industry. The exhibition can be visited until the 1<sup>st</sup> of July.

Please find the full version of the Manifesto for a Competitive European Copper Industry and more information about the exhibition at: [www.essentialforeveryone.eu/manifesto](http://www.essentialforeveryone.eu/manifesto).

## Photos of the debate and exhibition

High resolution photos from the debate and exhibition are available upon request. Please contact [id@eurocopper.org](mailto:id@eurocopper.org).



MEP Sponsor Piotr Borys at the Debate and Exhibition Opening. © Photo European Union



John Schonenberger, ECI Chief Executive speaking at the Exhibition Opening. On the right, sponsor MEPs Piotr Borys and Jacek Protasiewicz. © Photo European Union

**The European Copper Institute**

 **EPP Group**

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## About the European Copper Institute

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The European Copper Institute (ECI) is a joint venture between the world's leading mining companies, custom smelters and semifabricators (represented by the International Copper Association, Ltd) and the European copper industry. Its mission is to promote copper's benefits to modern society across Europe through its headquarters in Brussels and its network of eleven national Copper Development Associations.

[www.eurocopper.org](http://www.eurocopper.org)

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<sup>i</sup> Member of the Committee of Culture and Education, Representing the Region of Lower Silesia

<sup>ii</sup> Member of the Committee on Civil Liberties, Justice and Home Affairs