

# MEDIA ADVISORY



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## Copper Industry Seeks Stronger Commitment to EU Resource Efficiency

### BRUSSELS

**WHAT:** The [European Copper Institute](#) (ECI) will call upon the European Union during [Green Week](#) to address two areas concerning the EU's resource efficiency strategies: its lack of binding energy efficiency targets, and the need to secure the supply of valuable raw materials.

**WHY:** Copper can facilitate a 50% reduction in the losses from inefficient electrical equipment and systems in European homes and business. Moreover, at the end of its useful life, recovered copper is 100% recyclable, over and over again, without any loss of performance. In 2009, 45% of Europe's copper demand was sourced through recycling.

These properties, as well as copper's inherent durability and corrosion resistance, make it indispensable for a broad range of applications, world-wide. As a result, end-of-life (scrap) copper is leaving the EU, at ever increasing rates, to countries with lower recovery technologies and poorer health and environmental protection practices.

A commitment to recovering and recycling copper remains a prerequisite to building a sustainable European society. Not recycling copper costs money, wastes energy and increases CO<sub>2</sub> emissions. That's why ECI calls upon the EU and its member states to provide more support for copper recovery and recycling in Europe.

**WHEN:** To arrange a briefing with an ECI expert on how copper contributes to resource efficiency and innovation, contact [Irina Dumitrescu](#), or visit ECI at **Stand 7** during the European Green Week.

Roger Sundqvist, General Manager Rönnskär Cu Smelter, [Boliden AB](#), will participate in the Thursday, 26 May, 11:30 - 13:00 debate on "Mining waste: boosting efficiency in the EU's extractive industry." Sundqvist will be available for interviews before and immediately following the discussion.

### About the European Copper Institute

The European Copper Institute's 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)

### About Green Week

Green Week is the largest annual conference on European environment policy. This year's theme is "Resource Efficiency - Using less, living better." [ec.europa.eu/environment/greenweek/](http://ec.europa.eu/environment/greenweek/)

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