Agenda

1  Identity
2  Mission and members
3  Value proposition
The only thing we have in common is the word copper, which is not unique to our network. It is not clear that we’re all members of the same family.
Having more than 25 different names, logos, visual identity and web sites is confusing to say the least.
In the digital age (information changing rapidly + information overload), visibility and an easy access to information and knowledge are key. In order to offer an easier access to our network expertise and activities, the ICA family launched the Copper Alliance global brand identity and our new positioning strategy last March 2012. Our new identity unite our network and align our brand portfolio (business cards, letterhead, websites, electronic communications, printed material, etc.) globally.
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Our new mission reflects the need to strengthen Cu position against competing materials (plastics, paper). It is articulated around 2 pillars:

1. Technical performance: best electrical and thermal conductivity (outside precious metals, 60% Cu use), corrosion resistance
2. Higher quality of life: at the end of their life, copper products can be recycled, over and over again, without any loss in performance (ca. 40% globally). Recent clinical trials show copper reduces bacterial burden by >97% and the risk of infection by >40%.
Member-driven organization: 43 companies (from production/recycling to 1st fabrication). Our operating principle is based on the premise that:
- Through the collective funding and support of our members, we are able to grow markets for copper and to fulfill our mission
- And, no single member can accomplish all of ICA’s activities; the industry is able to achieve much more by coordinating with ICA and the Copper Alliance

New members highlighted
- Thanks to Antofagasta, mine-level memberships for:
  - Esperanza
  - Los Pelambres
  - El Tesoro
- Thanks to Freeport, mine-level membership for Cerro Verde
- Thanks to Xstrata, mine-level membership for Alumbrera

Also highlighted is Teck; not a new member, but now are reporting 100% production for:
- Quebrada Blanca (Kay-Brah-Dah Blank-Ah)
- Andacollo (An-dah-coy-yo)

One new fabricator member:
- Daechang (Day-Chang), from Korea
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Core objectives

Maintain copper industry license to operate and ensure market access for copper products

Deliver impact on annual copper demand of 1 million tonnes by 2016:

• Create new copper end-use opportunities through technological innovation and active promotion
• Increase copper intensity-of-use in existing products and systems
• Defend existing copper end-use markets in an environment of persistent high relative material costs

1 million tonnes = 1%/yr
Copper’s contributions to SD

Position copper and the copper industry as addressing sustainable development issues to the benefit of society:

• Rural and slum electrification in the world’s poorest areas
• Energy efficiency and renewables for greenhouse gas reduction
• Green buildings
• Public health (antimicrobial copper)
• Food supply (aquaculture)
The Copper Alliance goes beyond “cosmetic changes”. One element was to better position Cu, another one is to facilitate access to data, information and knowledge.

- **Value chain credibility**: 43 Members (from production/recycling to 1st fabrication)
- **Knowledge**: 190 staff
- **Network**: 4 regional offices (Brussels, New York, Santiago, and Singapore) + 27 national promotion centres
- **Resources**: 95 M$ total budget (incl. 26 M$ co-funding)
- **Impact**: Sustainable Energy + Building Construction + Antimicrobial Copper + Health, Environment & Sustainable Development + Technology Development & Transfer
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