

# Renewed industrial policy ticks right boxes and enforcement remains crucial, says European Aluminium Director General

**Brussels, 14 September – European Aluminium welcomes the development of a renewed EU industrial policy based on innovation, sustainability and fair trade which was announced by the European Commission President Jean-Claude Juncker in his State of the Union speech and published in the Commission’s Communication ‘Investing in a smart, innovative and sustainable industry: A renewed EU Industrial Policy Strategy’ yesterday.**

Gerd Götz, Director General of European Aluminium says, “Last year, we launched our ‘Drivers of Change’, a strategic blueprint for 2016-2019 which calls for a comprehensive agenda for our industrial value chains. Energy, circular economy, trade, innovation and sustainability defined our agenda for Presidency Juncker’s term. The renewed industrial policy ticks the right boxes and we applaud the courage of the Commission to put the industry back on top of the agenda”.

European Aluminium has been playing a leading role in important policy areas affecting the industry such as ETS phase four, Circular Economy, the decarbonisation of vehicles and the modernisation of trade instruments.

Mr Götz continued, “However, a balanced enforcement of multiple legislations such as the compensation of indirect carbon costs, appropriate recycling targets, light mobility and breakthrough innovation policy remains crucial for our future. Aluminium works together with other strategic industries to put a realistic and ambitious agenda on the table that can shed light in the era of a new and sustainable economy”.

European Aluminium is a member of AEGIS Europe, an industry alliance representing 30 key industries aiming to promote manufacturing investment, innovation, jobs and growth in Europe. It is also a supporter of the #Industry4Europe initiative which calls for an ambitious EU Action Plan to tackle the challenges industrial sectors are facing.

## About European Aluminium:

European Aluminium, founded in 1981, is the association that represents the whole value chain of the aluminium industry in Europe. We actively engage with decision-makers and the wider stakeholder community to promote the outstanding properties of aluminium, secure growth and optimise the contribution our metal can make to meeting Europe’s sustainability challenges. Through environmental and technical expertise, economic and statistical analysis, scientific research, education and sharing of best practices, public affairs and communication activities, European Aluminium promotes the use of aluminium as a permanent material that is part of the solution to achieving sustainable goals, while maintaining and improving the image of the industry, of the material and of its applications among their stakeholders..