

European Aluminium 2050 Vision confirms huge potential to decarbonise the value chain and meet growing demand

Katowice (Poland), 11 December 2018 – European Aluminium’s new report called “Vision 2050” confirms the strong growing European and worldwide demand of aluminium in key markets such as automotive, packaging and building. While the document is set to be released soon, it outlines the substantial reduction of direct and indirect CO2 emissions through innovation, regulatory predictability and increasing recycling rates.

“There is no industrial sector that can deny the need to engage with sustainability and climate matters. The European Commission's Strategy 2050 and the serious concerns voiced by COP24 leaders represent another call to action by all sectors and the entire society. Our upcoming Vision 2050 report is not a response to the urgency of climate change but a serious contribution to the ongoing transformation of our industry to decarbonise it from the process to the product,” said Gerd Götz.

The European aluminium industry launched a Sustainability Roadmap 2025 in 2015. This is a programme of ambitious targets and commitments extending far beyond legislative obligations, reflecting the aluminium industry’s forward-thinking approach to change and its commitment to action. Since then, the sector has reinforced its collective efforts to improve energy efficiency, reduce waste, boost safety levels and reduce GHG emissions.

“Vision 2050 is another building block of our entire commitment to sustainable business. We have a clear opportunity to meet the growing demand for aluminium in sectors that need to be further decarbonised: mobility, building, and packaging. Meeting demand with low carbon solutions will require to keep the value chain operating and integrated and ensure that the regulatory framework for primary production, semi-fabricators and recyclers is improved. A potential 70% CO2 reduction by 2050 is at stake,” concluded Götz.

About European Aluminium:

European Aluminium, founded in 1981 and based in Brussels, is the voice 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 material with permanent properties 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. Our 80+ members include primary aluminium producers; downstream manufacturers of extruded, rolled and cast aluminium; producers of recycled aluminium and national aluminium associations are representing more than 600 plants in 30 European countries. Aluminium products are used in a wide range of markets, including automotive, transport, high-tech engineering, building, construction and packaging.

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