

European Minerals Day 2007

An initiative by the European minerals
sector in Association with:



*And other sectors represented through their national
federations*

Objectives of the European Minerals Day

- Boost the Awareness of minerals and the extractive sector as a specific industry which contributes to the well-being of society
- Communicate better with stakeholders
- Demonstrate the minerals sector's commitment to sustainable development
- Attract young people to a career in minerals

Special focus on children and teenagers



The Minerals Day Organisation Strategy

Organisation	Companies & Local Plants	EU federations
Communication tools	Adaptation of templates	Creation of templates

Local events ... EU echo under a common “brand”



European
Minerals Day
2007



Brussels, March 2007
www.mineralsday.eu

Minerals Day : Support

European & national federations:

PR & media

- press releases to specialised, national & international press
- Minerals Day leaflet for promotion at international conferences and events
- Website promotion & advertising (EurActiv)

EU institutions (mailing, etc)

Partners (EU federations, etc.)

Membership

Media partnerships with the international press:

Europolitics / Europolitique (Belgium + France)

Global Minerals, Global Lime & Cement, Global

Gypsum (Propublications)

Industrial Minerals (Magazine)

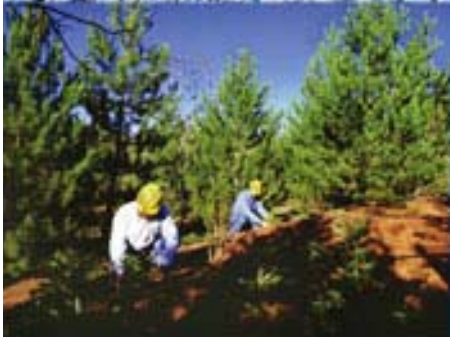
SIM, ZKG (Zement Kalk Gips Magazine),

European Agenda



European Minerals Day 2007

Organisation



Examples of Activities at company level

- Plant visits
- School projects
- Trekking
- Guided geological tours
- Music
- Fireworks
- Lectures / search for fossils
- Informative meetings
- Youth projects
- Animations for children
- Projects for nature protection
- Presentation of quarry equipment
- Demonstrations of H&S standards at work
- Etc.



Status of participation (9 February)

Total companies & federations: 67

Total number of plants: 75

- ▶ **Northern Europe:**
Sweden (3), Denmark (1)

- ▶ **Western & Middle Europe:**
The Netherlands (2), Belgium (> 9), UK (6-7)
Germany (17), Austria (> 9), France (7),

- ▶ **Southern Europe:**
Spain (8), Portugal (1),
Italy (3), Greece (3), Turkey (2)

- ▶ **Eastern Europe:**
Poland (1 tbc), Slovakia (1), Czech Republic (1)



European Minerals Day 2007

Communication

Examples of Templates (available in several languages)



You can be whoever you want to be

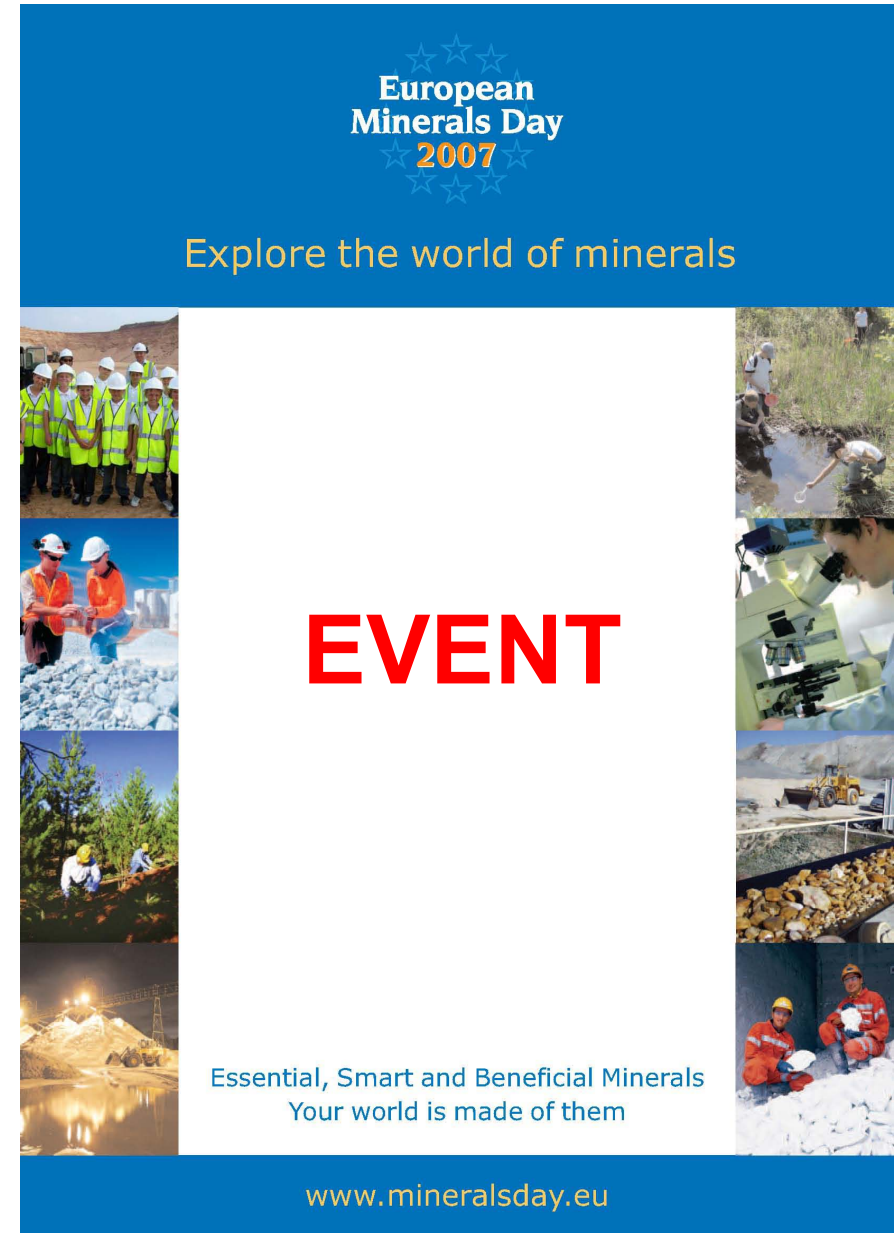
and make a successful career in the minerals sector.

For more information contact:

COMPANY

European Minerals Day 2007

www.europeanmineralsday.eu
Copyright IMA-Europe



European Minerals Day 2007

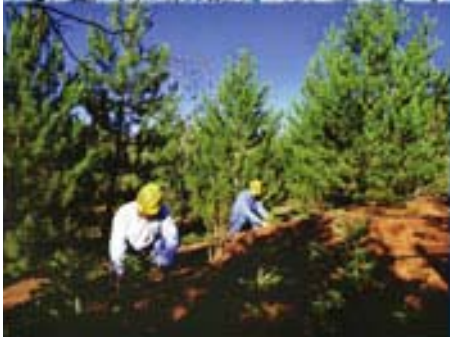
Explore the world of minerals

EVENT

Essential, Smart and Beneficial Minerals
Your world is made of them

www.mineralsday.eu

European
Minerals Day
2007



Brussels, March 2007
www.mineralsday.eu

Minerals Day Website

Content:

- **Home page:** Introduction to the European Minerals Day
- **Organisers:** links to partner websites & contact information
- **Events map:** Overview of events per country including date, location, event details, link to company internet site, contact
- **Information in English + national language**
- **On-line event announcement form for organisers for updating event details**
- **Media:** press packs & images
- **Photo gallery**
- **link to Mineral Zone & games**
- **News per country**

Welcome

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eu dui. Fusce eleifend odio ut turpis. Vestibulum commodo ante a augue. Aliquam erat volutpat. Sed nec leo vel leo congue viverra. Sed placerat, lectus sed aliquam lobortis, dui ligula ullamcorper erat, id faucibus enim purus non massa. Donec odio turpis, aliquet porta, euismod a, elementum et, tellus. Duis et purus. Sed eleifend turpis.

New Events

12th May 2007 - [Milos Island installations](#)

12th May 2007 - [Fokis installations](#)

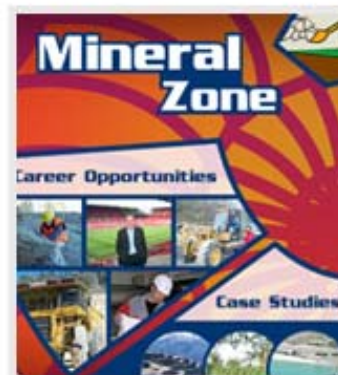
13th May 2007 - [Athens](#)



Minerals Day Events Map >



Minerals Day Games >



Mineral Zone >

Latest Press Releases

12th Feb 2007 - Minerals Day confirms full participation from Greece

2nd Feb 2007 - Education sector shows interest in Minerals Day

Explore the world of minerals...

Home

Organisers

Events map

Games

Links

Contact

Events map

Use the map to the right to find out what Minerals Day events are happening near you.

Content update

Administrators login below to update events and news for your country.

Login: Password:



Explore the world of minerals...

An educational opportunity...

Mineral Zone CD Rom



Children & Teacher Packs



Games CD Rom





European Minerals Day 2007 Contact details

IMA-Europe aisbl

Ms Amina Langedijk

E-mail: a.langedijk@ima-eu.org

Tel. +32 2 524 55 00

Fax: +32 2 524 45 75

www.mineralsday.eu