



# COPPER

2007 Annual Report

European Copper Institute

41% of the EU's copper usage is met through recycled materials

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**ECI Mission:** The European Copper Institute is a joint venture between the world’s mining companies (represented by the International Copper Association, Ltd.) and the European copper industry. Its mission is to promote copper’s benefits to modern society across Europe, through its Brussels office and a network of eleven Copper Development Associations.

**ICA Vision:** Inspiring the world about copper’s essentiality for health, technology and the quality of life.





## Chairman's Message

Led by the developing economies in Asia, global demand for copper products remained buoyant in 2007. According to the International Copper Study Group<sup>1</sup> refined usage increased by 4% to a record 18.3 million tonnes.

While Europe's demand was down by 2.5%, China's economic expansion resulted in it using 27% of the world's copper in 2007, up from 18% in just five years.

Investments in upstream mining and refining have increased copper supplies by around 5%. The net result has seen commodity stocks remaining at low levels and copper prices running above trend line.

The London Metal Exchange average price increased by 6%, from 6,727 in 2006, to 7,127 \$/T in 2007. However, price volatility remained a real concern for customers downstream in the value chain.

While both these cost factors have resulted in increased competition in certain end-use sectors, the strong headline demand figures demonstrate the benefits that copper products continue to contribute to sustainable economic development, to modern technologies and to higher living standards.

2007 saw the completion of the European Copper Institute's opinion survey to help it better understand the perceptions and expectations of policy-makers, regulators and other stakeholders regarding copper and its industry.

As a result, ECI has redirected its communications strategy to respond to the needs expressed by EU officials for more information about copper and how it can directly contribute to the achievement of the EU's goals, in particular regarding areas such as recycling and energy saving.

In November 2007, the global copper industry appointed ECI to act as the Secretariat for its new REACH consortium. This recognises the significant success ECI has achieved in leading the development of the industry's voluntary risk assessment and its subsequent acceptance gathering within the EU Member States.

I would like to thank the International Copper Association, the European copper industry, plus our many project partners, for their funding and support and, on behalf of the membership, to thank the ECI and European CDA team for their many achievements throughout 2007.

**Luc Delagaye**  
Chief Executive Officer  
Cumerio

<sup>1</sup>The International Copper Study Group (ICSG) is an inter-governmental organisation, based in Lisbon, that publishes copper production and demand statistics.

## Chief Executive's Message

ECI's key role continues to be the delivery of information that raises awareness and provides education towards Europe's policy makers, industries and citizens about the environmental, social and economic benefits available through the use of copper.

Tackling climate change, via a far reaching series of energy policy actions, is the top priority for Slovenia, which holds the EU Presidency during the first half of 2008.

The EU's new binding targets to source 20% of its energy from renewables by 2020, plus a very strong commitment towards energy efficiency, will continue to expand end uses, such as motor-driven systems and distribution transformers, that exploit copper's superior electrical conductivity. Every additional tonne of copper well integrated into the electricity network saves 200 tonnes per year of CO<sub>2</sub> emissions.

Sustainable development and resource conservation continue to be very important in the construction sector, with end-of-life recycling and the useful life span of products being key considerations.

Copper scores highly on both of these - it is estimated that 80% of the copper ever mined remains in use today and that 41% of European demand is currently met through recycling. In addition, copper products used in water, heating and gas installations, plus in architectural end-uses, have life spans measured in decades, if not centuries.

After three years of intensive discussions, the European Commission and Member States' review of the copper industry's voluntary risk assessment is nearing completion. This comprehensive dossier, covering the production, use and end-of-life aspects of the copper value chain, shows that the existing legislative framework safeguards Europe's environment, the health of industry workers and the general public.

ECI has continued to expand its marketing and communications strategies. New tools have been introduced to better communicate how the copper industry is putting into practice its commitment to support the EU's goals. The main focus has been on copper recycling, copper's role in reducing CO<sub>2</sub> emissions and hospital acquired infections, as well as illustrating the contributions made by copper products to EU citizens' daily lives.

In close cooperation with the International Copper Association, ECI has continued to build its representation not only within the copper industry, but also with the many commercial and academic partners who have provided support to its flagship Leonardo ENERGY programme.



A handwritten signature in black ink that reads "John Schonenberger". The signature is written in a cursive, flowing style.

**John Schonenberger**





# KEY ACTIVITIES & ACHIEVEMENTS

## *ECI's activities increased the recognition of copper's contributions towards EU goals*

ECI's 2007 survey across nine EU countries and the EU Institutions identified the need for more information on copper, in particular on recycling and energy saving, two strong contributors towards building a sustainable future.

ECI, therefore, redirected its communications strategy towards policy and decision-makers and opinion-leaders. This led to new partnerships, such as with EURACTIV, the World Energy Congress, and the EUFORES-managed Energy Efficiency Watch.

Government efforts to combat climate change and lower energy demand continued to support investment in energy efficiency, eco-design, renewables and distributed generation.

Copper's contributions, e.g. in motor-driven systems and voltage transformers, are provided to decision makers using innovative e-marketing tools within ECI's Leonardo ENERGY programme. Supported by over 150 partners from industry and academia, this web portal attracted over 3,000 visitors a day.

ECI's pan-European media relations programme was hugely successful, reaching over 540 million people. A joint EU press conference, along with the International Copper Study Group and the International Wrought Copper Council, highlighted the vital role and benefits of copper in building a sustainable world, with a specific focus on reducing CO<sub>2</sub> emissions and on reducing hospital acquired infections, such as MRSA. Efforts increased to evaluate the potential for copper alloys to reduce the bio-burden on touch surfaces and equipment, reducing the risk of catching hospital-acquired infections. Copper's anti-microbial properties are now being tested in clinical trials in Japan, the US, South Africa and the UK.

Programmes promoting copper's benefits in improving electrical energy efficiency and providing healthy and long-lasting piping and fittings for drinking water, heating and gas installations, are well established in Hungary, Poland, Romania, Russia, Turkey and the Ukraine. The UN Global Environment Fund and the EU's Intelligent Energy Europe programme are co-funding the energy efficiency programme.

After 7 years' preparation and EU review, the industry's voluntary risk assessment will be complete in April. It is expected to confirm that the existing legal framework protects Europe's environment, the health of industry workers and the general public. Building on this solid dossier, ECI will lead the industry's consortium for REACH.

Demands on specifiers and designers to reflect sustainability data places a greater burden on material suppliers. ECI has developed life-cycle and recycling data for copper and technical performance characteristics for the main copper alloys. 70% of the copper content of construction applications is met via recycling.



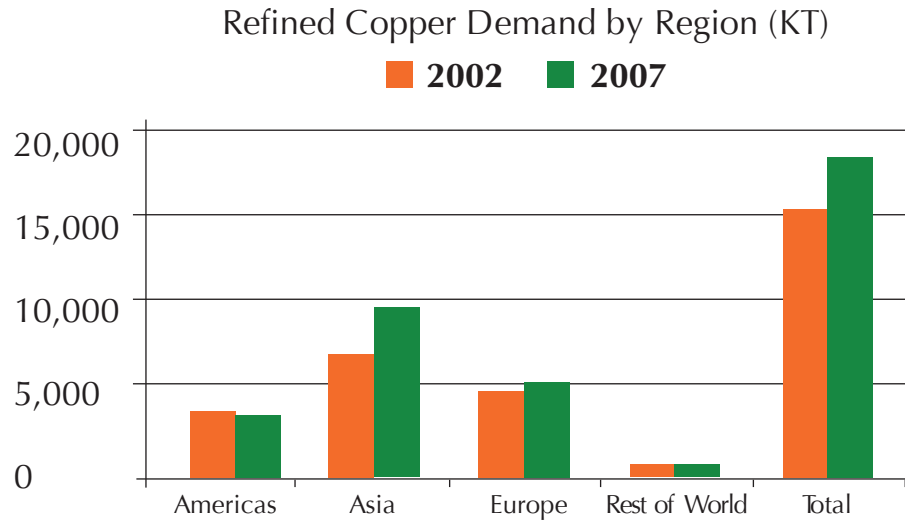


# **MARKET TRENDS & DEVELOPMENTS**



## Refined copper usage reached an all time record in 2007

Despite global commodity and energy prices remaining well above long term trend line levels, economic growth rates, certainly in the developing world, remained strong. According to the International Copper Study Group, global demand for refined copper in 2007 is expected to reach an all time record of 18.3 million tonnes.



Over the past five years, global refined copper demand has increased by an average 3.8% each year. Asia's share of the total has grown from 44% to 52%, offset by share reductions in the Americas, from 23% to 17%, and in Europe, from 31% to 28%. Absolute demand in Europe has increased annually by 2%, driven by strong growth for copper products in energy, housing, communications, transportation and industrial development in the newer EU Member States, Turkey and Russia.

Ongoing innovations, throughout the copper industry and its downstream value chain, are helping to mitigate the formidable resource conservation, environmental and human health issues that go hand in hand with such growth rates. Examples include:

- Exploiting copper's superior electrical conductivity in the generators, power electronics, cabling, controls and protective devices needed to economically operate renewable energy systems;
- Improving vehicle fuel economy, e.g. through the expanded use of electrical drive systems, and lowering air emissions by using CuproBraze® alloy radiators that enable hotter engine running temperatures, leading to cleaner exhaust gases;
- Commercialising technology to manufacture cast copper motor rotors that deliver substantial improvements in energy efficiency, considering that 40% of global electrical energy demand is consumed by electric motors;
- Copper lead frames, plugs, terminal blocks and other forms of connectors that enable miniaturisation across a broad range of electronic equipment, including personal computers, mobile phones and entertainment systems.

Last, but not least, whatever the life cycle of a copper-containing product, from 12 months in consumer electronics up to decades in the building construction sector, copper's ability to be 100% recycled, without any loss in performance, makes an important contribution towards a sustainable future.





# **AUTOMOTIVE & BUILDING CONSTRUCTION**

## Technology and industry innovation help to build a sustainable future

### **ECI contributed to the EU's renewable energy debate**

Mitigating climate change, rising fuel costs and security of supply issues have focused academics, politicians and the public on developing job-rich renewable technologies. Copper's superior electrical and heat conductivities helped retain its strong position in the solar thermal collector market.

Demand is expected to grow as measures, resulting from the political will for 20% renewables by 2020 and the heating and cooling directive, come into play. ECI has actively participated in solar industry efforts to establish solar power as a credible source of heating and cooling through workshops and industry research. ECI also participated in developing the European Solar Thermal Technology Platform.

### **Industry launched new products in construction sector**

The higher relative cost of copper in plumbing, heating and architectural end uses, along with efforts to increase end user benefits for the same one tonne of copper, have encouraged the industry to develop new products. However, these thinner and reduced diameter products continue to exploit copper's key properties of durability, recyclability and importance for human health.

ECI's Building Construction programme maintained high standards in communications and marketing, for example in training young plumbers and architects, press advertising, school kits, and environmental workshops. Promotional efforts were increased substantially in the new EU Member States, plus Russia, Turkey and Ukraine. ECI made relevant and timely contributions into the EU policy debate on construction products.

### **Copper industry committed to supporting EU sustainability goals**

Contributions to policy discussions on sustainability in construction were made possible through progress in understanding the environment, health and life cycle issues of copper products over the past 10 years.

The 13th Copper in Architecture Awards, held in London, show-cased an impressive array of buildings from across Europe and established the first European Award. Such events provide excellent opportunities to communicate copper's sustainability messages to key professionals in the construction sector. Messages are available on ECI's architecture website, [www.copperconcept.org](http://www.copperconcept.org), which also hosts Europe's largest repository of copper installations.

### **ECI developed strong links with Original Equipment Manufacturers community**

A global Original Equipment Manufacturers initiative, with representatives from Asia, the US and Europe, has been set up to better understand opportunities for copper in leading end use markets such as transportation, telecoms, renewables and consumer electronics. This activity will identify additional needs for technological innovation, as well as enable the industry to input on energy efficiency, life cycle and recycling strategies.



Nigel Cotton, Manager



Thermoelectric Solar Platform, Sevilla, Spain © Abengoa





# COMMUNICATIONS

## *Communications highlight industry's contributions towards achievement of EU goals*

**Opinion surveys conducted in nine EU countries and the European Institutions**  
2007 saw the completion of ECI's opinion survey to help it better understand the needs of policy-makers, regulators and other opinion leaders. This survey paved the way for a new communications strategy providing officials with more information on how copper can contribute to the achievement of the EU's goals.

**Copper's benefits communicated through effective media relations programme**  
ECI's pan-European media relations programme continued its high-profile campaign, reaching an audience of 540 million. ECI held an EU press conference in Brussels, along with the International Wrought Copper Council and the International Copper Study Group, to communicate copper's role in building a sustainable world. A communications campaign conducted on copper's potential role in reducing hospital acquired infections, such as MRSA, led to an award at the FIMBACTE Festival in France, as well as nominations for best campaigns in the European Excellence Awards and the Grands Prix Stratégies.

Media events were organised in Belgium, Italy, Poland, Sweden, and the UK, to communicate copper's role in recycling, energy efficiency, eco-design and sustainable building. The Milan Triennial hosted the 'Copper in design' exhibition, showcasing the work of some of the world's leading designers, and London hosted the 2007 "Copper in European Architecture Awards".

The programme resulted in over 800 press clippings, TV and radio coverage by leading media including the BBC, TV5 Monde, Euronews, the Financial Times, La Repubblica, the Frankfurter Allgemeine Zeitung, Cinco Dias, Le Monde and China Economy.

### **New EU partnerships developed with key stakeholders**

In support of the Leonardo ENERGY initiative and Building Construction programme, ECI initiated new partnerships with EURACTIV, the World Energy Congress, Batibouw in Belgium, and with FIMBACTE, the Sustainable Building road-show in France.

### **E-communications**

An audit, conducted on 16 European and national websites, led to upgrades to allow better referencing by search engines. The ongoing Google advertising campaign was extended to 15 EU countries and more than 350,000 visitors were registered for 2007. A major revamp of the ECI website will go online early in 2008.

### **External Relations**

In close cooperation with its local partner, ECI and the Scandinavian Copper Development Association continued to provide science based advocacy to counteract local market threats. This resulted in the withdrawal of the copper restrictions present within the Stockholm City's Environmental Programme. At European level, ECI contracted a new service to track EU copper-related issues more effectively.



Christian de Barrin, Manager



Unicorn Theatre London, winner of the 2007 Copper in Architecture Awards





# ELECTRICITY & ENERGY

## Leonardo ENERGY becomes an important contributor on EU energy issues

### **Greater visibility of Leonardo ENERGY electronic platform**

ECI's Leonardo ENERGY platform delivers information and education to over 3,000 professionals, who visit the website each day, making it one of the global reference sites for the sustainable energy community.

The platform is also pioneering a number of emerging web based marketing technologies to more effectively interact with its target audiences.

### **Leonardo ENERGY Initiative contributes to EU Energy Policy**

Leonardo ENERGY participates in advocacy actions, such as the Energy Efficiency Watch. This initiative, led by members of the European Parliament, is focused on the ambitious implementation of the National Energy Efficiency Action Plans, required under the Energy Services Directive. Reports on voltage quality regulation were submitted to the European regulator.

Electricity & Energy team members participated in stakeholder meetings on lighting and motor systems within the context of the eco-design of Energy-using Products directive. A scheme for standardisation and labelling, as part of the European SEEDT project - Strategies for development and diffusion of Energy Efficient Distribution Transformers, was developed by the SEEDT team.

### **EU award winning Leonardo Power Quality Initiative expands outreach**

ECI completed its survey on the cost of poor Power Quality in Europe. The results, which show that poor Power Quality costs European business 150 billion €/year, were presented during various high profile conferences.

Targeted fact sheets are being prepared for use in the main energy using industry and service sectors. The survey's results are being used by the CIGRE group working on the economics of power quality.

The 2007 European Power Quality conference, supported by Leonardo ENERGY, attracted over 200 papers and 300 attendees, 3 times more than the previous event. 16 video interviews of renowned experts were recorded during the conference.

The Asian Power Quality Initiative, a project supported by the European Commission to transfer the results into the Asian market, was launched. Managed by the International Copper Association's China office, this multi-year project will initially promote power quality solutions within China, India and Thailand.

### **Electrical safety in European homes remains on ECI's advocacy agenda**

The kick-off meeting for the Spanish electrical installer federation's partnership with the main consumer group, OCU, took place in November. The programme consists of the joint promotion of domestic electrical installation inspections by accredited professionals.



Hans De Keulenaer, Manager





# ENVIRONMENT, HEALTH & REGULATORY AFFAIRS



## *ECI's activities support EU's sustainable development goals*

### **ECI launches copper REACH consortium**

A consortium, designed to enable the copper industry meet its future obligations under REACH, the EU's new legislation to regulate the manufacture and import of chemicals, was launched in November.

ECI will act as its secretariat. In cooperation with the copper industry, ECI has already identified the substances and intermediates that will fall within the consortium's scope. All importers of copper, as well as companies manufacturing copper within the EU, are welcome to join. Further details are available on ECI's website.

### **Voluntary Risk Assessment (VRA) close to a final positive conclusion**

The VRA on copper and several copper compounds, drafted by ECI in cooperation with the Italian Istituto Superiori di Sanita, will form the major part of the REACH registration dossier for copper. The VRA's main conclusions are that the existing legal framework protects Europe's environment, the health of industry workers and the general public.

The human health risk assessment was accepted by the experts of the EU Technical Committee of New and Existing Substances (TC NES) in 2007. The environmental risk assessment will undergo a final TC NES discussion in April 2008.

### **ECI's science based advocacy supports market growth**

Through the effective use of environmental and health research funded by the International Copper Association, ECI is supporting the industry in expanding end use markets.

Examples are the removal of copper restrictions, previously contained in the Stockholm City Council's Environment Program, and the completion of a Medical Devices Directive dossier to support the clinical trials required to demonstrate the effectiveness of copper products in reducing the levels of hospital acquired infections, such as MRSA and Clostridium difficile.

### **Industry starts Best Available Technology update**

The European Commission has started its review of the BAT reference document (BREF note) for the non-ferrous metals industry. An ECI group, made up of all its EU smelting and refining members, has submitted updated descriptions for each site and will contribute to the review throughout 2008.

### **ECI science contributes to other regulatory activities**

ECI has been invited by the European Commission and Member State authorities to contribute to the revision of the methodologies used to set environmental quality standards for metals in water and soil. The International Copper Association's newly developed bioavailability models (Biotic Ligand Models) are key inputs to these revisions.



Lene Madsen, Katrien Delbeke, Ilse Schoeters



Private house, Lichterfelde, Germany © ECI





# FINANCIALS

## ECI's activities boosted by co-funding from the European Union and United Nations

In 2007, ECI and its network of eleven national Copper Development Associations operated with a 19 M\$ budget for promotional and regulatory activities across the region. In addition, the European network managed a 1.7 M\$ budget for projects targeted at impacting the global demand for copper.

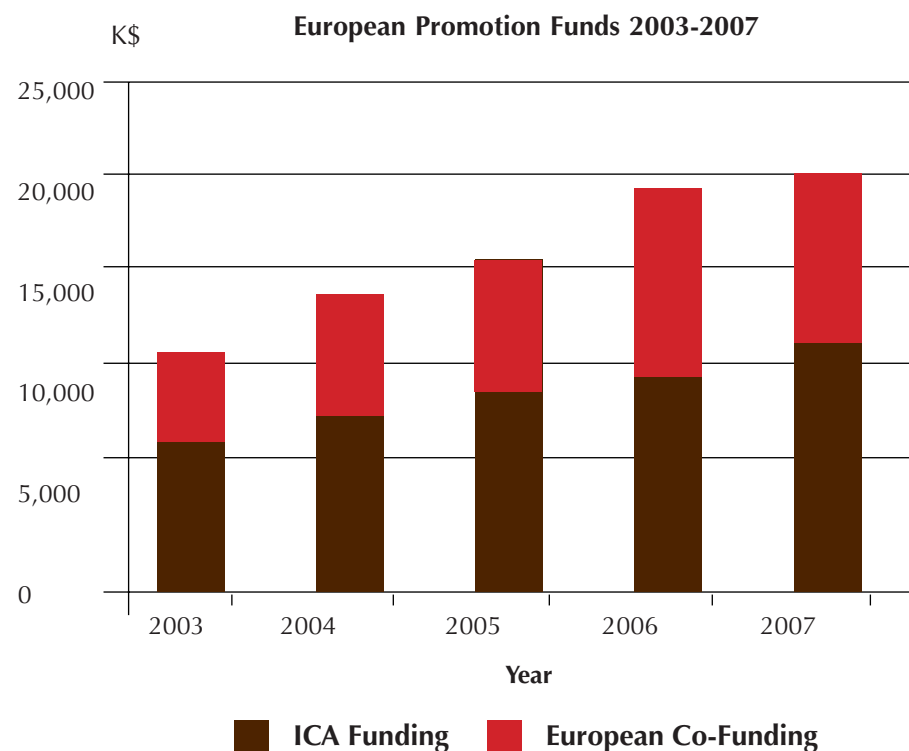
Project partners continue to provide strong support for ECI's Leonardo ENERGY programme, with the European Union and United Nations Global Environment Fund also funding energy efficiency projects in the east of the region.



Catherine Mantell, Supervisor

### 2007 Funds (K\$)

Strategic Initiative	ICA Funding	European Co-Funding	Total
Building Construction	4,010	2,000	6,010
Electricity & Energy	3,360	4,150	7,510
OEM & Technical Support	1,480	560	2,040
Market Intelligence	180	10	190
Environment	1,550	460	2,010
Communications	1,140	190	1,330
Administration	980	530	1,510
<b>Total Funds</b>	<b>12,700</b>	<b>7,900</b>	<b>20,600</b>





**COPPER DEVELOPMENT  
ASSOCIATION ACHIEVEMENTS**

*ECI's national CDA network communicates copper's essentiality for health, technology and the quality of life towards over 400 million EU citizens*

**BELGIUM, LUXEMBOURG, NETHERLANDS - COPPER BENELUX**

Following a 3-year communications and marketing campaign, on increasing domestic electrical comfort in buildings, the Dutch platform, Elux, delivered its first projects. Elux promotes pre-wired homes, anticipating both the current and future needs of their occupants. In Belgium, the government's new law, requiring the inspection of electrical safety in all buildings more than 25 years old, came into force. Another publication, "Best Environmental Practices for Copper Roofs and Facades", co-authored with one of the major Dutch engineering offices, includes guidelines on how to manage roof run off. 2007 also saw the publication of a new Kiwa Water Research, which highlights the role that copper tubing can play in improving the quality of water against the development of legionella. A new communication on the passive health protection offered by a copper tube and fittings installation, and targeted at architects, decision makers and house owners, was well received



Benoît Dôme

**FRANCE – CENTRE D'INFORMATION DU CUIVRE (CICLA)**

CICLA was involved in a variety of activities in the building construction sector. Its new web based "eco-simulateur" can be used by homeowners to show the environmental benefits of installing solar thermal and geothermal renewable energy systems. More than 25,000 visitors were registered, with 15,000 carrying out full simulations. A new website designed for students and young plumbers was launched, accompanied by a successful on-line competition. To respond to market needs for product performance sustainability data, an Environmental Product Declaration project was launched for copper tubes. In the area of electricity and energy, CICLA continued its advocacy work on the new national law on electrical safety inspections. It also launched the French chapter of the Leonardo ENERGY platform, with an initial focus on Power Quality.



Olivier Tissot



**GERMANY – DEUTSCHES KUPFERINSTITUT (DKI)**

2007 saw major advances in the development of antimicrobial applications for copper alloys. The two most tarnish-resistant alloys successfully passed the tests required by the European Medical Devices Directive. Fabricator members' efforts to coordinate pre-competitive R&D activities on a joint platform were closely integrated with ICA's technology initiative. DKI became a member of the InHaus research activity linking 9 Fraunhofer research institutes with major companies in the building industry and their industrial suppliers. InHaus is a platform aimed at developing and marketing products for future needs in the construction sector. In the case of copper, this is a multi-application platform, ranging from fire sprinklers in private homes, through antimicrobial surfaces in hospitals, to assisted living.



Dr. Anton Klässert



### **GREECE – HELLENIC COPPER DEVELOPMENT INSTITUTE (HC DI)**

In 2007, HC DI's activities focused on promoting copper's benefits for human health and the environment through its three regional Copper Days. Training and educational seminars on copper plumbing installations and new technologies were attended by more than 2,000 participants.

A new, electronic monthly newsletter and other general publications were introduced. The promotion of copper plumbing installations was started in Bulgaria, with program elements based on the successful model used elsewhere in the Ukraine, Turkey and Romania.

Initial activities included the translation of several publications into local language, the registration of a new website, and the identification of a Bulgarian based professional resource.

### **HUNGARY, CZECH REPUBLIC & SLOVAKIA HUNGARIAN COPPER PROMOTION CENTRE (HCPC)**

HCPC worked on market development programmes in four of the newer EU Member States (the above plus Romania), where significant investments in housing and infrastructure are still needed. It also provided assistance to local regulatory bodies regarding the adaptation of norms and the development of local standards, primarily in the areas of gas piping and drinking water installations.

Vocational training remained an important activity with the organisation of a variety of courses, several leading to individual professional certification. Web-based programmes were strengthened and traffic on the various local language websites increased significantly.

An internet-based competition attracted interest from 472 students in 58 plumbing schools in the region. Lastly, several home builder/DIY magazines carried articles containing information on the benefits of copper applications for end-users.

### **ITALY – ISTITUTO ITALIANO DEL RAME (IIR)**

IIR was particularly active in the areas of design and energy savings. An international interior design contest, targeting young designers and architects, resulted in 77 entries across 8 countries using copper and its alloys.

These were showcased at the Milan Triennial which hosted the fourth Abitare Con Il Rame ('Living with copper') exhibition and received excellent media coverage. Other activities included the organisation of 36 seminars on Power Quality, attended by 7,200 professionals.

Due to the growing interest in energy saving, an article was published in Rame Notizie and an updated newsletter issued on copper tubes and energy savings. Lastly, 2 important articles appeared in the main trade magazines on copper in hospitals and Legionella prevention and control.



## **POLAND – POLISH COPPER PROMOTION CENTRE (PCPC)**

PCPC successfully launched ECI's media relations programme in Poland. During press events in four major cities key messages on copper were delivered. These resulted in extensive press and electronic media coverage, reaching an estimated audience of 2.7 million.

Building on its past work in the Ukraine, PCPC expanded its promotion of copper plumbing, established a partnership for Copper in Architecture, and introduced Power Quality activities.

PCPC continued to manage the EU funded 4EM (East European Energy Efficient Motors) project. Along with six partners, the project's goal is to introduce the European Union's Motor Challenge project into the newer EU Member States. PCPC also assisted in KGHM Polska Miedz S.A's decision to become a member of the International Copper Association.



Jerzy Gierczak

## **RUSSIA – NATIONAL COPPER CENTER (NCC)**

NCC Russia has almost completed its solid foundation work to allow the use of copper, in Russia, in its main applications of plumbing, architecture and residential building wire. This foundation comprises a mix of product standards and installation requirements. A comprehensive norm package, covering copper's use in domestic gas distribution, will be complete in mid-2008.

Broadly communicating these to the professional trade has started with the organisation of training courses for installers and gasfitters in commercial and government skills development centres. A "Solar Thermal is Best with Copper" awareness campaign, aimed at both end-users and local manufacturers of solar equipment, resulted in a southern Siberian company switching to copper in the solar panels and to copper pipes in the heating circuits it produces.



Vadim Ionov



## **DENMARK, FINLAND, NORWAY AND SWEDEN SCANDINAVIAN COPPER DEVELOPMENT ASSOCIATION (SCDA)**

The Stockholm Environmental Programme was revised for 2007-2011. As the result of science based advocacy by the SCDA, there are no longer any restrictions on the use of copper in building applications. As a result of legal actions, by SCDA, the plastics industry has withdrawn four brochures from the market and stopped publishing advertisements containing misleading statements.

SCDA also cooperated with other metal associations to arrange seminars, for the industry on the Voluntary Risk Assessment, and for researchers and authorities on bioavailability. The highlight of the autumn was the Skyline Event, which SCDA is supporting, where visitors can take a walking tour on the roof of Stockholm's old parliament house. In addition to providing visitors with the opportunity to admire the beauty of copper, it also communicates key messages about copper's sustainability in architectural end uses.



Pia Youtilainen



## **SPAIN AND PORTUGAL CENTRO ESPAÑOL DE INFORMACIÓN DEL COBRE (CEDIC)**

Throughout Madrid's Science Week, CEDIC carried out several activities communicating the benefits of using copper. It also organised a series of conferences, targeting architects, on solar thermal installations to support both the solar and plumbing campaigns.

The Innovation Award for the Teatro de Vicar project received extensive media coverage and a conference was held involving the project's architects. The Spanish language Leonardo ENERGY chapter was launched. In close cooperation with the CDA network in Latin America, this will expand messages to the Spanish speaking world.

In the framework of the Spanish platform for the renovation and inspection of electrical installations, CEDIC facilitated a new agreement between the National Federation of Electrical Installers and the largest consumer organisation.



## **UNITED KINGDOM COPPER DEVELOPMENT ASSOCIATION UK (CDA UK)**

The 13th Architecture Awards saw an increase in the number and quality of entries from the UK and Europe. These were linked to a media event show-casing copper's usage in contemporary architecture in London, resulting in coverage by radio LBC and TV5 Monde.

The installation of anti-microbial copper products in the clinical trial at Selly Oak Hospital is well underway and a bio-burden sampling program in the test ward has commenced. The Power Quality Knowledge Day for electrical professionals was delivered with partners and included a flagship event at Shakespeare's Globe Theatre.

Webcasts were developed across a range of projects as an effective e-learning tool. Plumbing education was supported through the sponsorship of a skills competition and the development of an installation tip on solar hot water systems.





## “ACCESS THE GLOBAL NETWORK”

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