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Press Release

IMA-Europe launches an educational CD ROM on industrial minerals

IMA-Europe, the European industrial minerals association, successfully launched its new educational CD ROM in Brussels on 7 April 2005 in the presence of industry representatives, journalists, members of the academic community and EU representatives. Mrs Liliana Brykman from the European Commission (DG Enterprise) took this occasion to highlight the economic importance of the industrial minerals sector in Europe.

IMA-Europe developed the CD ROM as part of its communication campaign to raise awareness of the role industrial minerals play in everyday life. The CD's education chapter, called the "**Mineral Zone**" focuses on 12 to 16-year olds. Young people can use this interactive, fun tool to explore the world of minerals exploitation in five chapters: *Minerals Now*, *Time Tunnel*, *the Minerals House*, *Case Studies* and *Career Opportunities*. *Minerals Now* shows a quarry operation, from the entire extraction/production process, to environmental rehabilitation. The *Time Tunnel* animated sequence features "Stony" the caveman, who leads users on a journey through time, connecting the first uses of minerals with our modern applications. In *Minerals House*, users take an interactive tour of a modern house and discover which minerals go into the manufacture of various items we live with each. The *Case Studies* show restoration practices of modern mining companies, school projects around quarries and the use of a quarry as a tourist attraction. The *Career Opportunities* chapter presents the different expertise required within the extractive industries sector (from dump truck driver, to geologist, to financial manager) through photographs and interviews with employees from different companies all over Europe who explain their work and responsibilities.

In addition to the "Mineral Zone", the CD ROM includes a short film on the sector, discusses eight industrial minerals and their fields of application, and provides the contact details of the companies and organizations which are affiliated with IMA Europe.

The CD Rom fosters better understanding of the industrial minerals sector and shows the general public how important these minerals are for daily life and the EU economy.

IMA Europe is seeking to widely promote and distribute this new educational tool. A Mineral Zone web version can be viewed on the IMA website (www.ima-eu.org). French, German, Greek, and Dutch versions of the CD are currently being prepared. To find out about availability, log on to the IMA website.

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A word about IMA-Europe

IMA–Europe, the Industrial Minerals Association, was founded in December 1993 to represent the industrial minerals industry in Europe and defend its interests. IMA-Europe is an umbrella organisation, bringing together European associations representing specific industrial minerals, such as calcium carbonate (GCC, PCC & dolomite), bentonite, borates, diatomite, kaolin and plastic clays, feldspar, silica and talc. These are represented by their respective associations: CCA-Europe, EUBA, EBA, IDPA, KPC-Europe, EUROFEL, EUROSIL and EUROTALC. IMA-Europe’s current membership stands at more than 180 member companies and national federations.

IMA-Europe's Mission

- ◆ To promote the interests of the EU industrial minerals industry on all non-commercial issues.
- ◆ To provide its members with a single voice and competent assistance to address complex legislative framework.
- ◆ To help the industrial minerals industry speak with one voice on scientifically and technically sound dossiers.
- ◆ To manage horizontal, sectorial issues of common concern to several member associations, for example, sustainable development, health and safety, environmental protection, communication, image enhancement and end-use product legislation (e.g. food and feed additives, food contact, cosmetics, etc.).

Key figures

The European industrial minerals sector includes the leading global producers and contributes about EUR 10 billion to GDP. It directly employs about 40,000 people and indirectly affects 400,000 more from downstream industries such as ceramics, plastics, glass, foundry, paper, etc.

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