

# THE ICA VALUE PROPOSITION

No single member could effectively accomplish all that ICA does on behalf of the industry



International Copper  
Association  
Copper Alliance

The International Copper Association (ICA),

- Leads the industry on issues critical to copper's future
- Increases and protects copper demand
- Acts as an insurance policy against long-term demand destruction
- Projects to positively influence one million tonnes of copper demand during the next five years
  - This demand will have a positive impact on market sentiment for the total global copper demand picture
- Represents a majority of the global copper production and conducts programs in three critical areas:
  - Market Access
  - Market Defense/Growth
  - Image/Reputation-Building
- Benefits the whole of the copper industry

**BOTTOM LINE: ICA DELIVERS A ROI ON MEMBERS INVESTMENT OF >10:1**

## PROGRAM EXAMPLES

**Market Access:** ICA addressed International Maritime Organization (IMO) legislation on the classification of bulk cargoes, which affects 90% of copper concentrates. ICA's success in this area is saving the industry \$50-100 million each year in avoided costs.

**Market Defense:** ICA has successfully developed and continues to protect the 1.9 million tonne power cable market in China.

**Market Growth:** ICA formed a partnership on energy efficiency standards in appliances and industrial equipment. The partnership aims to reduce global electricity consumption by 10% and CO<sub>2</sub> emissions equivalent to a half-billion cars. Copper demand will increase 350,000 tonnes over five years.

**Image/Reputation-Building:** Perceptions of copper mining are often negative when viewed as a stand-alone activity. ICA provides its members with fact-based, scientifically proven messages that link copper in a positive way to many of society's greatest challenges, including energy efficiency, climate change mitigation, public health, food supply, renewable energy, and more.