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**Cu**  
European  
Copper Institute  
Copper Alliance

This publication highlights the main achievements of ECI, plus its network of ten Copper Development Associations, throughout the last 15 years. Items are divided into those that have helped to **grow and defend markets for copper products** and those focused on **maintaining the industry's market access and licence to operate**.

## 'Best of' 15 years in the Capital of Europe

*The European Copper  
Institute, an organisation  
demonstrating copper's role  
in building and sustaining our  
modern society*

# CU

1998

- The EU adventure starts in Brussels, the capital of Europe. Relocated from the UK, ECI is set up, by the global copper industry, to **unite the efforts of the copper value chain – mining, smelting and semi-fabricating** - in addressing EU regulatory issues, as well as to strengthen and broaden the market growth and defense programs carried out by the ten national Copper Development Associations across Europe.

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1999

*Market Access*

- Kicks-off major research program to **identify copper alloys that will be compliant with new EU Drinking Water Directive.**

*Market Growth and Defense*

- National Academy of Engineering publishes **top 20 list of greatest engineering achievements of the 20th Century**, almost all rely on copper.
- In part funded by the EU, publishes THERMIE report showcasing the **energy and CO<sub>2</sub> savings opportunities available through the use of higher efficiency transformers.** Opens up a potential new market for copper of half a million tonnes.

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## 2000

### *Market Access*

- Becomes a cooperating partner with CENELEC – contributing to **new standards on earthing, wire & cable sizing and efficiency standards for equipment.**

### *Market Growth and Defense*

- Based on a **3 million € award from the EU's Leonardo Programme** (the largest grant ever awarded), **launches Power Quality Initiative** and develops educational program on the economic benefits of improving power quality.
- Defines advocacy towards national standards regarding the **safe use of copper based applications in the Building Construction sector.** Topics included copper fittings for gas and drinking water, the sizing of plumbing tubes, hygiene standards (e.g. legionella minimisation) and how to manage rainwater run-off from copper roofs.

## 2001

### *Market Access*

- **Responding to a formal request from the European Commission, ECI's members agree to develop an EU Voluntary Risk Assessment for copper.** Meetings were held, with the Commission and several Member States, to agree the overall process, the roles and responsibilities of the review country (Italy was approved in 2002) and the mandates of the independent scientific peer review committees for the environment and for human health.

### *Market Growth and Defense*

- Leads the development of a position paper aimed at **improving electrical safety in residential housing and solving the problem of 90 million unsafe dwellings** across Europe.
- Funds publicity campaign in major European airports, plus Brussels, Paris and London railway stations, and **presents a sculpture 'The Euro. Born out of Copper' to the European Parliament**, to mark the 52 billion coins, all containing copper, minted for the new € currency.
- Starts development of the **domestic fire sprinklers market** in the UK. Submits new standards template, which eventually becomes BS 9251, and **promotes it as the basis for a European standard.**

## 2002

### *Market Access*

- Supports the solar thermal industry in restructuring its representative bodies and **helps form the European Solar Thermal Industry Federation**. Emphasises copper's role in improving system performance.

### *Market Growth and Defense*

- **European Copper Roofing Campaign expands into European Copper in Architecture Campaign**. This promotes a broader range of copper and brass exterior applications to architects, designers and engineers, as well as provides scientific evidence to mitigate concerns over run-off.
- Drawing on expertise from across the national Copper Development Associations, **launches an online technical support** service providing specifiers, engineers and designers with easier access to **commercially neutral information on alloy properties, processing and suppliers**.

## 2003

### *Market Access*

- **Publishes Copper Key**, a user friendly, **online guide to match the alloys** of one national code with those in other countries.

### *Market Growth and Defense*

- **Launches the [www.copperconcept.org](http://www.copperconcept.org) website**, designed to **inspire architects**, with outreach to 17 countries across Europe.
- Develops **new educational e-source on [www.schoolscience.co.uk](http://www.schoolscience.co.uk)**, the UK reference for teachers and students. Since then, the site has attracted more than one million visitors each year.

## 2004

### *Market Access*

- Reinforces advocacy outreach towards the European Institutions by **becoming a commodity association member of Eurometaux.**
- Publishes a position paper on motor systems, leading to the basis, 5 years later, for an **EU Directive whose implementation will save Europe more than 30 TWh/year of electricity and reduce CO<sub>2</sub> emissions by over 10 million tonnes** and increase copper demand by 70,000 tonnes.

### *Market Growth and Defense*

- **Leonardo Power Quality Initiative receives top award from the European Commission.** Recognises the strong partnership built between industry and academia, its quality and its ability to reach over 100,000 decision makers within the electrical engineering profession.
- **Secures 5-year, 11 million \$ grant from United Nations Global Environment Fund** to increase market adoption of **high efficiency motor systems in Poland.**
- **Copper in Design web community**, launched in Milan, today **attracts thousands of designers** working with copper as a material of choice.

## 2005

### *Market Access*

- After 4 years of intensive cooperation between ECI, the copper industry and the Italian Government's Istituto Superiore di Sanità, **submits 1,400 page Copper Voluntary Risk Assessment to the European Commission for review.**
- Restructures ECI and European Copper Development Association processes to **deliver more efficient governance and harmonised membership fees.** Leads to substantial increase in the number of pan-European members.

### *Market Growth and Defense*

- **Takes over the management of the European Copper Plumbing Promotion Campaign** which promotes the **benefits of copper plumbing, heating and gas installations** in 22 European countries.
- **Launches the Leonardo ENERGY web platform as the community for sustainable energy professionals** from all over the world. Secures new funding grants under the EU's Intelligent Energy-Europe program.
- Works with the UK's EDEN project, on metals sourcing and roof run-off science, to secure the world's first 'rock-to-roof' project **demonstrating a responsible supply chain from extraction through to use.**

## 2006

### *Market Access*

- Develops and publishes **first-ever authoritative life cycle data for copper tube, sheet and wire**. Prepared using leading-edge software and methodologies and peer reviewed to globally recognised ISO standards.

### *Market Growth and Defense*

- Supports first trial, in Europe, at Selly Oak Hospital, Birmingham, to evaluate the reduction in bio-burden achievable through the use of copper products for touch surfaces in the hospital environment.
- Creates CuproBrazed™, an international alliance for heat exchanger technology, adopted by 5 global leading manufacturers.
- Copper in the Automotive Industry, a comprehensive source of information on the properties, production, processing and applications of copper and copper alloys becomes a top 10 best seller in the German Wileys-VCH catalogue.

## 2007

### *Market Access*

- Partners with independent, non-profit organisation EUFORES to jointly promote the benefits from renewable energy and energy efficiency in the European Union.
- Publishes **Metal Risk Assessment guidance**, developed through Eurometaux and the International Council of Mining and Metals. Includes methods developed within the Copper Voluntary Risk Assessment.

### *Market Growth and Defense*

- Supports European Solar Thermal Industry Federation's work on the development of the Energy Performance in Buildings Directive. This defines the methodologies used to integrate energy efficiency and renewable technologies into modern buildings.
- Launches Italian **Copper and the Home competition**, created to demonstrate the endless expressive potential of copper in innovative and unconventional ways. Aimed at designers and students, it quickly gains international recognition.
- Kicks-off the **East-European Motor Challenge initiative** which extends the European Commission's Motor Challenge Program to the new Member States.
- Launch of the **Energy Efficient Distribution Transformers Initiative** to establish a strong partnership to advocate ambitious transformer efficiency standards for the European Union.

## 2008

### *Market Access*

- **Creates the REACH Copper Consortium to help the copper industry meet its future obligations under REACH** - the new EU legislation to regulate the manufacture, import, use and end-of-life of chemicals.

### *Market Growth and Defense*

- Based on a 5-year, 12 million \$ funding grant from the United Nations, **launches Solarthermalworld.com**, the web community for solar thermal professionals. It quickly **becomes the global reference and sustains the growth of solar water heating markets** at an annual rate of at least 20%.
- Launches the **Copper in the Built Environment campaign** pilot to showcase the benefits of copper products and systems directly to home-owners and builders.
- Works with the UK's Building Research Establishment to secure **A+ ratings for copper's use in architecture**, based on the BRE's Environmental Assessment Methodology and up-to-date life cycle data for copper products.

## 2009

### *Market Access*

- **EU authorities endorse the Copper Voluntary Risk Assessment**, a comprehensive scientific study, set up by the copper industry, to evaluate potential risks for man and the environment from the manufacture, use and end-of-life of copper products.

### *Market Growth and Defense*

- Sets up, with eight other Brussels-based industry organisations, the **Energy Efficiency Industry Forum to advocate for more ambitious EU energy efficiency policies**.
- Launches **'Imagine Life Without' communications campaign** aimed at **increasing public awareness of the benefits of copper** in all walks of life.
- **Secures French government approval** for a regulation requiring **mandatory periodic inspections for electrical safety in buildings**. This leads to a significant increase in renovation activity and an additional copper use of 17,000 tonnes.

## 2010

### *Market Access*

- Detailed analyses and advocacy results in the entire **EU copper sector being eligible to receive Member State aid under the revision to the Emissions Trading Scheme**. Avoided costs estimated at 735 million € over 2013 – 2020.
- Completes work enabling **Lead Registrants to successfully submit REACH dossiers** for copper, copper slags and 12 copper intermediates.
- Holds impressive, **3-day exhibition Copper – essential for everyone**, plus high-level policy debate, **in the European Parliament**. Showcases the key role of copper in mankind's journey towards a more sustainable future.

### *Market Growth and Defense*

- **Introduces Antimicrobial Copper™ Cu+**, the official brand of the world's most effective antimicrobial touch surface material. Facilitates its future **adoption by 80 value-chain partners** across Europe.
- **Launches small diameter copper tube for heat-exchanger coils** under one global brand, **MicroGroove™**. 11 company members go on to embrace the campaign.
- Leonardo ENERGY initiates an **e-learning Academy** which **provides complete learning paths for professionals** working in the electricity and sustainable energy sectors.
- **Expands Copper in the Built Environment** campaign to five languages, leading to over 350 million opportunities to see within target audiences.

## 2011

### *Market Access*

- Amongst the first in Brussels, **registers, under ID 04134171823-87, in the EU Transparency Register**. This was created to provide society at large with information on entities active in shaping future EU policies.
- The European Commission's Scientific Committee on Health and Environmental Risks accepts the **concept of bio-availability** and includes it **in EU guidance for setting environmental quality standards for metals in water**.

### *Market Growth and Defense*

- **Webcasts live**, from the University of Southampton, **a laboratory demonstration to mark World Health Day**. Comparing the lifetime of MRSA, on copper versus stainless steel, the broadcast was watched live on more than 2,000 channels in 93 countries.
- ECI co-founds the **Metals for Building platform** that **calls on EU legislators to appropriately address the unique attributes of metal building products**, in particular their durability and end-of-life recyclability.

## 2012

### *Market Access*

- Supports the global copper industry in ensuring **compliance with new regulations from the International Maritime Organization**, designed to prevent marine pollution from the disposal of residues from solid bulk cargoes.
- About **20 copper alloys approved for use in products in contact with drinking water**. Same list also accepted by authorities to achieve human health compliance for new EU ecolabels for sanitary tapware.

### *Market Growth and Defense*

- Adopts the global **Copper Alliance™ brand and identity to strengthen our public image** and to improve the cohesiveness of our promotional, regulatory and technical outreach across Europe.
- Launches the **I work with copper campaign** to inspire young people about **career opportunities within the copper industry** and its value chain.
- By joining the ECOWAS partnership for sustainable energy, partners with the United Nations in efforts to **deliver safe and affordable access to electricity for all African citizens by 2030**.

## 2013

### *Market Access*

- Participates in the European Commission's new pilot projects to **define Product Environmental Footprint** rules for metal sheets and copper tubes.
- **Set-ups the Clean Energy Regulators Initiative**, a public-private partnership established as a key global source of information on clean energy solutions.
- The Council of Europe uses the results from the copper Voluntary Risk Assessment to derive a **safe value for copper migration from food contact materials**.

### *Market Growth and Defense*

- Consolidates all European and 15 national language corporate websites under a unique, comprehensive online platform – **www.copperalliance.eu**
- **Launches the World Electrical Safety Barometer**, which provides guidance to national policy makers on actions to improve the safety of residential electrical installations.
- Launches **Innovating with copper campaign** to demonstrate the role copper products play in key societal needs, such as renewable energy, healthcare, more energy efficient transportation and communications.
- The 16<sup>th</sup> edition of the **European Copper in Architecture Awards** attracts a **record number** of 82 outstanding submissions.

[www.copperalliance.eu](http://www.copperalliance.eu)

**Our mission:**

The European Copper Institute (ECI), a member of the global Copper Alliance™, represents the copper industry in Europe. Operating with an annual budget of around €16 million, we provide high-quality services to our member companies, we respond to requests from regulators, academia and media, and we support copper users across a broad range of end-use sectors.



**European  
Copper Institute**  
Copper Alliance

European Copper Institute  
Avenue de Tervueren, 168 - box 10  
B-1150 Brussels  
Belgium

Tel : +32 2 777 70 70  
Fax : +32 2 777 70 79

[eci@copperalliance.eu](mailto:eci@copperalliance.eu)  
[www.copperalliance.eu](http://www.copperalliance.eu)