

# Aluminium Stewardship Initiative (ASI): Implementation and Impact

**Dr Fiona Solomon**  
**Aluminium Stewardship Initiative**



# About the Presenter

- **Dr Fiona Solomon, Chief Executive Officer**
- **Fiona is CEO of the Aluminium Stewardship Initiative (ASI) with responsibility for leading the development and implementation of ASI's strategy. Her career has specialised in building new and innovative initiatives in mineral supply chains over more than twenty years. She has a Bachelors in mechanical engineering, a PhD in philosophy of technology and is a Graduate of the Australian Institute of Company Directors.**
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# ASI Vision and Mission

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## Vision

To maximise the contribution of aluminium to a sustainable society.

## Mission

To recognise and collaboratively foster responsible production, sourcing and stewardship of aluminium.



# ASI – a brief history

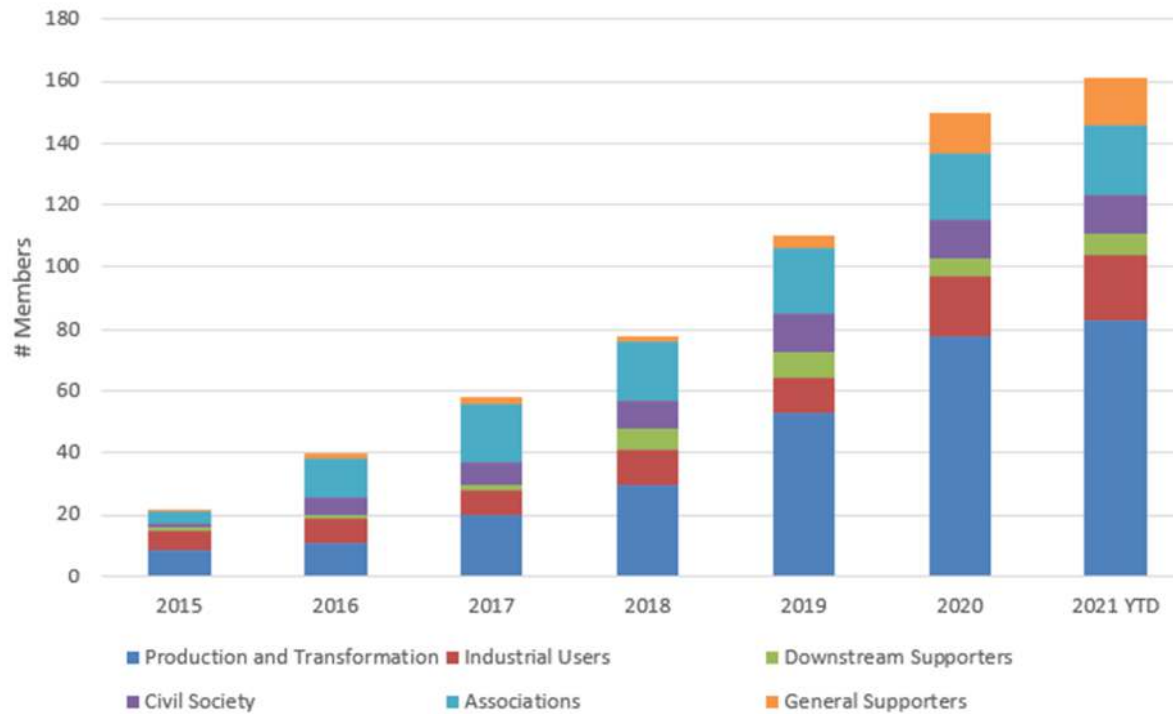
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- 2009** Multi-stakeholder group on 'responsible aluminium'
- 2011** Agreement to develop ASI work program
- 2014** IUCN hosted project concludes with draft Standards
- 2015** ASI incorporated and formal program development commences
- 2016** First AGM, Constitution adopted
- 2017** Launched full ASI Certification program in December
- 2018** First ASI Certifications, ISEAL Alliance Member
- ... 2021** 150+ ASI members, 100+ Certifications – strong momentum



# ASI membership 2014-2021 (data to Jan 2021)

Membership growth by class and year



See current member list at:  
<https://aluminium-stewardship.org/about-asi/current-members/>



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# ALUMINIUM STEWARDSHIP INITIATIVE (ASI) STRATEGY – 2021

## ASI'S VISION, MISSION AND VALUES

**Our vision** is to maximise the contribution of aluminium to a sustainable society.

**Our mission** is to recognise and collaboratively foster responsible production, sourcing and stewardship of aluminium.

**Our values include:**



Being inclusive in our work and decision making processes by promoting and enabling the participation of representatives of all relevant stakeholder groups.



Encouraging uptake throughout the bauxite, alumina and aluminium value chain, from mine to downstream users.



Advancing material stewardship as a shared responsibility in the lifecycle of aluminium from extraction, production, use and recycling.

## ASI'S OBJECTIVES

ASI's Constitution defines our objectives as:



To define globally applicable standards for sustainability performance and material chain-of-custody for the aluminium value chain.



To promote measurable and continual improvements in the key environmental, social and governance impacts of aluminium production, use and recycling.



To develop a credible assurance and certification system that both mitigates the risks of non-conformity with ASI standards and minimises barriers to broad scale implementation.



To become and remain a globally valued organisation advancing programs for sustainability in the aluminium value chain, which is financially self-sustaining and inclusive of stakeholder interests.

## STRATEGIC PILLARS

ASI sets annual objectives under four strategic pillars, which have successfully set the foundation for our long-term Strategy.



EFFECTIVE GOVERNANCE



CREDIBLE PROGRAM



GROWING MEMBERSHIP



FINANCIAL RESILIENCE

## 2021 PRIORITIES

### CONTINUE

- Standards Revision process
- Full ISEAL compliance
- Digitising workflows and data access
- Good financial reserves

### ENHANCE

- Team bandwidth and ASI resilience
- Prepare for 2022 rollout
- Partnerships and harmonisation
- Lead 'beyond certification'

### COVID-SAFE

- ASI in-person meetings
- Outreach and engagement events
- Downstream and regional plans

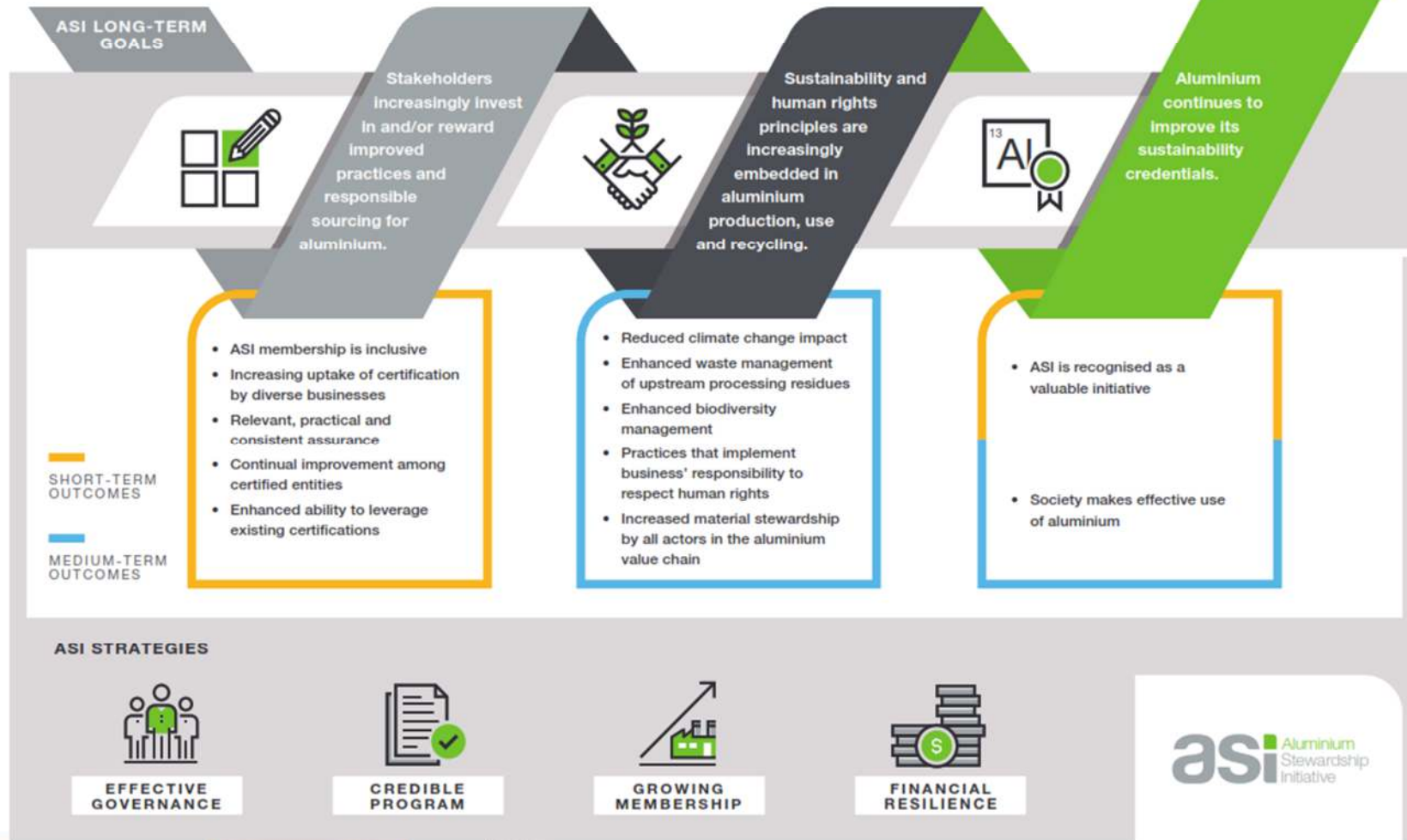
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Find out more about the [ASI Theory of Change](#) >

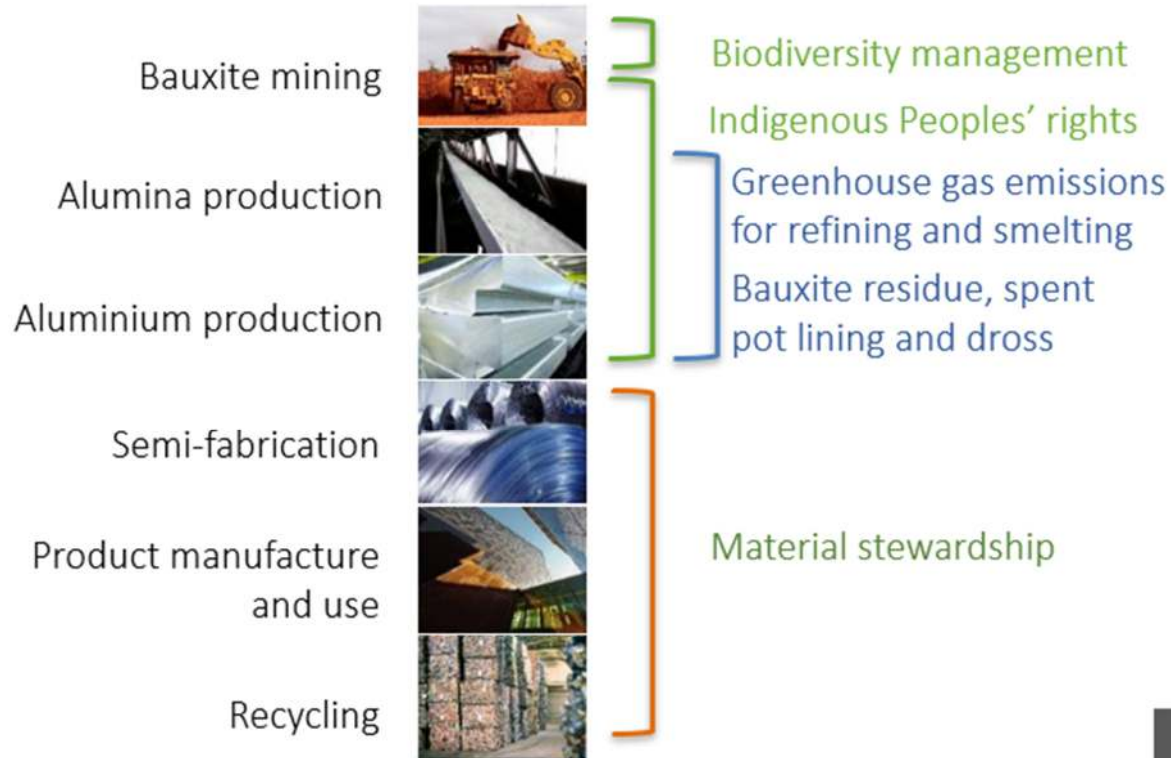


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# ASI THEORY OF CHANGE



# Priority issues for ASI Standards

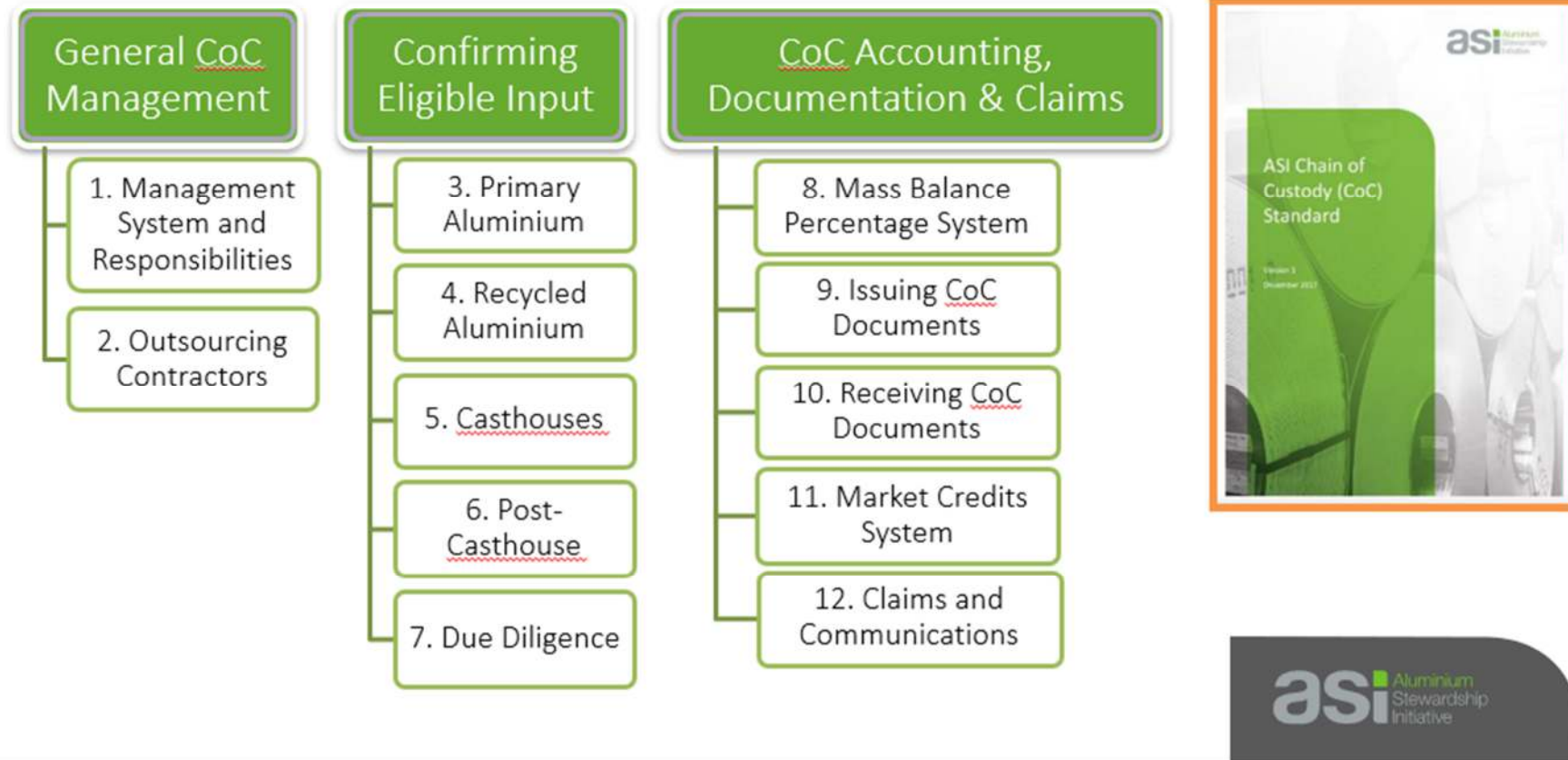




# Performance Standard: Overview



# Chain of Custody Standard: Overview



# ASI Certified Members through the aluminium value chain

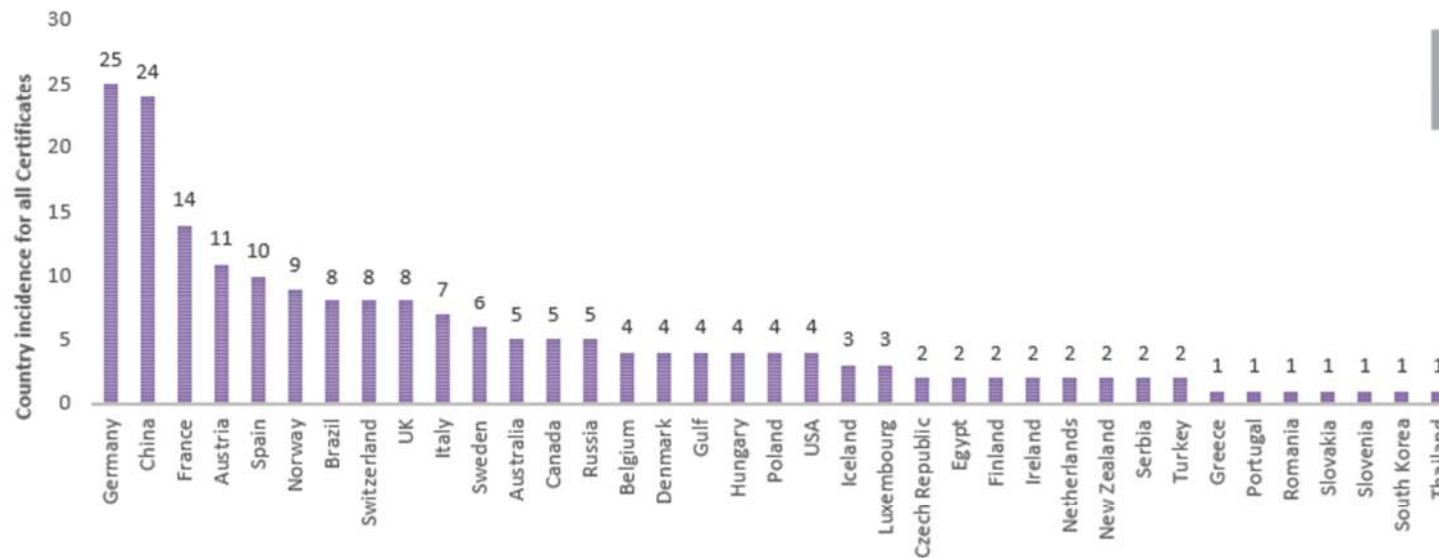
(November 2020)



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# ASI Certification by country (data to Dec 2020)

## INCIDENCE OF COUNTRIES OF OPERATION IN CERTIFICATION SCOPE FOR ALL ASI CERTIFICATES





## ASI – success factors

- Proactive rather than reactive
- Multi-stakeholder from inception
- Whole of supply chain approach
- Early focus on governance model to set foundation
- Rigorous approach to program development
- Tailored to risks/materiality for aluminium
- Uptake is B2B driven
- Focus on innovation, including through digital investment



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## ASI – challenges/opportunities ahead



- Scaling up (rapidly) – particularly ASI team, systems
  - Contributing to change ‘beyond certification’
- Meeting but also managing stakeholder expectations
- Increasing ‘harmonization’ work across multiple standards and programs
- Increasing non-English speaking outreach and implementation support
- Expanding community-level engagement, particularly through ASI’s Indigenous Peoples Advisory Forum (IPAF)

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# Responsible sourcing – communities and consumers

Guinea: Local communities filed a complaint against the World Bank for financing destructive bauxite mine



*Community and NGO concerns*

*Waste and circular economy*

**Plastic bottles vs aluminum cans: Who'll win the global water fight?**



*Consumer differentiation*

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# Responsible sourcing – markets and investments

*Conflict-affected and high-risk areas (OECD)*



## LME SETS OUT RESPONSIBLE SOURCING REQUIREMENTS

25 October 2019

*Low carbon*

Climate Changed

### Green Aluminum, Coming Soon to a Metals-Trading Desk Near You

There's potential for a separate, premium market in metal that claims 'clean' status



London Metal Exchange plans low carbon aluminum platform

*Technology and investment*

### Apple involved in 'carbon-free' aluminium smelting with Rio Tinto, Alcoa, and Canadian governments

Siri, show me a CA\$188 million joint venture that's well outside Apple's usual activities.



### China pledges to become carbon neutral before 2060

Unexpectedly forthright pledge will boost UN efforts to galvanise action on climate crisis



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# Taking a comprehensive approach



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