"Materials: Shaping our Society" December 2000
Key Initiatives, Aluminium

Actions	Main Benefit Areas				
	Environmental				
	Cost	**Energy**	**Recycle**	**Quality**	**Market**
Educational and Promotional					
Disseminate educational material on aluminium to schools, Universities and end users.					Y
Expand training schemes such as NVQ	Y			Y	
Use promotional literature from other parts of the world					Y
Learn from greater per capita use of aluminium elsewhere					Y
Ensure aluminium industry well represented in areas of standardisation and legislation	Y				Y
Extend property data available for modelling aluminium behaviour in use				Y	Y
Develop an aluminium design centre with facilities for design, testing and construction for specific uses				Y	Y
Promote recyclability of aluminium and its 95% energy saving		Y	Y		Y

Economic					
Price stability for long term customers	Y				Y
Exploit advantages of aluminium in refurbishing old buildings			Y		Y
Exploit opportunity for Al foil containers arising from trend away from microwave to conventional ovens					Y
Exploit aluminium potential in food cans					Y
Meet need for gas containers if cars move to bottled gas fuel					Y
Energy					
Adopt a full Life Cycle approach	Y	Y			Y
Continue to reduce global warming gas emissions	Y	Y			
Improve Energy efficiency of Hall-Heroult cell	Y	Y			
Cut costs and reduce energy use by extending continuous casting development to all alloys	Y	Y			
Technical					
Research and development on fabrication, joining & finishing				Y	Y

Meet requirements of very large passenger aircraft				Y	Y
Counter threat from PET with new can designs (e.g. resealable)					Y
Improve technology for scrap sorting into alloy types	Y		Y	Y	
Improve recycle rates, especially in packaging. Emphasise producer responsibility			Y		