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

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Y</th>
<th>Y</th>
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<tbody>
<tr>
<td>Price stability for long term customers</td>
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<tr>
<td>Exploit advantages of aluminium in refurbishing old buildings</td>
<td>Y</td>
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<tr>
<td>Exploit opportunity for Al foil containers arising from trend away from microwave to conventional ovens</td>
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<tr>
<td>Exploit aluminium potential in food cans</td>
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<tr>
<td>Meet need for gas containers if cars move to bottled gas fuel</td>
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<td>Y</td>
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### Energy

<table>
<thead>
<tr>
<th>Item</th>
<th>Y</th>
<th>Y</th>
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<tbody>
<tr>
<td>Adopt a full Life Cycle approach</td>
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<tr>
<td>Continue to reduce global warming gas emissions</td>
<td>Y</td>
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<tr>
<td>Improve Energy efficiency of Hall-Heroult cell</td>
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<td>Y</td>
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<tr>
<td>Cut costs and reduce energy use by extending continuous casting development to all alloys</td>
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### Technical

<table>
<thead>
<tr>
<th>Item</th>
<th>Y</th>
<th>Y</th>
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<tbody>
<tr>
<td>Research and development on fabrication, joining &amp; finishing</td>
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<tr>
<td>Requirement</td>
<td>Column 1</td>
<td>Column 2</td>
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<tr>
<td>----------------------------------------------------------------------------</td>
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<tr>
<td>Meet requirements of very large passenger aircraft</td>
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<td>Counter threat from PET with new can designs (e.g. resealable)</td>
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<tr>
<td>Improve technology for scrap sorting into alloy types</td>
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<tr>
<td>Improve recycle rates, especially in packaging. Emphasise producer responsibility</td>
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