IZA: Overview of Key Initiatives for Zinc

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INTERNATIONAL ZINC ASSOCIATION
IZA Mission Statement

Representing the zinc industry globally, to sustainably grow markets and maintain the industry’s right to operate through effectively managed initiatives in research and development, technology transfer and communication of the value of zinc.
IZA Core Program Areas

**Sustainability**
- **Technology & Market Development**
  - Build Sustainable Zinc Markets

**Sustainability**
- **Environment, Health & Sustainability**
  - Ensure Industry’s License to Operate.

**Sustainability**
- **Communications**
  - Promote Zinc as Sustainable & Essential for Modern Life
Growing Zinc Markets:

Technology & Market Development
Thermal Spray

- Key new market initiative
- Focus on ships, bridges, off-shore and railways.
Galvanized Autobody Partnership

- Research collaboration of zinc, auto, steel and steel suppliers.
- Current market for automotive zinc-coated sheet is 600,000 TPY.
- China & India offer opportunity to increase market > 50,000 TPY.
Galvanized Rebar

- CGR production in China & U.S.
- ASTM & AASHTO CGR specifications.
- Florida & Vermont approve CGR use.
- Galv Rebar promotion with AGA.

WWW.GALVANIZEDREBAR.COM
Architectural Zinc Sheet

- New initiative to promote market.
- Technical support for Regulatory challenges.
- Communicate value of lifecycle costing.
Zinc Air Batteries

- New technology breaks price barrier of $100 per kilowatt-hour.
- Large opportunity in stationary applications.
Steel Utility Pole Coalition

- Partnership promoting galvanized steel sub-transmission and distribution pole market.
IZA has grown market from 40,000 tpy to > 370,000 tpy

- Additional 10% growth per year expected.
- World Bank partnering with IZA.
Ensuring Market Access:

Environment, Health & Sustainability
Regulatory Programs = Market Access

• Zinc taken/held off list for EU Water Framework Directive.

• California regulatory efforts to ban ZnO in tires stopped

• REACH activities ensure zinc and related products have a market in Europe.
Sustainability

- Global LCI update
- SDG Roadmap
- Responsible Sourcing
- Recycling
Zinc Recycling

• Zinc metal is recycled from its uses, without loss of function or value

• High End-of-Life Recycling Rates

• Global zinc cycle promotes Circularity
Effects of Human Zinc Deficiency

- Reduced growth
- Dermatitis, alopecia
- Neurological development
- Decreased immune function
- Infections
- Death
## A Global Issue

<table>
<thead>
<tr>
<th>People Worldwide Who Don’t Get Enough Zinc</th>
<th>Children That Die Each Year From Diarrhea</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Billion</td>
<td>1.5 Million</td>
</tr>
<tr>
<td>People At Risk Of Dying Each Year From Zinc Deficiency</td>
<td>Children At Risk Of Dying Every Year Due To Zinc Deficiency</td>
</tr>
<tr>
<td>800,000</td>
<td>450,000</td>
</tr>
</tbody>
</table>

**Children At Risk of Dying Every Year Due to Zinc Deficiency**
COMMITTED TO REDUCING CHILD MORTALITY FROM ZINC DEFICIENCY

INITITAL PROGRAM FOCUSED ON NEPAL AND PERU

$3 MILLION OVER 3 YEARS

ZINC SAVES KIDS
A Partnership Between IZA & UNICEF
Industry’s Zinc Health Footprint

BRAZIL  
BURKINO FASO  
DRC  
ETHIOPIA  
INDIA  
LAOS  
MEXICO  
NEPAL  
PERU  
SENEGAL
Health & CSR

- Zinc Saves Kids project in Mexico.
- Zinc deficiency initiative with Autism.
Communications

WEBSITES
SOCIAL MEDIA
PODCASTS
VIDEOS
BROCHURES
NEWSLETTERS
MEDIA OUTREACH
Conferences

Seminario Centroamericano de Galvanizado
Antigua, Guatemala - 10-11 de Julio 2019

International Galvanizing Technology Symposium and Exhibition
Zhenjiang, Jiangsu, China
August 28-31, 2019

3rd International Galvanizing Conference
New Delhi, India
September 19-20, 2019

Zinc Metal Roundtable
Chicago, Illinois, USA
November 7-8, 2019
Summary

• Building sustainable & high impact zinc markets.

• Ensuring Market Access for Zinc.

• Promoting zinc as sustainable & essential for a modern society.