

SISTEM: Industry and Society, together

The **Raw Materials (RM) Industry** makes continuous efforts to minimize the environmental impact of its activity. However, Society is not always aware of this fact. This is why **SISTEM (Social Innovation for Sustainable Treatment of European Metals)** project aims to improve the perception of this activity. The project, led by Atlantic Copper, will develop actions to **integrate the Industry with the Community**.

Project Actions:

A learning-by-doing educational model for social engagement

SISTEM proposes **13 activities** targeted to primary and secondary school **students** and to the **general public**. Both audiences will get in touch with the RM Industry while enjoying **cultural and recreational events**.

Creating closer bonds: The key for a thriving Industry



How Community **evaluates the efforts** to reduce impact on Nature and to benefit Society is vital to secure industrial activity.



Becoming an **active member of the Society** guarantees the strength of the Industrial Network.



Removing barriers such as the spread of false or biased information is vital to build a solid long-lived relationship with Society

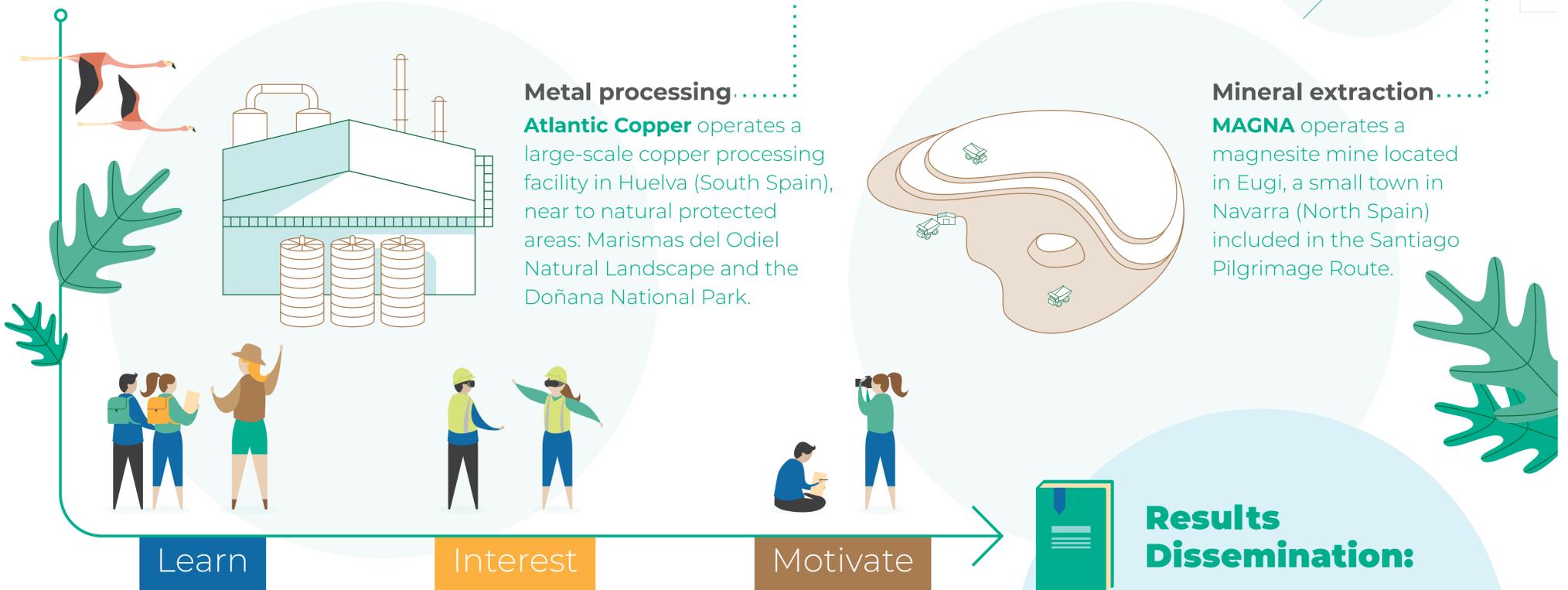
Two flagship examples of balance between Industry and Nature

Metal processing.....

Atlantic Copper operates a large-scale copper processing facility in Huelva (South Spain), near to natural protected areas: Marismas del Odiel Natural Landscape and the Doñana National Park.

Mineral extraction.....

MAGNA operates a magnesite mine located in Eugi, a small town in Navarra (North Spain) included in the Santiago Pilgrimage Route.



Learn

Interest

Motivate

Results Dissemination:

At the end of the project, the impact of the activities on the Society's engagement will be assessed to write a **Good Practices Guidelines**. This will foster the transference of the most successful experiences to another Raw Materials Industry.

Raising awareness about the RM Industry commitment with Nature and Society.

- Guided visits to factories, museums, and natural areas
- Environmental day camp
- Events and exhibitions
- My Marshland, My School

Awakening the curiosity of young people about RM Industry as a future career.

- Virtual Reality visits to facilities
- Video storytelling
- Biodiversity photography exhibition

Promoting an engaging response on Society to see the outcome of seeding knowledge and interest about RM Industry.

- Short story contest
- Photography contest

Long term impacts on society



Increasing the technological competencies of local communities



Encouraging new career passions in engineering and technical field



Improving regional investment and infrastructure



Attracting external investment and jobs creation