

European Aluminium Wins Two European Association Awards

Brussels, 26 February 2018 - Last Friday, European Aluminium received the award for “Best Association Networking Event” and won second place in the “Best Association Publication or Newsletter” category at the 2018 European Association Awards ceremony held in Brussels.

The “Best Association Networking Event” award was for European Aluminium’s public event “Driving Mobility to a Low Carbon Future”, which was held in Autoworld (Brussels) on 27 April 2017. With more than 250 participants and speakers from EU institutions, industry and academia, the event explored the potential of lightweighting to reduce CO2 emissions in transport through panel debates, keynote speeches and an interactive Aluminium Playground showcasing the best aluminium solutions in mobility.

The silver award for “Best Association Publication or Newsletter” was awarded to European Aluminium’s external newsletter “Storytime: Beyond Brussels”. The newsletter highlights aluminium's role in the wider society and features the people and initiatives that are shaping the industry. Each edition features several videos and focuses on a different topic; from mobility to aluminium packaging and the circular economy.

“It is a great honour to be recognised with two awards this year,” said Gerd Götz, Director General of European Aluminium. “The awards are an acknowledgement of our ambition to put aluminium on the forefront of the Brussels agenda, our passionate staff and our members and other partners with whom we have had the pleasure to work with on these two projects.”

In addition to the two wins, European Aluminium was also shortlisted for “Best Membership Initiative” with its Sustainability Roadmap towards 2025 and “Best Communications Campaign with a Secretariat of more than 10 people” for its Every Can Counts recycling awareness programme in partnership with beverage can manufacturers, reprocessors and brands.

The prestigious European Association Awards are organised by GCN Events and recognise exceptional achievements of associations in Europe at national and pan-EU levels. The over 100 award submissions were subjected to an independent and rigorous judging process by over 25 judges, all of whom are Secretary Generals or CEOs of leading European associations.

Last year, European Aluminium was awarded Best European Association Website 2017.

About European Aluminium:

European Aluminium, founded in 1981 and based in Brussels, is the voice of the aluminium industry in Europe. We actively engage with decision makers and the wider stakeholder community to promote the outstanding properties of aluminium, secure growth and optimise the contribution our metal can make to meeting Europe’s sustainability challenges. Through environmental and technical expertise, economic and statistical analysis, scientific research, education and sharing of best practices, public affairs and communication activities, European Aluminium promotes the use of aluminium as a material with permanent properties that is part of the solution to achieving sustainable goals, while maintaining and improving the image of the industry, of the material and of its applications among their stakeholders. Our 80+ members include primary aluminium producers; downstream manufacturers of extruded, rolled and cast aluminium; producers of recycled aluminium and national aluminium associations are representing more than 600 plants in 30 European countries. Aluminium products are used in a wide range of markets, including automotive, transport, high-tech engineering, building, construction and packaging.