Brussels, 8 July 2015 - The World Steel Association (worldsteel) today launched Phase Two of its #lovesteel campaign, ‘Steel in …’. It is a series of interesting facts and intriguing images of steel use across different industries and describes how steel enriches modern living and enables us to have a more sustainable lifestyle.

The starting theme is ‘Steel in the Home’. The first infographic ‘Steel, Home, Steel’, shows the widespread use of steel in our home environment and illustrates the value and benefits it brings in four key areas; sustainability, cost, safety, and design. Two upcoming infographics will present key statistics of steel use in the construction sector and the amazing architectural styles made possible by steel in residential housing.
Steel plays a fundamental role in the development of modern societies. Construction is one of the most important steel-using industries, accounting for more than 50% of world steel production. Buildings - from houses to hospitals, from schools to skyscrapers - rely on steel for their strength. Moreover, steel makes construction possible in the first place by providing equipment such as cranes, drills, bulldozers, scaffolding, and reusable and portable shelters at construction sites.

Edwin Basson, Director General of worldsteel said: “Steel is an ideal material to help meet society’s growing needs for buildings and infrastructure in a sustainable way. Not only is it affordable and readily available, its intrinsic properties, such as its strength, versatility, durability and 100% recyclability allow for improved environmental performance across the entire life cycle of buildings.

More importantly, steel’s competitive advantages over competing materials make the construction industry more sustainable and a key contributor to the circular economy, which demands zero waste and reduced use of new materials, as well as encouraging the reuse and recycling of materials.”

Click on the link to view in a larger format: worldsteel.org

#lovesteel is a global campaign initiated by worldsteel and its members for the steel industry. It aims to inspire young people to think differently about a career in steel and showcase how steel is all around us and what impact it has on our everyday lives and our future. The first phase of the campaign ran from 2013 to 2015 and produced 19 video interviews of young people in diverse roles across the steel industry, sharing what they love about their jobs.

# Ends #

Notes to Editors:

• The World Steel Association (worldsteel) is one of the largest and most dynamic industry associations in the world. worldsteel represents approximately 170 steel producers (including 9 of the world's 10 largest steel companies), national and regional steel industry associations, and steel research institutes. worldsteel members represent around 85% of world steel production.