MEMBERSHIP BENEFITS
INTRODUCTION

The World Steel Association (worldsteel) is one of the largest and most dynamic industry associations in the world, with members in every major steel-producing country in the world. worldsteel is headquartered in Brussels, Belgium and has a representative office in Beijing, China. worldsteel represents steel producers, national and regional steel industry associations, and steel research institutes. Members represent around 85% of global steel production.

worldsteel’s mission is to act as the focal point for the steel industry and as such provides global leadership on all major strategic issues affecting the industry, particularly focusing on economic, environmental and social sustainability. worldsteel promotes steel and the steel industry to customers, the industry, media and the general public. It assists its members to develop the market for steel, with major projects in the construction and automotive sectors.

We promote market competition that is free of government interventions preventing fair trade. We do not engage in any trade related activities and not party to any commercial undertakings of our members.

In 2017, we marked our 50th year anniversary and received the title “Royal” from the King of the Belgians. The recognition is for our continuous demonstration of good management in pursuance of commendable causes and for operating a non-discriminatory membership policy.

Who can become a member?

There are two categories of worldsteel membership:

Regular

Regular members consist of companies having actual raw steel production, including steel alloys and stainless steel, and operating as independent commercial enterprises. State-controlled companies must be free to make their own economic and investment decisions and operate in a market based economy.

Affiliated

Any association or federation of steel producers and any technical society or institute concerned with matters affecting the steel industry.

For more information visit www.worldsteel.org/about-us/Who-we-are.html
As a worldsteel member, you are part of the only steel industry association in the world whose focus is to sustain the development of the global steel industry.

Our activities promote the steel industry as:

- A sustainable industry committed to eco-efficient production and recovery, reuse and recycling of steel
- A future-minded industry committed to the reduction of global CO₂ emissions through advanced applications, technology transfer and technology breakthrough
- A global industry which wants to operate with a level playing field free of market distortions which prevent fair competition
- A caring and committed industry which believes that nothing is more important than the safety and health of its people
- A cornerstone of the world’s industrial sectors with attractive long term investment and employment opportunities

As a member you will be able to:

- Access the worldsteel extranet, a password protected website available exclusively to members that provides details of all our programmes, activities and campaigns
- Benefit from worldsteel’s member-only data, reports, publications, case studies and authoritative works on specialist subjects including the latest technical and economic data on industry trends and performance affecting the global steel industry
- Become involved at an international level in common market development programmes and initiatives
- Network with other steel industry professionals from around the world at meetings, events and conferences organised by worldsteel
- Join major industry wide working parties, expert groups and committees in worldsteel
- Send high-potential employees as Fellows to worldsteel to work on specific projects and gain knowledge of the industry at a global level
Our programmes and projects are conducted under the guidance of worldsteel’s Committees:

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Through these committees, we serve our members with the following initiatives:

**Safety and Health**

+ Annual Safety and Health reports based on member data submitted in the online benchmarking system
+ Steel Safety Day, aligned with the ILO’s World Day for Safety and Health at Work, supports members in preventing serious injuries by giving them the opportunity to participate in a global safety audit programme that also allows them to demonstrate the industry’s commitment to safety to governments and NGOs, other industries, trade unions, the global press, and the general public
+ Annual Safety and Health Excellence Recognition Programme encourages members to learn from those whose outstanding initiatives contribute to creating an accident-free workplace
+ Task Forces to identify best practices and produce guidance notes. Examples include Contractor Safety and Health Management, Working at Heights, Moving Machinery and Process Safety
+ Online Safety Forum reporting serious incidents and near misses and enhancing communication between members

Contact: Andrew Purvis, Director, Safety, Health and Environment
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## Economics

- Enhanced access to the biannual Short Range Outlook (SRO) for steel demand
- Medium term (5-10 years) demand forecasts
- Exclusive access to monthly updates on the latest developments in the Chinese steel industry including steel demand drivers and a government policy digest
- The most authoritative global steel production and trade industry statistics in the world
- Early access to the annual Steel Statistical Yearbook
- Annual report on indirect trade in steel
- Strategic and regional studies
- Discussion platform for best practices on statistical and economic methodologies

Contact: Nae Hee Han, Director, Economic Studies and Statistics
email: han@worldsteel.org

## Communications

- Regular global research programmes including reputation studies, stakeholder mapping, and key message proof points
- Communications Conferences for sharing best practices and keeping members up to date on the latest global trends
- Contributions to Our Stories: how steel applications touch peoples’ lives and shape today and tomorrow
- Image Library showcasing members’ most cutting-edge production facilities regularly used by top-tier global press
- Easily shareable #lovesteel social media campaign content translated and branded to members’ requests
- Communications Network (COMMNET) membership with other industry professionals
- Digital Communications (DIGICOMM) group to coordinate messaging on social media
- Wide range of annual publications

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### ECONOMIC AND SOCIAL IMPACT

#### OVERALL IMPACT

- US$2.9 trillion, equivalent to 3.8 percent of global GDP.
- US$500 billion value added.
- In 2017, the steel industry sold 2.5 trillion worth of products and created 40.5 million people work within the steel industry’s global supply chain.
- For every 2 jobs in the steel sector, 13 more jobs are supported throughout its supply chain.
- US$1.2 trillion value added in the supply chains.
- For every $1 of value that is added by work within the steel industry itself, a further $2.50 of value added activity is supported as a result of purchases of raw materials, equipment, energy, and services. This generates over 49.3 million jobs in the customer sectors around the world.
- The steel industry supports and facilitates a total of 96 million jobs globally.

#### ECONOMIC IMPACT

- The steel industry facilitates US$1.2 trillion of value added output in the customer sectors.
- The total value added contribution either supported or facilitated by the steel industry accounts for 3.8 percent of global GDP.

#### SOCIAL IMPACT

- The steel industry employs 6.1 million people.
- The steel industry facilitates 49.3 million jobs in the customer sectors around the world.

Source: Oxford Economics (estimates based on 2017 data)
Environment

+ CO₂ emissions data collection and benchmarking: ISO standards 14404-1 and 14404-2, the global benchmarks for measuring emissions from blast furnace and EAF steel plants respectively were developed from the worldsteel system.
+ Dialogue and input with other international environmental organisations including the UN, OECD, BIAC, ICC.
+ Workshops on: Carbon costing, water management, co-products
+ Follow policy and regulatory developments identifying areas of common concern for members and formulate steel industry positions as required.
+ Environmental policy documentation, position papers, case studies and fact sheets for information sharing (including work on climate change).

Contact: Åsa Ekdahl, Head, Environment and Climate Change
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Education and Training

+ Sharing best practices and benchmarking information on subjects relating to people recruitment, training, development and maintaining talents in the industry.
+ Input into the initiatives run by steeluniversity including steelChallenge, steelManagement and steelBusiness (see worldsteel Programmes) as well as the range of online courses and simulations
+ steelTalks, a monthly lecture series on topics of interest to the global steel community. The lectures are presented in a webinar format with a guest lecturer.
+ Fellowship Programme for worldsteel member companies to second people for a short duration to worldsteel and work on agreed specific projects, providing tremendous growth opportunities for high potential employees

Contact: Scott Chubbs, Director, steeluniversity
email: chubbs@worldsteel.org
Product Sustainability

+ Improve the market position of steel as a sustainable material and demonstrate from a life cycle perspective that steel is the material of choice for the circular economy
+ Tools to position steel as a sustainable material in applications vs other materials and to demonstrate that steel is the material of choice in the circular economy
+ Sustainability reports: policies and indicators
+ Research on post-consumer recycling to promote steel as the world’s most recycled material
+ World leading ‘cradle-to-gate’ life cycle inventory database of steel products with web-based reporting for companies to use their data
+ LCA Expert Group to provide members with a working Forum on Life Cycle Assessment for Steel in the areas of data collection, methodology, applications and communications of LCA
+ Automotive and construction life cycle assessment models to provide analysis and data in support of steel marketing
+ Member workshops on LCA, data collection, and applications in the marketplace to increase company competencies
+ Advocacy of steel industry interest in LCA to practitioners and opinion leaders who are defining regulations, standards, and guidelines

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Soo Jung Kim, Head of Sustainability Communications
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Raw Materials

+ Medium term (5 year) supply forecasts for seaborne iron ore, metallurgical coal, scrap and DRI
+ Reports by Raw Materials Committee Expert Group on main issues and challenges in steelmaking materials markets
+ Assessment of strategic issues including availability trends, quality trends, restructuring activity in the Chinese iron ore and coal mining sectors

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Henk Reimink, Director, Industry Excellence
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Technology

+ Participation in online secure industry-wide benchmarking systems with which members can compare their performance against comparable sites or plants, or a representative reference site. The systems also enable the user to compare their results against better performing companies/sites and identify the areas for improvement. Some of these systems also forecast the impact of additional technologies and what they may bring to a plant or site. All information is reported confidentially to data-contributing members only. Current data benchmarking systems exist for:
  - Energy efficiency
  - Maintenance and reliability
  - Process yields
  - Sustainability
+ Participation in workshops and expert group meetings and access to their reports. Current groups include:
  - Electric Arc Furnace Expert Group
  - Energy Use in the Iron & Steel Industry Expert Group
  - Global Technology Innovation Expert Group (GTIEG)
  - Intelligent Manufacturing Expert Group
  - Maintenance & Reliability Expert Group
  - Steel Industry Process Yields Expert Group
+ Wide range of technical publications

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steeluniversity is an online industry university that aims to equip today’s workforce with the skills and knowledge needed in competitive global markets and attract, train, and retain the next generation of steelmakers.

steeluniversity provides a suite of learning opportunities on how steel is made, how it is used in consumer products and how it impacts our daily lives. The courses allow for the study of the thermodynamic and kinetic principles that underpin the production and use of steel using a series of realistic game-like simulations that make the learning process interactive and entertaining. steeluniversity can be used for self-motivated or directed study and the simulations can be used in competition mode, between individuals or teams. They can also be effectively combined with instructor-led training.

steeluniversity also runs:

+ steelChallenge, an annual worldwide competition inviting students and steelmakers with less than five years of professional experience to complete a simulation to produce a grade of steel meeting specific technical requirements at the lowest possible cost. After completing an online simulation as part of the Regional Championship, finalists are invited to participate in person at the World Championship, where they take part in a ceremony with the worldsteel Board of Members and have the opportunity to win prizes and recognition for their university or steel company.

+ steelManagement, an executive residential course on steel business strategy customised to meet the development needs of high potential candidates in the global steel industry.

+ steelBusiness, an online game where players are challenged to build and run a profitable steel company. From buying production equipment and raw materials, hiring people and managing programmes to improving safety, environmental and quality performance, steelBusiness is a comprehensive tool for learning about the steel industry. steelBusiness can be custom branded at members’ requests.

+ steelTalks, a series of webinars led by industry experts.

Contact: Scott Chubbs, Director, steeluniversity  
email: chubbs@worldsteel.org

For the long term the steel industry continues to work in partnership with governments, investing in major research and development programmes for radical breakthrough technologies to reduce or eliminate carbon emissions from the steelmaking process.

On the road to the arrival of this breakthrough technology, short and medium-term process efficiency gains will provide important benefits to tackle climate change.

worldsteel’s step up programme is a multistep process reviewing raw material use, energy input, yield and maintenance to support improvements in mill operations to efficiency levels commensurate with the industry’s top performers. worldsteel has developed a clear 4 stage efficiency review process, based on leading practises, that all mill operators can follow. This is being supported by a specialist team of advisors available to all members. The programme was tested across 8 mills in 2019 and is targeting 20 sites for 2020.

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WorldAutoSteel, the opt-in automotive group of the World Steel Association. Participation requires additional fees.

WorldAutoSteel’s mission is to advance and communicate steel’s unique ability to meet the automotive industry’s needs in a sustainable and environmentally responsible way. WorldAutoSteel is committed to a low carbon future, the principles of which are embedded in our continuous research, manufacturing processes, and ultimately, in the advancement of automotive steel products, for the benefit of society and future generations.

+ Advanced high strength steel implementation solutions
+ Life cycle modelling of greenhouse emissions to assess material selection
+ LCA policy deployment options in conjunction with top academia
+ Future trends and impacts for steel 2030
+ Automotive mass benchmarking and solid data analysis
+ Specific studies on weight elasticity and parts comparisons
+ Cooperation with leading universities and government agencies to address green manufacturing issues and leverage advanced high strength steel applications

Contact: Cees ten Broek, Director, WorldAutoSteel
email: tenbroek@worldsteel.org

constructsteel is an initiative with the objective to increase steel’s market share in the global construction industry. The promotion programme is currently devoted to the support of structural steel and we are currently investigating as to how worldsteel may organise the key players in the flat products side of the construction industry. The programme currently includes:

+ Providing leadership to the national bodies tasked with the promotion of steel construction to reduce duplication, share resources and develop initiatives with worldsteel resources that may be transferred across regions.
+ Supporting the steel construction value chain by facilitating the transfer of experience & technology.
+ Promoting LCA tools which will help architects and structural engineers choose steel in construction.
+ Development of a central steel construction website to act as a focal point for steel construction both regionally and internationally and to be used as a platform to launch the programmes above.
+ Steel construction dedicated conferences with the aim of bringing together the main players of the steel construction value chain and to create a platform for increased steel construction businesses.
+ Development of end-use steel construction statistics to help contribute towards understanding the market for construction steel.

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Membership dues and contributions

A. Annual membership dues

For steel companies, annual membership dues are calculated based on actual raw steel production from the previous year at a rate set by members (currently at €0.0111 per tonne). There is however, a minimum of €5,000.00 annual dues for steel producers.

For steel and steel-related associations, the current rate is €3,000.00 per annum. This will increase to €5,000.00 from year 2021.

Dues are payable on the 1st of April of each year.

B. Meetings of members

General Membership meetings are held twice a year, in April and October. There is a registration fee for participants. Travel, hotel and incidental expenses also borne by participating members.

For committee and project/expert group meetings, no extra participation fee but travel and all travel related costs are borne by participants. In cases where special activities are arranged for members such as plant tours, spouse tours and special evening events, costs for these optional activities may be charged to participants.

C. General Assembly

Each year in October worldsteel organises a General Assembly for members. There is a fee involved per participant.

D. Opt-in programmes (optional)

Aside from the regular worldsteel programmes offered to all members, worldsteel also offers opt-in programmes based on special needs of members. Participation here is optional and an extra fee is involved. Currently, worldsteel is running the WorldAutoSteel programme. For more information see worldautosteel.org

Companies producing or rerolling stainless steel can become members of the International Stainless Steel Forum (ISSF). Dues are calculated based on tonnage from the previous year and using the rate currently set at 0.0811/metric tonne. Membership of ISSF automatically includes membership of worldsteel. For more information see worldstainless.org

Membership Contact:
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