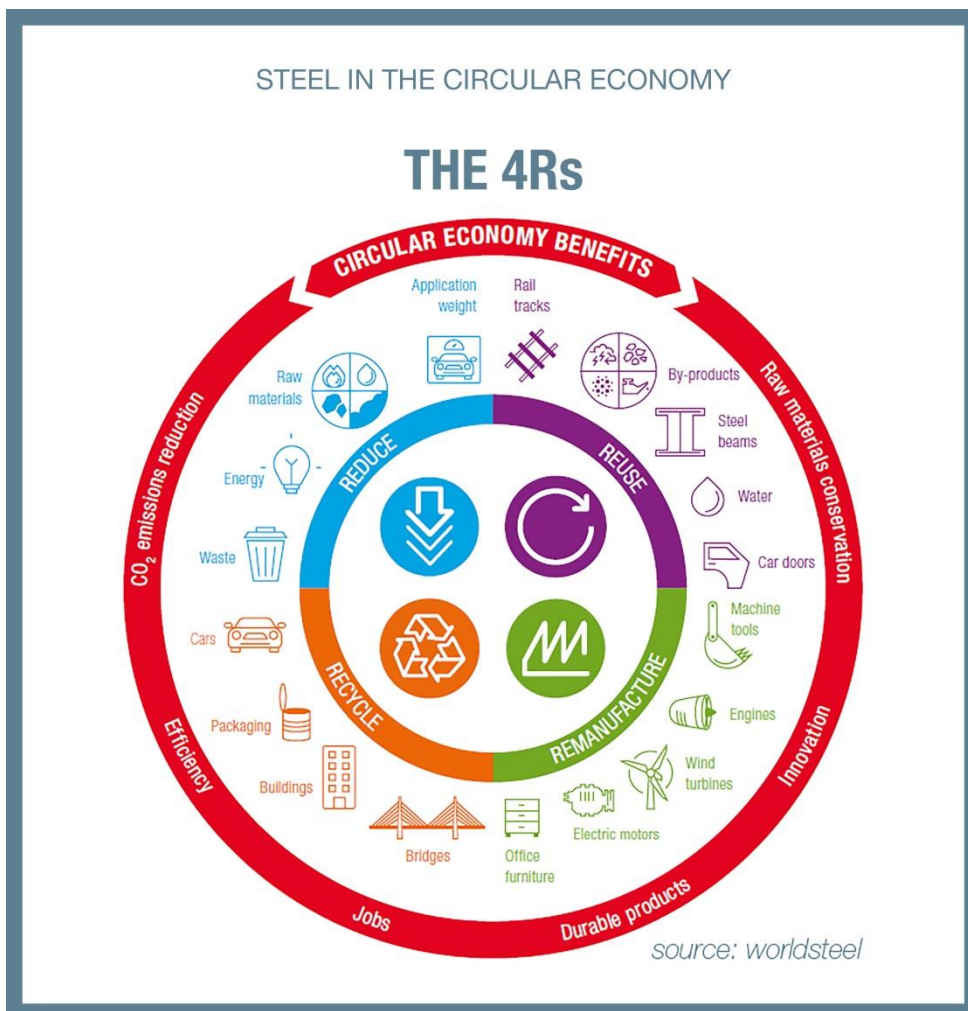


PRESS RELEASE

**Steel – the permanent material in the Circular Economy
The steel industry at the forefront of optimal resource efficiency**

Brussels, 8 March 2016 – The World Steel Association (worldsteel) announced today that it is taking part in Resource 2016, the event focused on the circular economy and resource efficiency, being held in London from 8 to 10 March. worldsteel is showcasing how the steel industry is at the forefront of optimal resource efficiency and why steel is essential to our modern world.

To coincide with the event, worldsteel is also launching a new publication, [‘Steel – the Permanent Material in the Circular Economy’](#). The publication highlights how steel enables a sustainable circular economy in which society reduces the burden on nature by ensuring resources remain in use for as long as possible. This is done by reducing the amount of raw materials consumed, reusing products, remanufacturing them and only then when they reach the end of their life, sending the steel to be recycled back into new steel – reducing the demand for the use of raw materials.



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Edwin Basson, Director General at worldsteel commented on the launch: “We believe that in the sustainable future, new economic models will maximise the value of raw materials by encouraging practices such as reducing, reusing, remanufacturing and recycling. These are all fundamental advantages of using steel and explain why steel is an integral part of the global circular economy.

“The steel industry is continuing to expand its offer of advanced high-strength steels which reduce the weight of applications, and encourage circular economy practices. This will ensure optimal resource efficiency and in return bring significant benefits to our society including durable products, local jobs, reduced emissions and the conservation of raw materials for future generations.”

To learn more about ‘Steel – the Permanent Material in the Circular Economy’, visit our website <http://circulareconomy-worldsteel.org>

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Notes to Editors:

- The World Steel Association (worldsteel) is one of the largest and most dynamic industry associations in the world. worldsteel members represent approximately 85% of the world's steel production, including over 150 steel producers with 9 of the 10 largest steel companies, national and regional steel industry associations, and steel research institutes.

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