

# Sunrise Industries

# #Made in Europe



**Will you stand on the  
sidelines or actively  
shape the future  
of the EU and your  
business?**



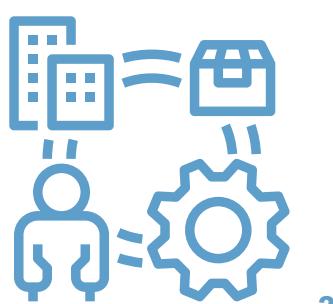
# A World in Transition

## Sunrise industries and the reemergence of European leadership

The world is changing rapidly. Yesterday's stability has been replaced by today's uncertainties. More than ever, we need a strong Europe to maintain its position as an industrial leader and a driver of stability and prosperity. Sunrise industries are at the core of this green reindustrialization, and of EUMICON: strong European companies that contribute energy, mobility and digitization to industrial ecosystems using innovative solutions and approaches, and by reinventing business processes. They are the engine of Europe's recovery and reindustrialization. As such, our members will play a key role in the recovery from the Covid-19 pandemic and in strengthening Europe's sovereignty.

## The primacy of ecology

The European Green Deal will influence the future landscape of European industrial ecosystems. Concepts like recycling and efforts to create closed loop material flows are part of the mainstream discussion. The ambitious goals of the European Commission's Green Deal are becoming a reality and will impact businesses across Europe and beyond. Whether they will be a burden for you or a turning point for economic development and prosperity depends on what you choose to do. Will you stand on the sidelines or actively shape the future of the EU and your business?



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## The resilience of European value creation

Covid-19 has caused major disruption to European industries, so it is driving the discussion on supply chain glocalization. In terms of global trade dynamics, this new trend underscores the importance of European industrial resilience. Sunrise industries play an important role in strengthening Europe's sovereignty and establishing resilient supply chains for advanced materials in the energy, mobility and digitization value chains.



# New Opportunities



## Embracing opportunities

The challenges we currently face are an opportunity to strengthen local value creation. With this in mind, EUMICON actively seeks to shape policies that benefit or have a positive impact on European industrial ecosystems. This will be especially important during Europe's post-Covid-19 rebuilding and reindustrialization process, which will certainly demand closed loops and moves towards a circular economy. These concepts require a sovereign Europe and build on reliable advanced material value chains and strong industry.



## Shaping the value chains of the future

Involving stakeholders along the entire industrial value chain is essential in order to build a prosperous and successful future for Europe. As a result, EUMICON thinks in terms of European industrial ecosystems so that it can adequately represent the interests of its members in relations with governments and EU institutions. Europe's sunrise industries and our members are at the heart of this effort because they will lay the foundations for resilient, advanced materials value chains and future innovation.



## The circular economy and transforming value chains

New concepts such as product stewardship and the circular economy are rapidly transforming industrial ecosystems and value chains. The circular economy approach has the potential to deliver innovative solutions. It aims to ensure that valuable raw materials already present in society and industry – in buildings, infrastructure or products – are preserved rather than discarded at the end of their life cycle. However, although many metals are permanent materials, meaning they can be recycled almost endlessly, increasing demand will not be satisfied by recycling alone, even at the highest possible recycling rate. Primary raw material production will always be necessary to bridge the demand shortfall. And there will always be mineral raw materials that cannot be recycled, creating the need for reliable supply to underpin the sovereignty of Europe and its industry.



## Made in Europe

European industrial value chains are the key to preserving our competitiveness and prosperity. Especially during the post-pandemic recovery, it will be imperative that investments and subsidies from the EU recovery fund promote value creation "#MadeInEurope". The Covid-19 crisis has highlighted the vulnerability of our supply chains and raised concerns about security of materials supply – namely their availability and cost. Since recycling efforts will not be sufficient to meet demand, the supply of primary raw materials is indispensable. This points towards the need for a combined approach: fostering a circular economy while also emphasizing the importance of primary raw materials.



# Why join EUMICON?



## Solutions-driven

By bringing together stakeholders along advanced material value chains for energy, mobility and digitization in Europe, we have created a platform that takes a broad view and thinks in terms of solutions instead of issues. This enables us to promote solutions that also foster a circular economy. From hydrogen to automotive, mining to mobile phones, solar power to server farms – our members are visionaries from a wide range of industries. We react quickly to crises such as the current Covid-19 pandemic and represent our member's interests during the subsequent rebuilding phase.



## Building networks

EUMICON is a place for networking. Our activities bring together opinion leaders and experts from across the value chain, who collaborate and share ideas. Our event calendar includes regular, high-profile events and workshops, with ample opportunities to network and connect to politicians and peers. Key events are organized around topics like technological transformation and innovation, and securing access to raw materials. In addition, global and EU energy, climate and resource-efficiency policy, alongside skills and education, lie at the heart of many of our events.



## A European mindset

Building on the forerunner of the European Union, the European Coal and Steel Community, EUMICON can fall back on a long track record in the materials industry. It is widely recognized and appreciated at EU level as a driving force in promoting European industrial ecosystems and advanced value chains. We are the partner of choice for the European Commission's Raw Materials Week. We make sure your voice is heard by key decision makers at EU institutions as well as national governments. At a time when we must address all stakeholders, EUMICON also speaks the language of NGOs and is a valuable partner with outstanding integrity.



## Focus on value chains

Advanced material value chains are essential for European economic sovereignty. Within European industrial ecosystems, they are the key to ensuring the success of the green transition and moves towards a closed loop economy. We are working to shape the EU so that it takes account of the need for strong value chains and ensures that they are embedded in a fair and effective legislative framework. Our goals are aligned with EIT RawMaterials' vision of turning materials into one of Europe's key strengths, while also promoting dependable, sovereign material supplies for downstream applications, such as rare earths in magnets, batteries and the like. We also fully support EIT RawMaterials' goal of pushing forward Europe's transition towards greater sustainability by driving innovation along the raw materials value chain.



## Strong partnership

EUMICON brings together more than 1,000 different stakeholders along advanced material value chains. Together, they represent industries that will play a key role in shaping Europe's future. They include experts from industry, associations, politics and administration, as well as the scientific community, NGOs and trade unions.

# Working together for Europe

EUMICON aims to bring clarity to a rapidly changing world. We provide a voice for the industries that form the backbone of Europe and the foundations for its future. Our members from what we call Europe's sunrise industries play a central role in EUMICON. They are European companies that are vital to green reindustrialization and contribute energy, mobility and digitization to industrial ecosystems in the shape of innovative solutions and approaches, and by reinventing business processes. They embrace new concepts like product stewardship and the circular economy, and are playing a part in the rapid transformation of industrial ecosystems, with a view to creating a brighter future for us all.

When you join EUMICON, you become a member of an exclusive network of renowned industrial pioneers, core decision makers and key actors who shape political discourse. Especially in the aftermath of a crisis like the current Covid-19 pandemic, a platform like EUMICON unites industry interests and has a voice that is heard at the highest levels of the EU's political institutions.

## YOUR ADVANTAGE:

more than a network

EUMICON members hold regular bilateral meetings with and have direct access to high-level stakeholders at EU institutions. EUMICON members benefit from all-round visibility, and are closely involved in creating content for the platform and messages directed towards the EU. Being heard is not a question of speaking the loudest, but speaking the right language. EUMICON speaks the language of the EU and governments, and has the experience and know-how required to engage effectively with NGOs and consumers.

## Join a powerful platform

EUMICON is widely recognized and appreciated at EU level as a reliable partner and a driving force in promoting European industrial ecosystems. EUMICON membership gives you access to our exclusive, high-profile events and workshops, and provides ample opportunities to network and connect to politicians and peers, including:

### → **EUMICON Day**

A hybrid in-person and digital event organized in cooperation with the European Commission and focusing on best practice.

### → **Delegation visit**

Bilateral talks with high-level EU political decision makers on the challenges currently facing industry.

### → **Dinner debate**

In-depth discussion of content developed in collaboration with relevant and high-level political and industry stakeholders.

### → **Design thinking workshop**

Regular workshops on specific topics that are currently relevant for EU strategic value chains.