

Public Perception of Mining in Europe

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"The extraction industries are responsible for ... over 90% of biodiversity loss, according to the UN's own Global Resources Outlook."

from a BBC article on urban mining, April 2020



90 per cent of biodiversity loss and water stress are caused by resource extraction and processing.



Biomass



Metals



Non-metallic minerals



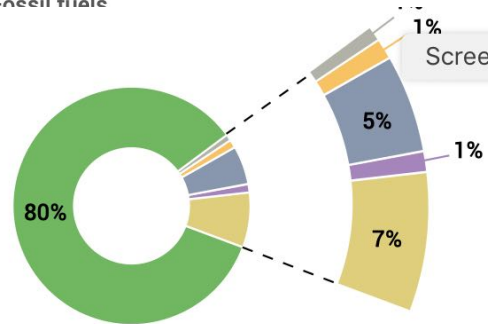
Fossil fuels



Remaining economy



Households



Land-use related biodiversity loss



International Resource Panel

Global Resources Outlook

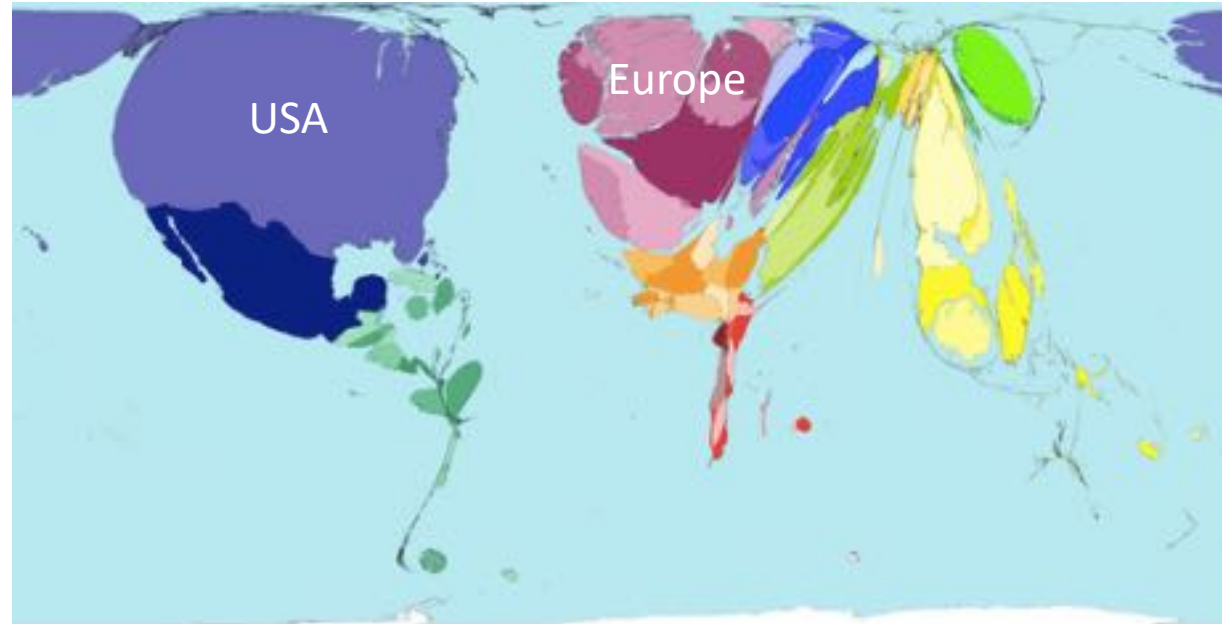
2019: Natural Resources for the Future We Want



Europe imports most of its metals

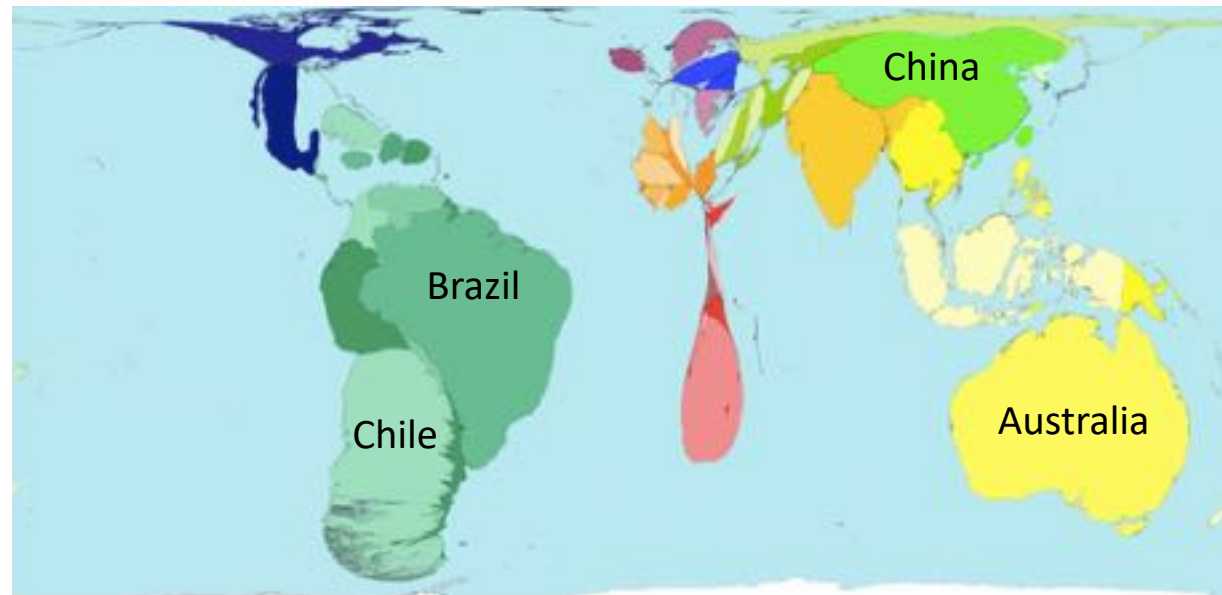
Net mineral imports

www.worldresourcesforum.org



Mineral production

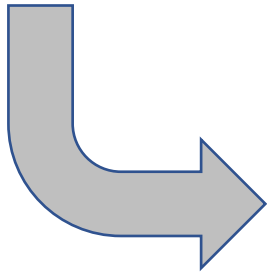
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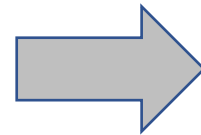
For decades, European politicians and public did not care about dependence on mineral imports:

- support for the Common Agricultural Policy \approx €60 billion per year
- support for the minerals industry \approx €0 per year

Reaction to the REE crisis in 2011



- PROMINE
- EIT RawMaterials
- Horizon 2020
- ERAMIN



Goal: to secure a sustainable supply of raw materials and advanced materials – for Europe's green future and competitiveness

Responsible mining in Europe

Boliden's Aitik mine

- in harsh climate of northern Sweden
- respects stringent social and environmental conditions
- average grade = 0.27% Cu



Ireland's Lisheen mine

- a compact underground mine while operating
- very successful restoration when closed



... but, certain interested parties oppose all mining



“There are credible alternatives to mining: stop production of electronic gadgets and digital development that are primarily used to enslave the population and cut jobs, develop research for sustainable products and raw materials that do not come from sub-surface or from the chemical industry”

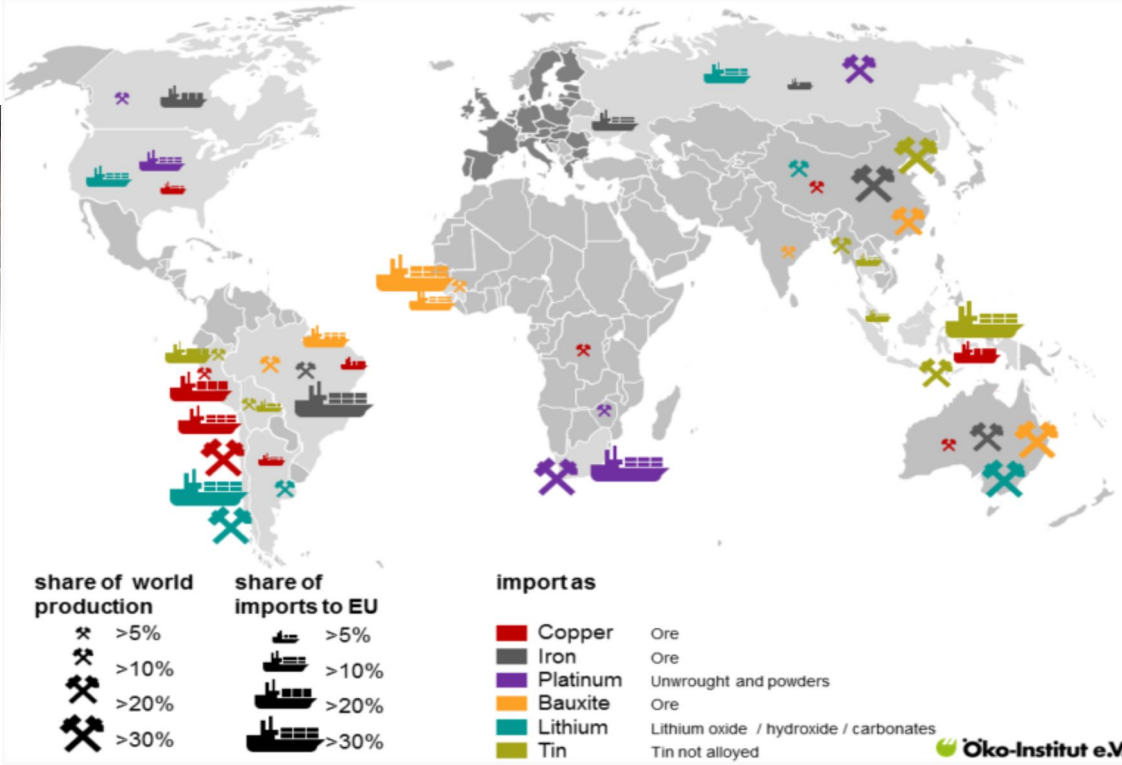
Communiqué de presse du collectif Douar Didoull (10/07/2019)



The locavore movement - eat local, avoid “food miles”



Metal miles?



Mines in our backyard?

Impacts of the coronavirus pandemic

- economic crisis – plunging metal prices, less demand, less exploration
- calls to change the system in response to climate challenges
- reaction against globalization, calls for protectionism

Mexican beer rebrands to avoid association with coronavirus



Impacts of the coronavirus pandemic

- reaction against globalization, calls for “relocation of industry”

Coronavirus: relocaliser la production, un défi pour l'industrie pharmaceutique

Fondation Robert Schuman, Policy Paper

Developing industrial sovereignty

“... the pandemic has revealed Europe's vulnerabilities, we are too dependent on the outside world”.

“... a real ‘relocation’ of European industry must be sought through a coordinated strategy”

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Governments are anxious to make their economies more resilient ... are looking to bring back offshore manufacturing.

.....will these ideas extend to the minerals industry?

Why are mineral resources ignored in these discussions?

Why does mining have such bad press?



Should we, can we, try counter the misinformation on sites of anti-mining movements?

Dear Nicholas,



Chelsea Dao, a young Earthworks supporter, held a creative fundraiser after learning of the harmful effects of mining. Her bracelets make a great alternative to jewelry made from precious metals!

“Bracelets made of precious metals may have come from harmful mining...Mining pollutes our environment and destroys land and forests.”

How can we open up lines of communication with these groups?

How do we get our message across? - should we use the social media?

An **influencer** is someone in your niche or industry with sway over your target audience. **Influencers** have specialized knowledge, authority or insight into a specific subject.



Big science, big data influencers – old, male, affluent
“well-paid spin doctors and consultants”

How do we get our message across? - should we use the social media?

Science influencers



Diana Cowern - Physics Girl:
"I had too much pi for
Thanksgiving"



Brian Cox,
Univ. Manchester
3,766,864 followers



Mika McKinnon
Field geophysicist, disaster researcher, scifi
science consultant, science writer ...



Iain Stewart
University of Plymouth – BBC
presenter, geology's "rock star"

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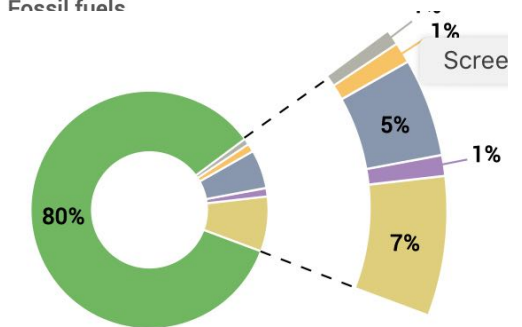
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