

# Beyond Corporate Responsibility for the Environment

A Sustainable Development Strategy for the Manganese Industry

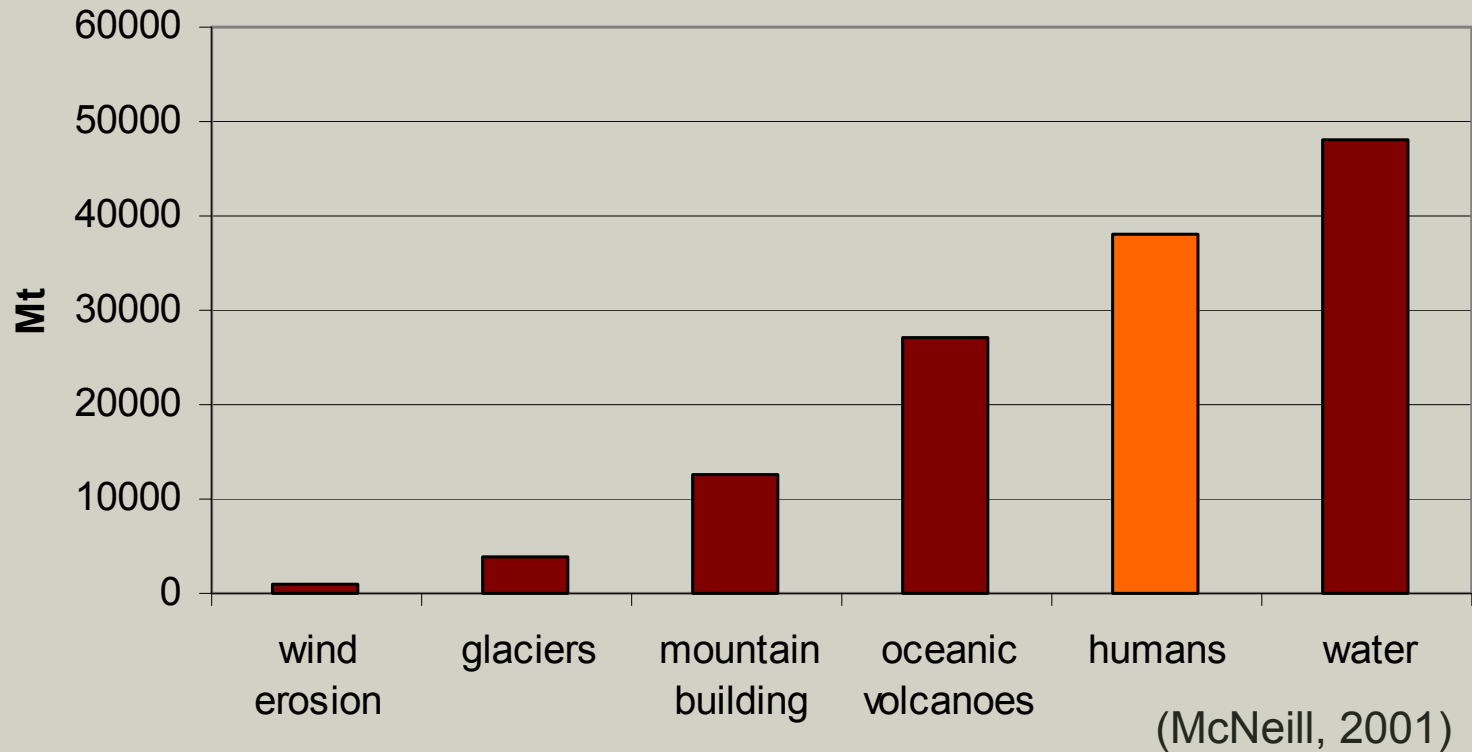
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# Human Impact on the Biosphere

## Average Annual Transport of Rock and Soil



# The Business Case for Sustainable Development in the Extractive Industries

- Exploitation of ore deposits is inherently unsustainable and results in environmental disturbance, but the use of mineral resources is key to the well-being of society, as they are essential to every sector of the economy
- Sustainable development initiatives result in financial/commercial improvements

# Social License to Operate

- To move towards a more sustainable future, mines need to gain a social license to operate. This can be defined as
  - *the acceptance and belief by society, and specifically our local communities, in the value creation of our activities, such as we are allowed to access and extract mineral resources. ... You don't get your social licence by going to a government ministry and making an application or simply paying a fee. ... It requires far more than money to truly become part of the communities in which you operate*

(Lassonde 2003, in Nelson, 2006)

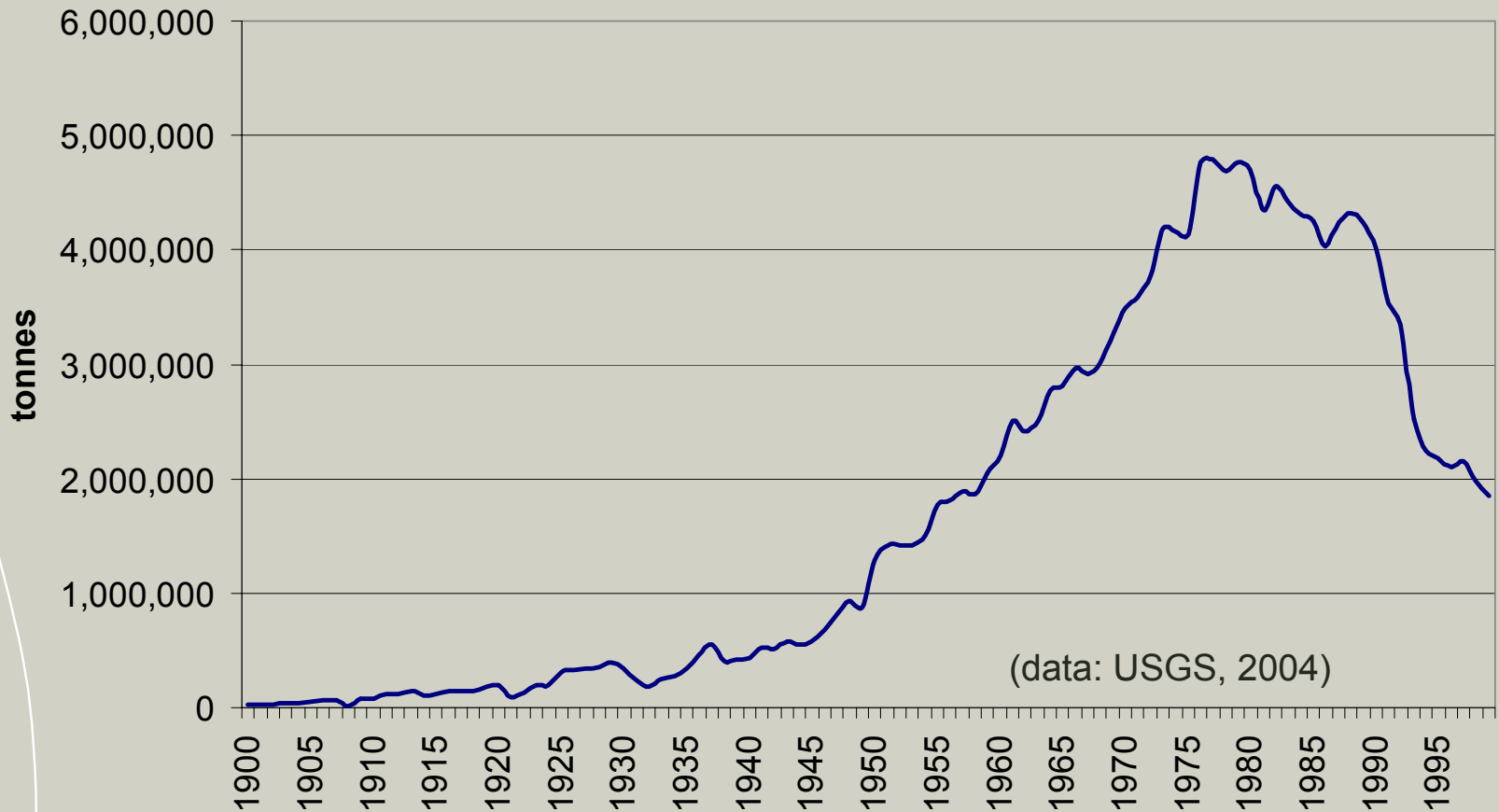
# Learning from Other Sectors

- Diamonds:
  - Increasing concern over human rights abuses in the illicit diamond sector resulted in a sector-wide initiative to address this.
  - The diamond community voluntarily declared that they would eliminate conflict diamonds from the industry
- Lead:
  - A metal infamous for its health impacts was becoming increasingly difficult to sell
  - The sector responded by launching a project to independently certify that producers are applying best practice to all aspects of the product life cycle

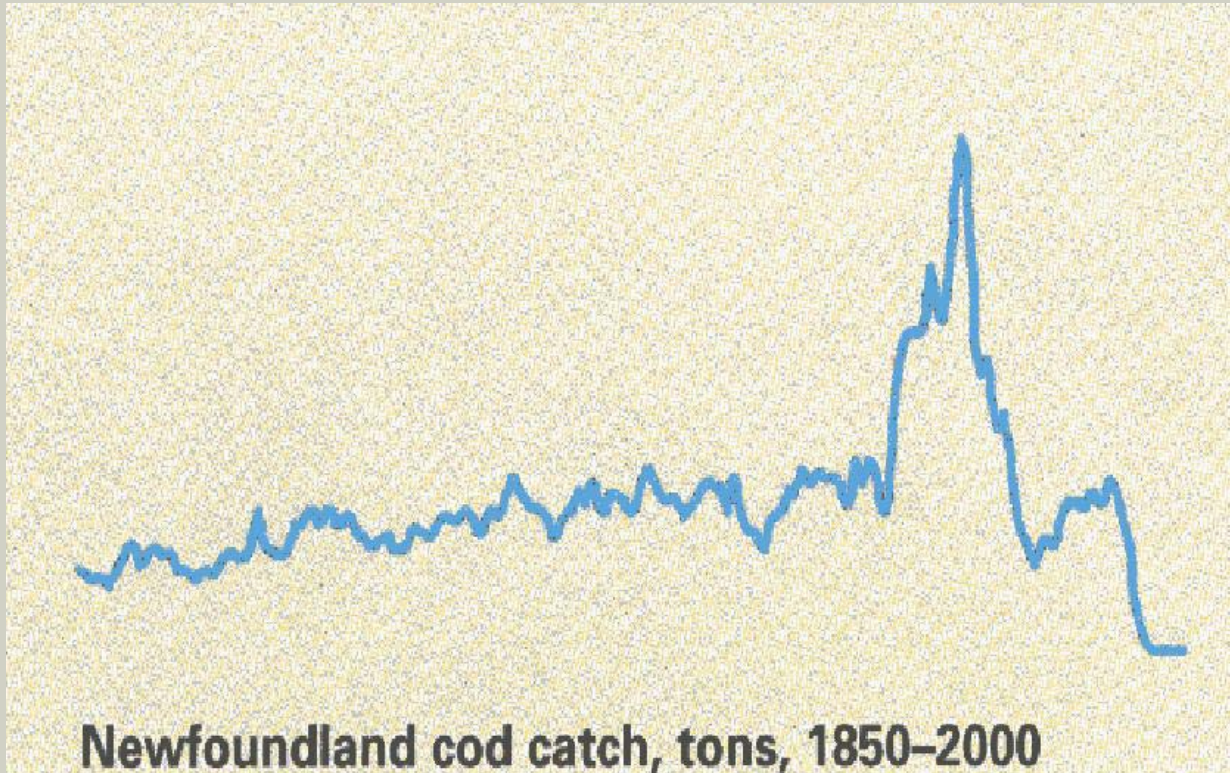
# Quo Vadis?

Markets, pressure groups and legislators can force producers to change in a reactive and defensive manner. When this happens, the sector loses the opportunity to take the initiative and influence the terms of the new deal in the marketplace.

# Asbestos – too little done, too late?



# Fisheries – The Impact of Self Interest



(graph: McNeill, 2001)

# The Manganese Industry's Ability to Respond to Sustainable Development Challenges

- How can we respond to the challenges of sustainability?
  - Understanding good international practice
  - The IMnI is well positioned to assist the Manganese Industry in addressing sustainable development challenges
  - One of the most effective ways of maintaining this licence is to raise the level of health, safety, environment and community (HSEC) performance of a company
  - Credibility can only be achieved if the Manganese Industry improves its performance as a whole

# Concluding Remarks

- The sector needs to ensure that mutually agreed principles are adhered to.
- To win the trust of both the markets and our stakeholders, we must effectively demonstrate that principles are followed by implementation.
- This collective action will enhance the credibility of the sector and demonstrate to the world that the manganese industry is serious about its contribution to the sustainable development agenda.