



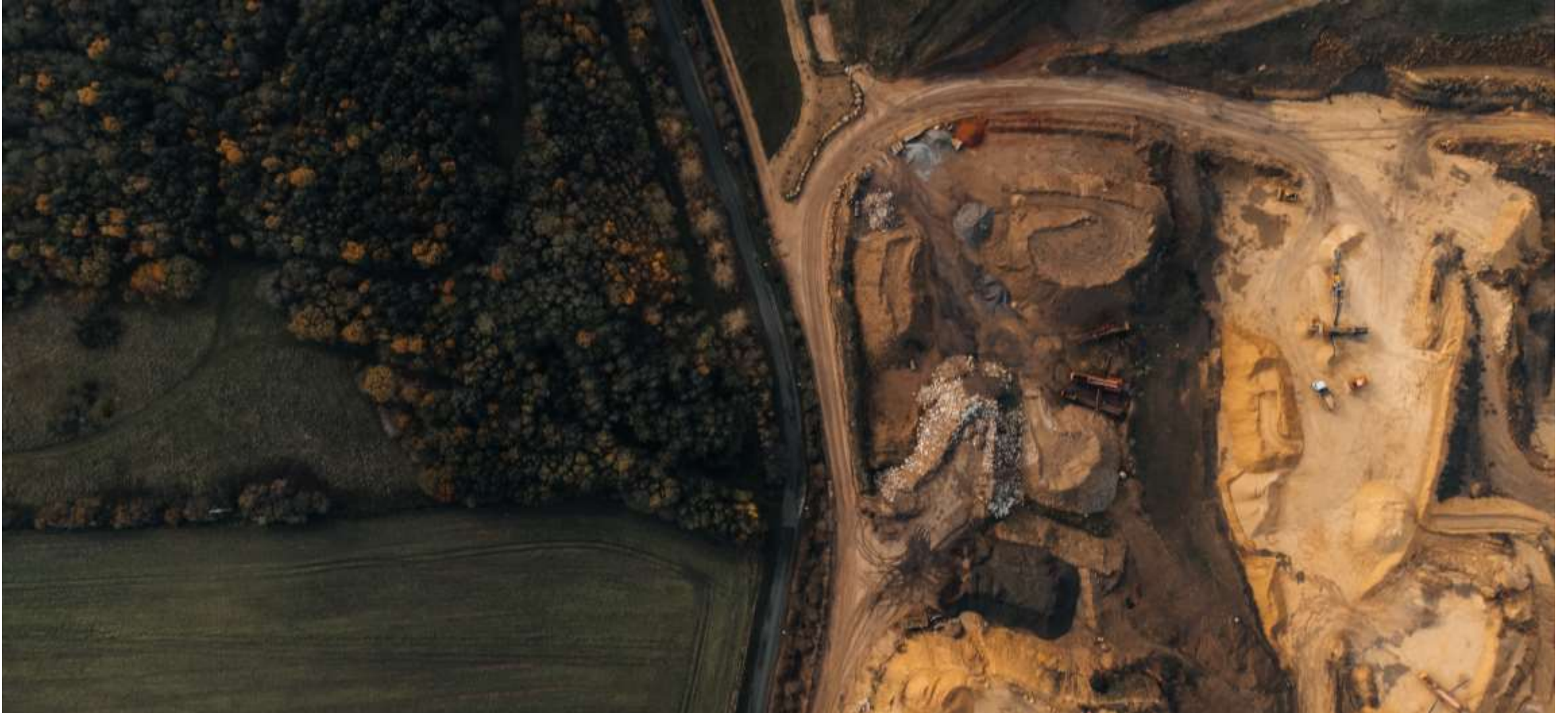
# Public Perception of Raw Materials

ION4RAW & BIORECOVER projects

Mathilde Legay, April 19th

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## What is the social perception of the mining sector?





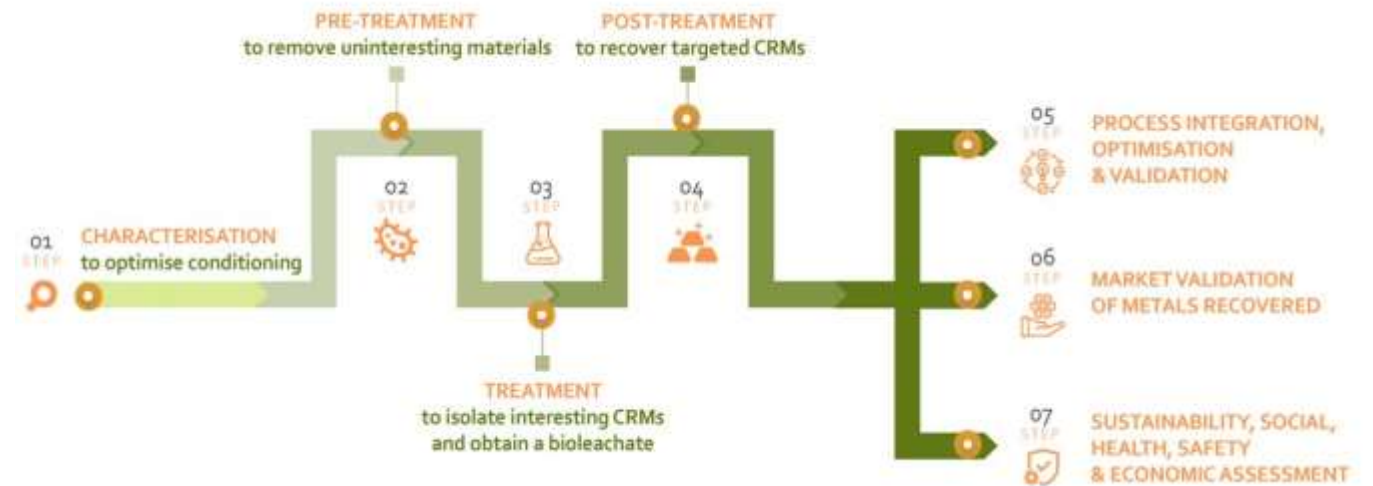
# BIORECOVER

- A public perception study in Greece, Spain, and France



# The BIORECOVER Project

- The overall objective of BIORECOVER is the selective extraction of CRMs from relevant unexploited secondary and primary sources:
  - **Rare Earths** coming from Bauxite Residue
  - **Magnesium** contained in Mg wastes of low-grade minerals
  - **PGM** included in PGM low-grade ores and industrial residues



# Public Perception study

- A study led by



With



as a contributor.

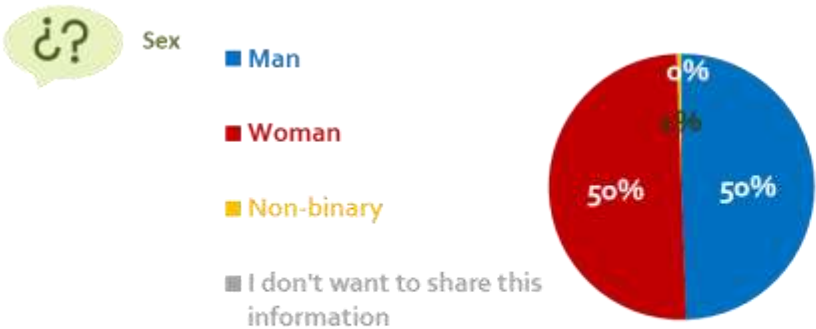
- With GAD3 as subcontractor for field studies in Spain and Greece
- Methodology
  - Perimeter: France, Spain, and Greece
  - Questionnaire to 1,200 people in Spain
  - Dates: May 31 to June 7/8, 2022 (1 week).
  - Sampling error:  $\pm 2.9\%$  for a confidence level of 95.5% (two sigma) and in the most unfavourable hypothesis of  $P=Q=0.5$  in the assumption of simple random poll.



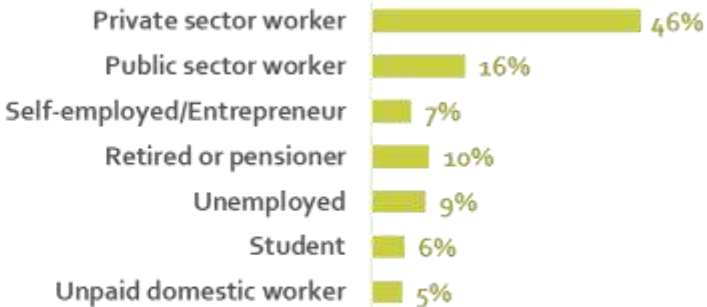
Stay up-to-date on BIORECOVER website – deliverable coming soon!

# Public perception study

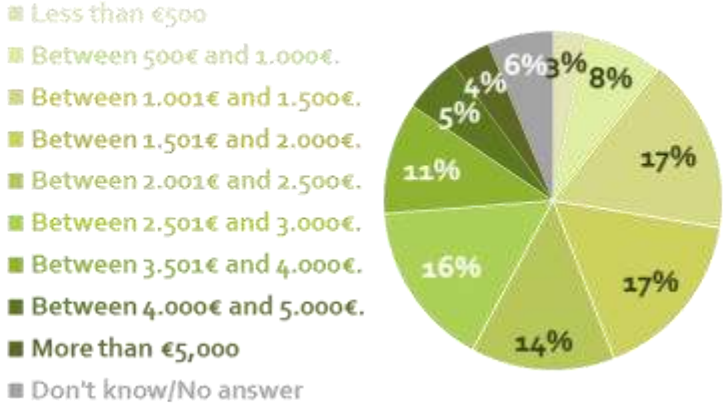
## Interviewees



N: 1.201



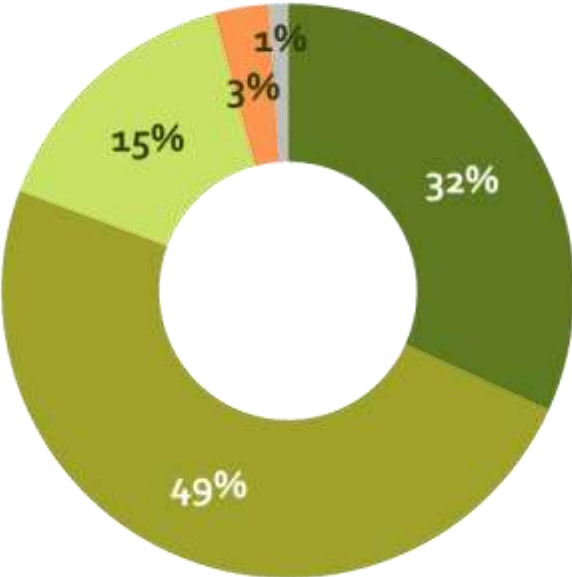
Net monthly household income



# Environmental knowledge

- I am interested and I inform myself about it on a daily basis
- I'm interested, but I don't know about it.
- Don't know

- I am interested in it and I inform myself about it sporadically.
- I am not interested



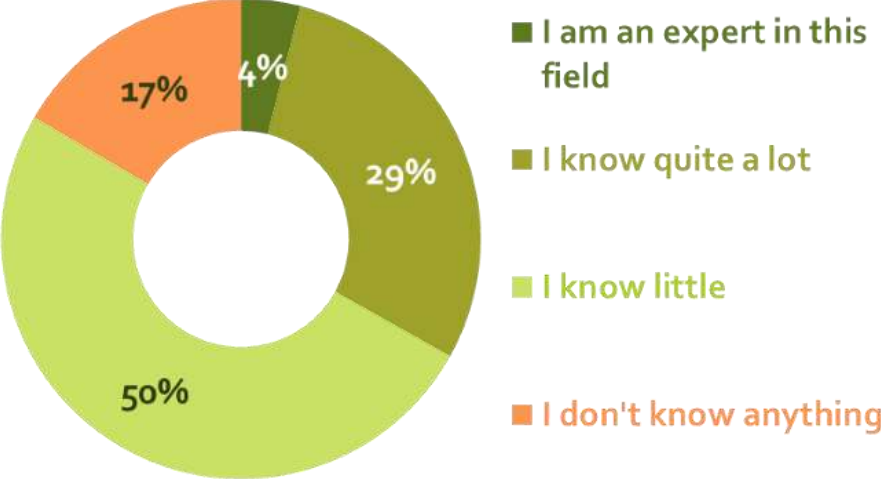
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In relation to your environmental knowledge, how would you describe it?



# Mining Knowledge



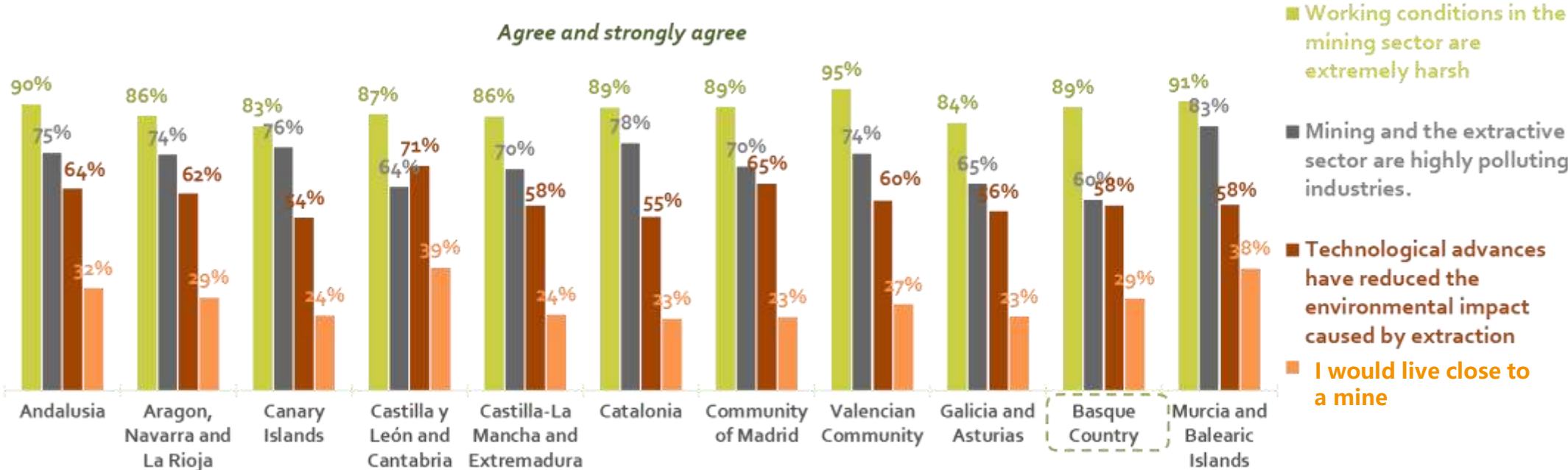
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And irrespective of the above, please indicate the extent to which you would say you are knowledgeable about mining and extraction:

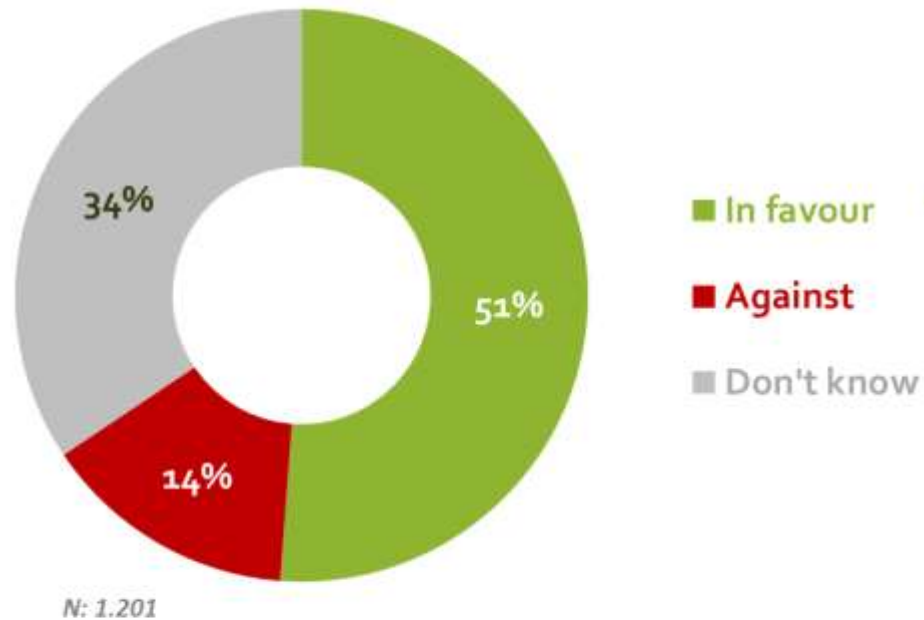


# Public perception study

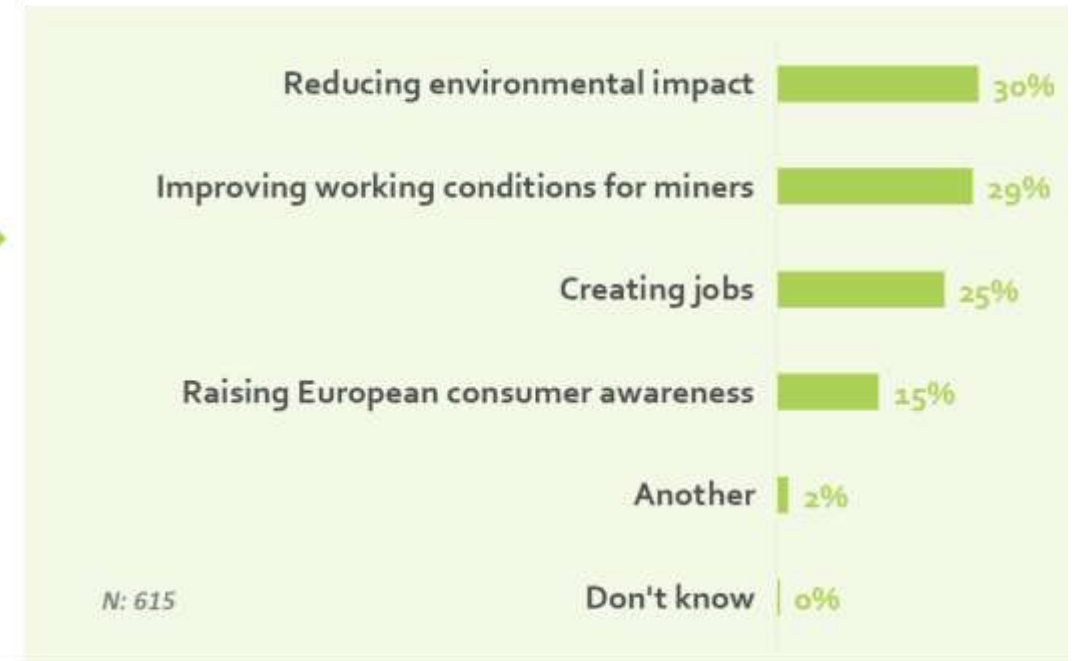


In relation to the mining and extractive sector today, please indicate the extent to which you agree with the following statements....

# Opening of new mines in Spain



Do you support or oppose the relocation of mines and quarries in Europe?



For what reason?

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# LGI Awareness campaigns on raw materials

- The need for awareness raising
- ION4RAW social media campaigns
- SCRREEN2 *Raw Materials for Future Quiz*
- BIORECOVER seminar series

# The need for awareness raising

## – LGI’s campaigns

**Objective:** Raise awareness of the importance of CRMs in daily life and thus of mining and metal recovery.

Focus on :

- Highlighting key sectors
- Showcasing essential CRMs usages, focusing on concrete raw materials’ examples.

**Our strategy :**

- Using easy-to-understand attractive visuals, like videos and social media cards
- Using engaging methods like quizzes or events
- Networking with related projects



# The example of ION4RAW social media campaigns

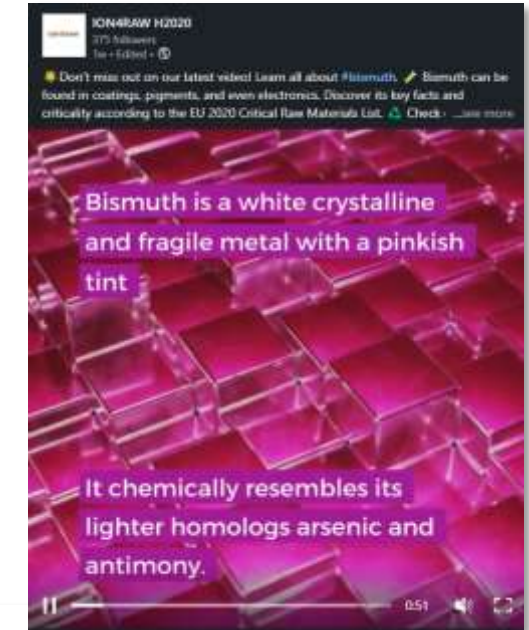
- In 2022, an 8 months campaign, **focusing on key sectors** where raw materials are essentials

1 **video** per sector, published each month along with **polls-questions**.

- In 2023, an 8 months campaign **focusing on ION4RAW targeted Raw Materials**.

1 **video** per CRM, published each month along with **polls-questions** on raw materials.

All videos can be found on ION4RAW website [here](#)



# The example of SCRREEN2 Raw materials for future quiz

- **Joint effort of raw materials projects** led by SCRREEN2, with ION4RAW, BIORECOVER, AfricaMaVal, Prometia & Peacoc.
- Winners of the quiz were offered Guillaume Pitron's book *"The Rare Metals War: The Dark Side of Clean Energy and Digital Technologies"*
- The quiz questions can now be found on ION4RAW website → Participate **now!**



Let's play a game to see how familiar you are with minerals and the ION4RAW process!

Welcome to the Minerals and Critical Raw Materials Quiz!

Mineral raw materials can help reach green transition goals but why?

- You can find CRMs in green technologies such as solar panels or wind mills.
- CRMs often have special unique and reliable properties that are needed in green technologies.
- CRMs are the only materials that are sustainable.

Will minerals play a positive role in the transition to clean energy?

- Yes
- No

Are minerals used in Medicine?

- Yes
- No



# The example of BIORECOVER joint seminar series

- Seminar title : **Innovating for Sustainable Raw Materials Value Chains**
- **Objectives** : Sharing of information and networking opportunities with a focus on CRM problems, challenges and solutions
- **Joint effort** with LGI's project ION4RAW, BIORECOVER, AfricaMaval, SCRREEN2, and EIS

## Seminar 1: Establishing responsible global partnerships.



## Seminar 2: Improving the sustainability of critical raw materials extraction.



## Seminar 3: Researching unexploited European reserves.



# LGI's in Raw Materials

## Our projects

→ Get in touch at [contact@ion4raw.eu](mailto:contact@ion4raw.eu) to join forces in those awareness raising campaigns!





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## LGI staff involved in Raw Materials



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# THANK YOU!

Reach out for more information!

## Contact us:

 6 Cité de l'Ameublement, 75011, Paris

 +33 (0)1 84 16 30 73

 [contact@lgi-consulting.com](mailto:contact@lgi-consulting.com)

## Follow us on:

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