

REIA supports the European Raw Material Alliance

The European Commission has recently launched the European Raw Materials Alliance (ERMA) to build resilience and open strategic autonomy for the rare earths and magnets value chain within Europe. The initiative will eventually extend to other raw material sectors.

As a founding stakeholder in the European Raw Materials Alliance, REIA is looking forward to working with EIT Raw Materials, who currently coordinates the activities of the alliance.

ERMA vision is to secure access to critical and strategic raw materials, advanced materials, and processing know-how for the EU industrial ecosystem with the objectives to make Europe economically more resilient by diversifying its supply chains, creating jobs, attracting investments to the raw materials value chain, fostering innovation, and contributing to the best enabling framework for raw materials and the circular economy.

Speaking on the occasion of ERMA kick-off event on 23 November 2020, REIA President Dr. Badrinath Veluri from Grundfos lauded the efforts of ERMA and he said, “as an association representing the global rare earth industry across value chain, we support any regional or national initiatives that align with the REIA objectives of developing a sustainable and transparent REE value chain”. Transparency and sustainability of the value chain should be the core of any such initiatives.



Though REIA, a membership-based industry association structurally differs from the euro centric alliance, there are areas that complement each organization in realizing their respective visions. REIA’s ESG based principles and focus on circular economy is indeed complementary to what ERMA stand for as European Commission Vice President Maroš Šefčovič explained, “competitive sustainability with strong environmental standards and increased competitiveness across value chains, creating sustainable jobs and growth”.

Sustainable value chain is a top priority for both organizations. Collaborative efforts are foreseen where REIA’s initiatives on science-based sustainability assessment and certification tools might be deployed to evaluate any projects financed within ERMA since ERMA itself may not venture into such sustainability assessments. In align with circular economy principles, REIA sustainability platforms are designed to pinpoint the hotspots to reduce and reuse waste, transforming waste into resources, improving both the efficiency of raw materials usage and the recyclability of products made from primary minerals and metals. REIA in house LCA based environment product category rules intended for improving energy, water and material efficiency for eco-efficient processes and products.

We at REIA are focused with the vision of being with the industry and for the industry, bringing the aspects of transparency and sustainability of the Rare Earth Materials. Based on the ESG approach along the value chain, we bring the global value chain stakeholders together. The efforts are being kept in this direction to eliminate the spoiled image on Rare Earths and to align sustainability which benefits the entire industry thus by bringing diversification too.

We welcome your active participation in these initiatives irrespective of where you fit in the rare earth supply chain and we help you to connect with other industry partners.