



Steel Stewardship Forum

Responsiblesteel

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Presidents Report – Annual General Meeting 24th July 2013

I would like to commence this report by noting a special thanks to the executive Phil Ridgeway, Andrew Marjoribanks and Craig Heidrich for their time and efforts again over the last year. In addition the Responsible Steel Phase 2 Project team of Andrew, Phil and Ashley Gay have likewise put in a very strong effort to continue to push the development of the scheme and ensure we have a well-reasoned logic to all we do. Without this effort we would not be as far advance as we currently are. Their wise guidance is greatly appreciated.

Phil has decided, due to changes at Arrium, not to stand again for Vice President this year, he will however continue to support the finalisation of Phase 2 of the Responsible Steel Project. Phil has been the backbone of the Steel Chain Footprint Project, has made a very significant input to the Responsible Steel project and has helped guide the overall development of the SSF. For all these efforts I, on behalf of the members, sincerely thank him. We look forward to his continued input as we move towards the finalisation of the certification scheme design.

It is also time to welcome Greening Australia who joined our membership this year; we look forward to their contribution. They have already been integral in the ecoPoP project, I look forward to the expertise and new viewpoint that they bring to the Forum.

This year has again been busy with Phase 2 of the Responsible Steel project kicking off in January. Key highlights for this period include:

- The decision in August to proceed with the detailed design pilot for Steel and Mining
- Appointing ACCSR to conduct the stakeholder survey with 56 interviews completed and a comprehensive report finalised. Our stakeholder group has expanded to over 60 entities.
- Draft Design Principles completed and checked with the stakeholder group
- Engagement of Mick Roche of Stewardship Matters, to review our process and recommend next steps for the template development.
- Launch of SSF Linked-in group
- New sections on the website for By-Products, Reuse, Resources and a voiceover presentation for the homepage.
- Publication of the UTS case study
- Finalisation of the eocPoP steel garden sponsorship with Michael Mobbs
- Presentations at Green Cities, NSW OEH Manufacturing Forum and to NSW Construction Consultative Committee
- Key consultative meetings with Minerals Council and Australian Coal Association.

We have a very busy and critical next 6 -9 months with the completion of Phase 2 of Responsible Steel leading to our next milestone decision point.

The development of a convincing Value Proposition based on a well-designed certification model and effective communication of this Value Proposition are the key to the success of the next phase and to ensuring the continued support of members and stakeholders in Responsible Steel. I am confident we can deliver this given the pre-work we have done ensuring that we are not starting from ground zero but will allow us to build on the best schemes already active and the considerable work we have ourselves completed since 2011.

This will be a year of further concentrated action and will require significant dedication from not just the project team but specific support work from all of the members to ensure we again deliver on our commitments and move that step closer to the implementation of Responsible Steel and the realisation of the benefits this enables for the steel value chain.

I am pleased to be bringing the first part of Responsible steel Phase 2 to an end but do not underestimate the difficulty and challenges this phase will pose the Forum and the importance of 'showing the value' we can generate. I look forward again to working with the forum members as part of this process.

Ross Davies
President