



The idea for a sustainable development program was initiated as a mandate from the IMA-NA Board of Directors. The mandate required that the sustainable development program should be more than a document on a website and that it should be a continually improving program with visible results that highlight true commitment.

A task force drawn from member companies was formed to act on the mandate and return a product to the Board of Directors. The first challenge that the task force faced was agreeing on a definition of sustainability in an industry that has fixed resources. The following definition emerged:

Although individual mines extract finite, non-renewable mineral resources, we commit to sustainability through the efficient use and recovery of natural resources, the search for alternative sources of supply, and the fair distribution of costs and benefits. IMA-NA encourages preservation of not only the environmental value and uses of depleted and reclaimed properties, but also the economic and social foundations that are created from our activities.

The task force focused next on developing a position that adequately described the beliefs of member companies. The position included tenets under the traditional aspects of sustainable development; environmental, social and economic. There was a concerted effort to honestly and realistically describe the value systems of member companies; to yield credence to all stakeholders; and not to neglect the need for sound business sense and shareholder value.

Throughout the process, the task force held to the idea that the resultant program should be voluntary and flexible. There was a realization that each company would embrace the opportunity in a creative and unique way. The trade association did not want to provide directives. Instead, it wanted to provide opportunity and assistance such as the ability to share information. Information sharing relative to sustainable development is not considered to be a competitive issue because efforts benefit the industry as a whole.

To view the IMA-NA Sustainable Development Position, please visit:

[http://www.ima-na.org/about\\_ima\\_na/sustainable\\_dev2.asp](http://www.ima-na.org/about_ima_na/sustainable_dev2.asp)

After development of the position, the task force was asked to work on two problems; education and public awareness. First, it was recognized that IMA-NA is made up of member companies with varying degrees of advancement relative to sustainable development. Those companies just beginning to develop their internal programs would need assistance and education. Those with advanced programs needed information and motivation for continual improvement. The task force developed a Sustainable Development Toolbox on the IMA-NA website where member companies could archive information on various resources and tools that may be beneficial to member company sustainability programs. Additions to the Toolbox are thought to have applicability to the industrial minerals industry or have been used successfully by other member companies. Additions are also approved by the task force.

Second, it was determined that the association should develop a method to showcase the sustainability efforts of its member companies to the general public. To that end, a Sustainable Development Storehouse was developed on the IMA-NA website. The Storehouse is a database of outstanding projects undertaken by member companies. Locating this information in one, easily accessible location on the web draws public attention to the efforts of the industrial minerals industry, and serves as an example for other companies.

The IMA-NA Sustainable Development Toolbox and Storehouse can be accessed here: [http://www.ima-na.org/about\\_ima\\_na/sustainable\\_dev.asp](http://www.ima-na.org/about_ima_na/sustainable_dev.asp)

IMA-NA member companies are already achieving great successes that serve as shining examples of the commitment the industrial minerals industry has made to sustainable development.

The Business Civic Leadership Center (BCLC), an affiliate of the United States Chamber of Commerce, announced August 31 that IMA-NA member company Fairmount Minerals has been honored as a finalist for a Corporate Citizenship Award; in the category Corporate Stewardship, Small/Mid-size Business. This is the most prestigious award in the field of corporate citizenship and recognizes businesses that integrate economic performance with a sustained contribution to community and social progress. "The companies that are being recognized in the Corporate Stewardship category tell the real story of American business," said Stephen Jordan, BCLC vice president and executive director. "The best companies succeed because they tailor every aspect of their business to serve their customers, investors, employees, and communities as effectively as possible." Fairmount Minerals is being recognized for a combination of factors that reflect its social contributions and economic performance for the past year. A committee of eminent Americans, chaired by Harvard University professor Michael Porter, will select the 2006 Corporate Stewardship Award winner. The winner will be announced on November 8 at BCLC's 7th annual Corporate Citizenship Awards Dinner at the Andrew W. Mellon Auditorium in Washington, DC. U.S. Chamber President and CEO Thomas J. Donohue and Secretary of Commerce Carlos Gutierrez will present the award. To learn more about Fairmount's efforts to "Do Good, Do Well", click here: <http://www.fairmountminerals.com/>.

IMA-NA member company Badger Mining Corporation, is the "Best Small Company to Work for in America," according to listings released this year by the Society for Human Resource Management. This list ranks the top 25 small and top 25 medium-sized companies in America that use smart people management strategies to develop successful organizations with highly productive and satisfied workforces. Communication is key at Badger. Twice a year team meetings are held and every associate attends. These meetings cover everything from benefits, to safety information, to financial summaries, to the direction the company is going. As a mining company, safety is a very strong initiative here, and Badger has some of the best safety records in the industry. Badger also has one of the richest benefit offerings, including

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full medical premium payments for associates and families, dental, vision, profit sharing (20% of profits are handed out equally to associates quarterly), achievement pay (a form of gain sharing), 401(k) with a 3% match, long term care insurance, wellness programs, etc. A portion of Badger's Mission Statement declares, "We are committed to environmental responsibility, safety, health, and integrity while providing a rewarding and enjoyable place to work." That pretty much sums up what Badger is all about.

It is clear that IMA-NA and its proud member companies are intent on a results-oriented sustainable development program. IMA-NA is also intent on sharing and partnering with other trade associations and stakeholders.

**For more information on sustainability within the industrial minerals industry, or to discuss membership in IMA-NA, please contact Darrell Smith, Vice President, Government & Environmental Affairs at 202-457-0200, Ext. 2, or [darrellsmith@ima-na.org](mailto:darrellsmith@ima-na.org)**