



# The Business Case for LocAl – Lower-Carbon Aluminium

As awareness of climate change and the necessity of climate action grows amongst our population, decarbonisation and sustainability can bring forward-thinking businesses unique opportunities.

Making an active choice to procure ASI certified lower-carbon aluminium for your projects is not just an ethically sound decision but one which can positively impact business success and financial performance.

# Five reasons why businesses should consider using LocAl® Lower-Carbon Aluminium in their projects:



## Environmental and social issues are intensifying

The current trajectory of global warming is above two degrees by 2050. If this continues, the outcome will be large-scale human migration, increased spread of infectious diseases, critical water shortages and colossal biodiversity loss. The time for businesses to take action in responsible procurement to mitigate their environmental impact is now.



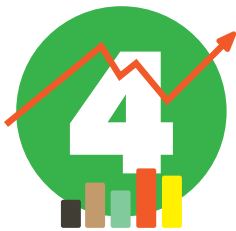
## Consumers are increasingly voting with their wallets

77% of consumers are more willing to spend with a company that has a corporate social responsibility pledge.<sup>1</sup> The decision to use lower-carbon aluminium represents a commitment to lowering the carbon emissions associated with your products which will be respected by business and end-user consumers.



## Brand differentiation and consumer loyalty

Being one of the first Australian manufacturers to actively choose lower-carbon aluminium for your projects will provide a source of brand differentiation and an opportunity to secure consumer loyalty. A leading global FMCG group's "Sustainable Living" brands grew 69% faster than the rest of the business in 2019, delivering 75% of the company's growth.<sup>2</sup>



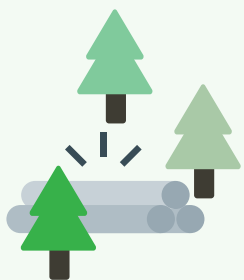
## Investors and other external stakeholders care about sustainability

Institutional investors are growing their focus on Environmental, Social, and Governance (ESG) considerations, with some funds increasing their internal oversight and investment controls to ensure ESG alongside financial outcomes. External stakeholders are watching the behaviours of businesses closely, scrutinising choices for environmental sustainability.



## Attract and retain talent

Today's talent market is more competitive than ever, and climate change and sustainability have become key decision factors for graduates and experienced hires. If businesses are to be successful in the future, attracting, motivating and retaining top talent is critical. Companies with a strong commitment to sustainability are benefitting from a 25% to 50% reduction in staff turnover, along with an overall increase in productivity of up to 13%.<sup>3</sup>



Making a responsible choice to procure LocAl® lower-carbon aluminium for your project is a great story to share with the market. Be one of the first Australian manufacturers to make this critical step towards procuring cleaner, greener, more sustainable aluminium for your projects.

<sup>1</sup> How sustainability is fundamentally changing consumer preferences. The Capgemini Research Institute

<sup>2,3</sup> Embedding sustainability into core strategy and business operations. Deloitte

