



THE ALUMINIUM STEWARDSHIP INITIATIVE

LEADING THE WAY

Ball is the first can manufacturer to achieve ASI certification for all 23 EMEA plants as part of our product strategy to deliver the most sustainable beverage can.

Why ASI?

As consumers demand greater sustainability across packaged goods, ASI aims to do for aluminium what the Forest Stewardship Council (FSC) did for paper and wood, making responsible sourcing and sustainability performance a mainstream, visible issue.

What is ASI?

ASI is a multi-stakeholder certification that looks at sustainable performance throughout the value chain; from mining and manufacture, through to recycling. It provides assurance for responsible production, sourcing and stewardship of aluminium.

There are two standards:

- ASI Performance Standard – verifies practices to ensure continuous improvement across 11 principles to ensure high social, environmental and governance standards.
- ASI Chain of Custody (CoC) Standard – sets out requirements for the creation of a CoC for aluminium which is produced and processed through the value chain.

ASI addresses the following sustainability issues...

- Business integrity
- Policy & management
- Transparency
- Material stewardship
- Greenhouse gas emissions
- Emissions, effluents and wastes
- Water
- Biodiversity
- Human rights
- Labour rights
- Occupational health & safety

Find out more at...

www.aluminium-stewardship.org

asi Aluminium
Stewardship
Initiative



Benefits for brands, consumers and the environment

A brand's positioning would benefit positively from aligning to ASI and using the logo on pack – it reassures consumers that high standards are being met. ASI:

- Enables the aluminium industry and users of aluminium to demonstrate responsibility and provide independent and credible assurance of performance
- Reinforces and promotes consumer and stakeholder confidence in aluminium products
- Reduces reputational risks concerning aluminium
- Addresses the expressed needs by downstream users and consumers for responsible sourcing of aluminium.

Delivering what we know our customers want...

73%*

of consumers said they would opt for environmentally friendly packaging if they had a choice.

80%+

of beverage industry leaders agree it's important for their brand's sustainability efforts to be done in a way that consumers can see, understand and believe.

* Source: Ball consumer survey 2019

+ Source: Ball customer survey 2019

Let's talk:
Contact your local Ball account team.



Getting ASI certified cans...

Beverage cans that are manufactured from ASI certified can sheet, converted by an ASI certified can maker, and filled by an ASI certified beverage producer, can carry the ASI logo.

Becoming an ASI member is the first step and there is an annual membership fee associated with it. For beverage producers, a simplified certification and audit process is then completed around the Material Stewardship criterion (Performance Standard) and Chain of Custody. Becoming ASI-certified usually takes brands just a few months and Ball can help advise on the process and requirements.