



# THE ALUMINIUM STEWARDSHIP INITIATIVE

# LEADING THE WAY

Ball is the first can manufacturer to achieve ASI certification for all its plants globally, across beverage and aerosol, 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.



**asi** Aluminium Stewardship Initiative



### Transparency

Get insight and verification throughout the aluminium lifecycle.



### Human Rights

Support ethical practices, dignified jobs, and adherence to International Labor Organization principles.



### Mining

Prevent biodiversity loss.  
Provide rehabilitation of environments.  
Never develop in World Heritage sites.



### Manufacturing

Articulate and achieve emissions reduction goals.  
Improve energy efficiency.



### Recycling

Engage with collection systems.  
Support accurate measurement.  
Increase rates.

## 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 and the transparency can help enhance brand image. 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.

### 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.

# 81%

of food and beverage shoppers rank transparency as important or extremely important (NielsenIQ, Jan 2022).

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



## Get ASI certified cans...

ASI is an opportunity for brands to showcase leading sustainable purchasing practices. There are different options and levels of commitment:

- Beverage producers **who buy ASI-certified cans** can use the logo and **show support** for responsible sourcing. Ball can seek ASI approval on behalf of our customers, subject to material availability, and without customers having to get audited or becoming a member.
- Beverage producers that are audited and **complete the certification process** can use the ASI logo and **promote their responsible sourcing practices**. Becoming an ASI member is the first step.

Find out more at...  
[www.aluminium-stewardship.org](http://www.aluminium-stewardship.org)