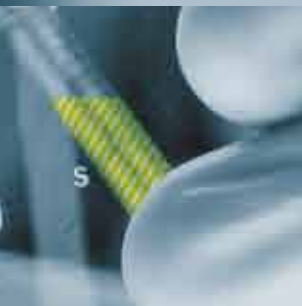


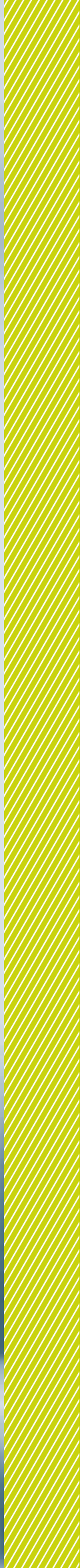
Clean technologies, REACH,
Eco-design, Recycling,...

...GO Initiative,
the future now.





Global environmental issues and their potentially devastating consequences are driving an unprecedented shift towards a new economy. For industry players, this means a gradual but compulsory change in their strategy to integrate sustainability. But as companies are willing to develop “green programmes”, they face a shortage of internal knowledge and expert resources. Alcan International Network, with 90 years of experience in assisting businesses to develop in changing marketplaces, has created the GO Initiative to tackle this new requirement. Through GO, AIN aims at providing a comprehensive knowledge platform with methodology, services and products to address environmental sustainability and business growth. Coordinated and supported by our global teams, GO is intended to deliver tangible value to our customers, principals and potential partners.





WHAT IS GO

We have designed GO to simplify the complexity of “operational sustainability” by using a clear framework and building practical tools. It is based upon long term commitments and capitalizes on the approach developed through our own Sustainability Foundation. GO supplements the existing AIN services and product portfolio to address four key interlinked strategic issues.

SUSTAINABILITY FOUNDATION

The AIN Sustainability Foundation is a key part of our commitment to sustainable development. It applies to all management units and to all AIN employees, focusing on 3 pillars:

EHS First

AIN, a Rio Tinto Alcan Business unit, is committed to the Alcan Code of Conduct and its “EHS First” policy. EHS First aims to protect the environment and safeguard the health, safety and welfare of those who work at or visit our sites, in a manner that is respectful of local laws, customs and cultures.

Training

Specific trainings focused on awareness, knowledge and skills related to sustainability are developed and delivered to all employees through a dedicated global e-learning platform called the GO University. Trainings are designed according to regional issues and requirements, and shared with external stakeholders.

Best Practices

AIN is committed to reviewing organizational practices to reduce its own environmental footprint, from the energy efficiency of its facilities and offices to the optimization of its logistic.

FOUR KEY STRATEGIC ISSUES

1. REGULATION & STANDARDS

By devoting its first area of focus to "Regulation & Standards", GO mirrors the increasing concern of enterprises over the potential impact of multiple new "Green" regulations such as REACH (Europe), China REACH, CSCL (Japan), TSCA (USA)...

Businesses that understand, anticipate and adapt to these changes will reduce their risk exposure through appropriate compliance, and will create sustainable competitive advantages. Through GO, AIN's dedicated and organised teams of local internal and external experts help assess the regulatory impact on our principals and clients' activity. Based on this assessment, our experts then assist businesses in designing and implementing the most effective regulatory strategy and organization, thus securing the future of their activity.

2. OPERATIONS & PROCESSES

To keep up their performance, companies are gradually re-focusing their efforts towards "eco efficiency" through integrating innovative processes (eco-design, waste valorisation, life cycle assessment), and implementing new indicators (carbon footprint measurement, recycling rates).

In addition, sustainability is also now the key driver of innovation. In all levels of the supply chain, from R&D to manufacturing to production, managers have to re-think their operations & processes to integrate new regulations, to serve the "green" customer demand and develop & sell new products. AIN teams are experienced and trained to assist customers and principals in all their "green improvement" projects.

3. GREEN MARKET SEGMENTS

In 90 years of existence, Alcan International Network has gathered a considerable expertise by helping its Principals successfully enter new and technically challenging markets worldwide.

With GO, AIN now mobilizes its expert analysts to provide the right market intelligence and dedicates specialized sales team to effectively target and develop the most dynamic green segments, in particular:

- Renewable energy
- Green Chemistry
- Green Building
- Water treatment
- Recycling & Waste

AIN is in a position to source or offer a consistent product portfolio to serve these five dynamic segments.

4. GO SELECTED PRODUCTS

The 4th pillar of the GO framework is dedicated to the promotion of selected products in AIN's portfolio that exhibit a strongly differentiated environmental performance in 3 strategic criteria:

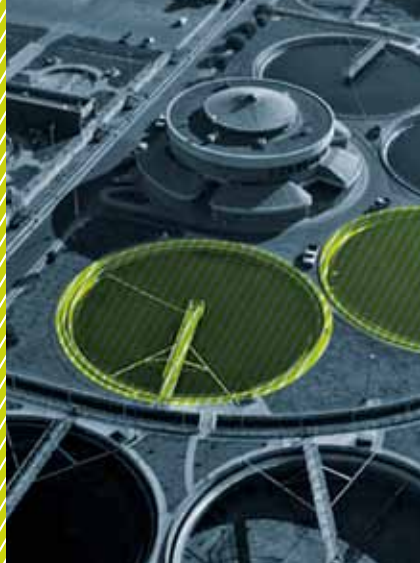
- Energy Performance
- Hazardous Material Reduction
- Resource Conservation

Promoting the "green features" of a product is key but also very complex and expensive. AIN has set up a cost-effective, easy-to-use and fast-to-deploy marketing concept allowing us to:

- Define and evaluate the environmental benefits of our products in order to provide clear & tangible data to our customers.
- Promote such products with our GO brand which is shared with different principals from a wide range of industrial sectors and countries.

With this program, AIN encourages its principals to focus R&D on "GO criteria" in order to accelerate innovation and anticipate upcoming regulations and customer demands.

If you are a supplier, contact us to get more information on our "GO selected products" program.



COMMITMENTS

With the GO Initiative, AIN commits to a tangible five year worldwide business deployment road map, articulated around 4 themes:

ACCELERATE MARKET
ACCESSIBILITY OF SOLUTIONS
REQUIRED TO ANSWER CLIMATE
CHANGE CHALLENGES

ENCOURAGE AND VALUE R&D
ON PRODUCTS THAT EXHIBIT
STRONG AND DIFFERENTIATED
ENVIRONMENTAL BENEFITS

GENERATE AND SHARE
SUSTAINABILITY-RELATED
KNOWLEDGE

15%

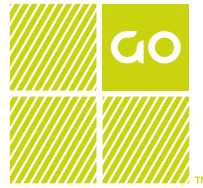
of the AIN Gross Margin will be generated by sales of GO related businesses by 2014.

60

products will be GO qualified and co-branded with our major principals by 2014.

100%

of AIN employees will follow 10 specific training modules related to GO issues through our specific e-learning platform every year.



<http://go.alcan-network.com>



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