



## **Kellogg initiative promotes sustainable management in mining**

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**Leaders of big miners gathered yesterday (16), Belo Horizonte (MG), to discuss an initiative of the Kellogg Innovation Network, which proposes an approach that aims to build long-term sustainable value in the mining sector, called the Development Partner Framework (DPF). Samarco executives, Anglo American, AngloGold Ashanti and Alloycorp commented on the advances and benefits gained from the implementation of the DPF.**

The discussion was moderated by Senior Fellow at Kellogg, Kulvir Gill, who also commented on the integration between mining companies, communities, investors, the environment and workers. The panel "CEOs discuss approaches to implementing the principles of DPF" was held on Wednesday, during the 16th Brazilian Mining Congress. The CEO of Samarco Mineração, Ricardo Vescovi said that building trust is absolutely central to improve the way management of mining and community relations, as proposed by the DPF approach. The executive said that from the moment in which the company interacts frankly and openly with society, a trust is established. "You have to lead by example, no point in empty talk. No one else discusses safety aspects, because we have large companies known for high level of security. That's leadership. Inspire other companies to do the same," said the CEO of Samarco. The Vescovi speech addressed four quadrants that the executive has defined as essential in the implementation of the DPF: "Lead by example, collaborative networks, responsible entrepreneurship and innovation and efficiency" "Nobody More you think you have the solution for everything. Today, with a community, you have to ask what is important to you and not what you want. Samarco's strategic planning is being done with almost 200 stakeholders involved. Planning for whatever happens in the future, whether we are here or not. We are open to sharing and working in network," Vescovi said. The CEO of AngloGold, Hécio War, spoke about the need for sustainable and integrated management and said we need to share values and principles with society. According to the executive, it is necessary that the miners do an inside job before you want to integrate with society. "We lost part of the iron ore supercycle for inability to organize ourselves in the sense of the DPF. Society government, communities and businesses left to take. It is an important lesson and we should use it as an example to move forward. The innovation is the new way of seeing," said the CEO of the gold mining company. Anglo American was represented on the screen by director of the Minas-Rio System operations, Rodrigo Vilela. He mentioned the speech of the CEO of mining, Mark Cutifani, who attended the congress in 2013 and talked about how mining was late in engaging with communities. Vilela told three cases of three different operations and said that society's behavior when mining comes in a certain city is like. "The first thing the operator receives is a list of promises that were not kept. Then comes the hope that the project can bring. The third behavior comes with questions, like 'what are you going to do here?'. This long list is the lack of confidence. The DPF has as its base, as a pillar in building trust and then consistency. If not you are not consistent with the values, the company loses trust with the new entrants, government, society," Vilela said. Gordon Bodgen, CEO of the Canadian mining Alloycorp, spoke of the difficulties of making investors understand the costs of relations with the community not as costs but as investments that will generate returns. "Some investors do not understand why we invest so much in the community in local development. They want quick return," said the executive. The approach of the DPF is part of the Kellogg Innovation Network program, called KIN Catalyst, a kind of catalyst for the sustainable management of mining. The program was created in April 2012 and has the support of miners, contractors, suppliers, researchers, academics, NGOs, community representatives, among others. One of the directors of Catalyst KIN is the CEO of Anglo American, Mark Cutifani.