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Novelis

Celebrating Global Recycling Day: The Power of Aluminum and the Circular Economy

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A blog by Suzanne Lindsay-Walker, Vice President, Sustainability, at Novelis

Global Recycling Day is more than just an annual event—it's a celebration of our collective commitment to building a sustainable future. At Novelis, recycling isn't just part of what we do—it **is** what we do. Recycling is our business model, the foundation of our circular approach to aluminum manufacturing. We believe that recycling is not just an action but a mindset, one that drives us to continuously innovate and lead the way in sustainable aluminum solutions.

Our goal is clear: to create a culture where recycling becomes second nature, where every person recognizes the value of every aluminum beverage can they use. As we commemorate this day, let's explore the vital role that aluminum plays in the circular economy and why recycling aluminum cans is an impactful action we can take for our planet and our economy.

Why Aluminum? The Infinite Possibilities of a Truly Circular Material

Aluminum is unique—it is infinitely recyclable without losing its quality. This remarkable property allows aluminum to be reused over and over again, saving up to 95% of the energy required to produce new aluminum. Recycling aluminum cuts down greenhouse gas emissions by up to 95% compared to primary aluminum production. It also contributes to economic growth by creating jobs in the recycling and manufacturing industries. From collection and sorting to processing and remanufacturing, the aluminum recycling industry supports thousands of jobs worldwide, stimulating local economies while promoting sustainable practices.

At Novelis, we are proud to lead the way as the world's largest recycler of aluminum. In FY24, we purchased or tolled 2,316kt of recycled metal, including more than 82 billion used beverage cans, and 63% recycled content (global average across our products).

Our business model relies on a continuous loop of recycling and remanufacturing. By turning used beverage cans into new ones, we reduce waste, conserve resources, and minimize our environmental footprint. But to close the loop, we need every person, every community, and every business to see recycling not as an option, but as a responsibility.

The Power of Aluminum Cans: Small Actions, Big Impact

Did you know that recycling just one aluminum beverage can saves enough energy to power a television for three hours? Imagine the impact if every can around the world was recycled. Aluminum cans are the most recycled beverage container globally, and aluminum can be recycled infinitely. Yet, unfortunately, billions of cans still end up in landfills each year.

To truly unlock the power of aluminum, we need to cultivate a mindset of recycling, as every can counts. At Novelis, we believe that by embedding this culture of recycling into our everyday lives, we can drive significant change. Our goal is a world where every can is recycled, every time.

How You Can Make a Difference

Global Recycling Day reminds us that every action counts. By choosing to recycle your aluminum cans, you are actively participating in a circular economy that creates jobs, conserves energy, reduces emissions, and protects our planet.

Here are a few simple ways you can make a difference today:

1. **Recycle Every Can:** Make it a habit to recycle every aluminum can you use—no exceptions.
2. **Spread the Word:** Encourage friends, family, and your community to join the movement and recycle responsibly.
3. **Select Recyclable Products:** Support products and brands that use recyclable materials, like aluminum, contributing to the demand for sustainable items.
4. **Choose aluminum:** Opt for aluminum packaging over other materials, as aluminum is infinitely recyclable. By choosing aluminum products, you are supporting a circular economy that keeps valuable materials in use and out of landfills.

Shaping a Sustainable World Together

At Novelis, we are driven by our purpose of Shaping a Sustainable World Together. Global

Recycling Day serves as a powerful reminder of our shared responsibility to protect the environment and create a sustainable future. By recycling aluminum, we are not only reducing waste but also preserving valuable resources for future generations.

Happy Global Recycling Day!

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