





## Other

Post date:

29/10/2013 - 00:00



The European Copper Institute (ECI) launches 'Innovating with copper' campaign which demonstrates the role that copper products play in addressing key societal needs such as renewable energy, healthcare, more energy efficient transportation and modern communications.

Such innovations are critical to support the European Commission's goal of reestablishing industry as the provider of 20% of Europe's GDP by 2020. The campaign reveals the multitude of ways in which copper products provide added value to our industries and our lives.

"The copper industry's ongoing research and testing of new concepts deliver a steady stream of innovations that can dramatically transform how things are made and how they work. These innovations may make processes more cost-efficient, minimise their environmental impact, lower their energy consumption, or reduce their use of precious natural resources", says John Schonenberger, ECI's Chief Executive.

Read more about The European Copper Institute on [copperalliance.eu](http://copperalliance.eu).  
See the Press release and Case studies.

