



January 29, 2025

What's New in 2025

IZA ushers in 2025 with a new offering: our [Compliance webpage](#) developed by our Environment, Health, & Sustainability team. Members can view both worldwide and local regulations, shaped by our experts providing the latest science-based evidence and working as trusted advisors. IZA will expand this webpage by adding additional regulatory categories.

In case you missed it, IZA debuted its [Zinc Enables Decarbonization webpage](#) in late December. The new offering quantifies zinc's economic and environmental value in use. Working with Environmental Economist [Benjamin Cox](#), IZA has built a framework to measure zinc's benefits in [residential construction](#), both in foundations and roofing. Later this year, the website will feature reports on zinc in infrastructure, the energy sector, and the automotive center.

Also coinciding with the winter break: the publication of a paper authored by IZA Senior Manager, Regulatory Toxicology Noömi Lombaert and Associate Director, REACH [Christine Spirlet](#) working with the Fraunhofer Institute on zinc sulphide titled *Considerations and Challenges for Acute Inhalation Toxicity Testing and Classification of Zinc Sulphide Under REACH*, once again reaffirming zinc sulphide's non-classified status. This important work ensures regulatory compliance for our members and serves as a key contribution to workplace safety assessment. You can read the paper [here](#) on the Multidisciplinary Digital Publishing Institute website.



Charting the Path Forward in 2025

[by Andrew Green, IZA Executive Director](#)

For IZA, the beginning of the year provides a great time to reflect on what worked, and what needs to work better, in 2024, and learning from this - what are our key objectives and areas of focus in 2025. Thus, I have the IZA Directors meet the first week of January in our Durham, NC office to discuss the "State of the Organization", and how we can continue to improve and provide maximum impact and value for our Members.

This year's meeting was excellent, with open discussions on plans and strategies as well as brainstorming. IZA is a small but dedicated and hardworking team of experts working in 11 countries on five continents, so it was great to hear from the Directors about these activities, what was accomplished, and where we can grow and focus in 2025. You will read more about this below from the Directors, but first I want to share our organization-level strategic objectives with you for 2025:

- Increased value to the Membership
- Increased Membership
- Increased recognition & influence with our external stakeholders
- Achieve balanced budget planned for 2025, as approved by the Board
- Implement new initiative in China to grow market

I came out of these discussions excited for the year ahead. No doubt there will be challenges, but with the team that we have, the support of more than 40 Full Members, more than 140 Affiliate Members (downstream users), and our numerous partnerships with government, academic, and industry stakeholders helping to amplify our efforts, I am confident that 2025 will be a successful year for IZA and the zinc industry.



Finance Director Kim Elliott gives remarks at the Women in Zinc reception at the 2024 International Zinc & Zinc Oxide Conferences.

IZA Finance: Good Stewardship for Our Members

[by Kim Elliott, IZA Finance Director](#)

As Director of Finance, I oversee and work to ensure IZA's financial health. Part of that includes much appreciated timely support from our members, enabling us to fulfill our mission to create value throughout the industry. Additionally, I strive to improve efficiencies while enhancing effectiveness both internally and externally. In 2024, we streamlined a number of our processes to allow for more thorough analyses and informed decisions, which ultimately resulted in our auditors issuing a clean audit opinion (free of findings). We will continue to improve efficiencies in 2025, provide support and transparency internally and externally, and work to make every member's experience smooth and positive.

In addition to my role as Finance Director, I also co-chair [Women In Zinc](#), our initiative to connect and promote women in the zinc industry. This past year, we hosted several in-person receptions at our conferences as well as virtual fireside and coffee chats. All these gatherings have been well attended with everyone feeling grateful for the opportunities to network and share knowledge. We will continue this trend in 2025 with the goal of increasing participation with our member organizations.



Environment, Health & Sustainability Director Eric Van Genderen participates in his first underground meeting during Zinc College 2024.

Environment, Health & Sustainability: Helping Our Industry Grow Greener

[by Eric Van Genderen, Environment, Health & Sustainability Director](#)

The Environment, Health & Sustainability (EHS) program made significant progress in 2024 related to launching the Zinc Enables Decarbonization (ZED) initiative, expanding Life Cycle Assessment (LCA) services for members, and making strides towards updated water quality guidelines in several jurisdictions. These achievements have catapulted EHS into 2025 with momentum that will transform how we communicate the value in use of zinc in several markets, support member regulatory demands, and innovate data collection and reporting across programs. The exciting year ahead will offer several opportunities for members as well, including participation in three separate LCA studies and shaping the advocacy plan for ZED.

Here are some highlights to keep an eye on in EHS for 2025:

Environment: New environmental quality standards always lag behind the state of the science, and in one historically influential jurisdiction, that lag is approaching 40 years old. Many years of support as a trusted resource and source for best available information will materialize into best practice for California Water Boards, Australia/New Zealand authorities, and the U.S. EPA. Our team also is developing digital access/automation/visualization tools to support multiple projects across EHS.

Health: Continued support of the International Zinc Nutrition Consultative Group (IZiNCG) and partners will investigate food systems and climate change, supplementation and neonatal sepsis, and communications in print and at international conferences.

Sustainability: The ZED initiative will finalize environmental economics models for residential construction, infrastructure, energy, and transportation, as well as develop an advocacy strategy for policy shifts that recognize zinc's incredible value in use. LCA studies for ZAMAK and re-melt alloys in Europe are currently accepting participants; the LCA update for global Special High Grade zinc will make

a call for participation in the first quarter. Additionally, the importance of climate and circular economy will come into focus as we define and defend low-carbon and green zinc.



IZA European Affairs Director Howard Winbow meets with IZA Members on Metals Day 2025 in Strasbourg.

Regulatory: Ensuring License to Operate

[by Howard Winbow, IZA European Affairs Director](#)

The European Union often serves as a bellwether for other countries regarding regulatory matters, and that is why our regulatory team is based in Brussels, where monitoring proposed legislation and advocating on behalf of the global zinc industry requires round-the-clock attention. The list of potential and existing regulations impacting zinc and its coproducts numbers in the dozens, so I will concentrate on our greatest challenges for 2025.

During the next six months, the new Soil Monitoring Law and the Water Framework Directive revision are expected to take top legislative priority. Our mission is to demonstrate that the naturalness, essentiality, and bioavailability of zinc are correctly considered. As with all regulations, we enter this advocacy armed with real-life Member data input as well as the best science and latest assessment methodology - all of which support the compelling case for zinc, ensuring continued license to operate at plant level and market access at product level.

Each year we review and make extensive updates of several EU-REACH dossiers for zinc, its compounds, and co-metals, and 2025 is no exception. Our team will gather the latest test data and literature reviews to prepare for new requirements, so that we can continue to ensure legal compliance for Members. We also will continue to maintain, and where necessary, defend the scientific robustness of the 47 substance dossiers we manage on behalf of members.

As we begin the next five-year political cycle and navigate the regulatory landscape of the new European Commission, Parliament, and Council, we will engage with key decision-makers to advocate on the importance of maintaining and strengthening the zinc mining, processing, and recycling industry. Key issues to highlight with the regulators will be addressing high energy prices, championing zinc in the anticipated 'Steel and Metals Action Plan', while ensuring recognition of our strategic primary and secondary materials in the 'Clean Industrial Deal'. Working as trusted and credible advisors, we also will promote the exciting new growth opportunities for zinc, such as in rechargeable batteries and galvanized rebar for concrete.

Overall, 2025 is shaping up to be a year of opportunities to influence the regulatory footprint of our industry.



IZA Technology & Market Development Director Martin van Leeuwen shows the new Zinc Battery Initiative poster at R-Zinc 2024.

Building Bigger and Better Markets for Zinc

by Martin van Leeuwen, IZA Technology & Market Development Director

IZA's Technology & Market Development team will continue its focus on supporting the zinc coatings industry, as the largest use of zinc, but also on galvanized rebar, and automotive and other specific markets for zinc coatings. We also will focus on zinc alloys and zinc alloy castings, zinc batteries, zinc fertilizers, and zinc chemicals.

Our zinc coatings activities continue to promote and create awareness for galvanized, thermal spray, and zinc rich paint coatings. Target partners not only include transportation authorities and departments but also industry coating and corrosion committees and associations. In addition, our successful hot-dip galvanizing Inspector's Course will continue in Latin America and Southeast Asia, and corrosion maps are further supported in Latin America, India, and Southeast Asia. We also aim to confirm new demonstration plants and projects and continue to develop and update zinc coating standards.

IZA will support galvanized rebar market development, including in the biggest rebar markets in the United States, Brazil, India, and China. Galvanized rebar is promoted to building and transportation authorities, specifiers, and designers. In addition, the galvanized rebar performance project will continue at IIT Madras in India, and we expect to see final results this year.

The Galvanized Autobody Partnership is entering its final year of the 2023-2025 program. In 2025, a new research catalogue will be developed for the upcoming 2026-2029 program; current sponsors will be re-enrolled and new sponsors will be invited, particularly from India, Japan, and China.

The zinc alloys and zinc alloys casting market will focus on creating awareness of the unique advantages of zinc die casting and the die casting process in targeted end-use sectors such as automotive, medical, engineering, and industrial design. Also on the agenda is an International Zinc Die Casting Conference, Europe 2025, planned for September in France. Our team also will support our colleagues in sustainable development to develop a Life Cycle Assessment for secondary zinc and zinc alloys, important raw materials for zinc die castings.

For market development of zinc batteries, IZA will continue to promote collaboration in the zinc battery production industry and to advocate for zinc batteries with a diverse user pool: utility, CC&I, and residential storage. The Zinc Battery Initiative, an opt-in program for the battery industry, delivers content and communication on zinc battery products and applications through webinars,

workshops, and conference talks, through publication of articles and through reporter interviews and podcasts. ZBI will support three U.S. Department of Energy funded projects with in-kind expert consultation or project participation in 2025.

Our work in zinc fertilizers will expand in India, Bangladesh, Indonesia, Malaysia, and Latin America. Our goal is to increase the awareness and demand of zinc fertilizers through crop trials, advocacy for regulatory changes with key leaders, and our partnership with the World Bank. Our team also will organize the Global Micronutrient Summit 3.0 in India and revitalize the Zinc Oxide Quality Seal in Brazil.

A final exciting new initiative is the Clean Energy Steel Construction Center, created in partnership with the American Galvanizers Association to advocate for galvanized steel in the energy transition. Our objectives include developing case studies, identifying stakeholders in each energy market, assessing specifications and design resources, and refining market projections to quantify potential. From zinc coatings to chemicals and throughout our market initiatives, we will continue to build zinc markets globally.



IZA Communications Director Tanya Correa Speaks on Working with the Media at Zinc College 2024.

Communication: Elevating Our Issues, Selling Our Successes

by Tanya Alan Correa, IZA Communications Director

Whether focusing on carbon-reduction within the zinc industry, advocacy for a growing and global supply of sustainably produced zinc, or promotion of the essential element’s many advantages and growth opportunities, zinc and the people who produce it have an inspiring story to share. With excellent research and results produced by IZA’s Environment, Health & Sustainability, Technology & Market Development, and Regulatory departments, our Communications team carefully curates this zinc messaging for target audiences: investors, regulators, specifiers, the public, and you, our members.

Moving forward in 2025, IZA will build on its growing positive presence in both traditional and social media by cultivating relationships with key journalists and publications as well as championing your many achievements as an industry. We will provide support by updating and developing our website, background materials, and promotional information. In 2024 IZA debuted new communications tools on market opportunities in both the energy and automotive sectors; in 2025, we will design additional communications products for zinc in infrastructure and die casting.

Beyond our work in media and programming, we offer myriad webinars, in-person trainings, and flagship conferences. Our events provide excellent opportunities to learn, network, and negotiate and will continue to build on 2024’s record-breaking attendance and unique programming.

Most importantly, we want to ensure that you are taking advantage of our offerings and expertise. We share this information through our frequent IZA Communiques, with the goal of fostering both communication and participation. Let us know what you want to learn more about by reaching out to me at tcorrea@zinc.org. Together, we can write a #zincredible story about our industry.



California Calling: 2025 International Zinc & Zinc Oxide Conferences

Tired of snowy weather? As always, zinc provides a solution: come to sunny San Diego for the 2025 International Zinc & Zinc Oxide Conferences. The February 23-25 event serves as the major annual conference and networking opportunity for the global zinc industry, highlighting key industry trends and challenges. The International Zinc Oxide Industry Conference on February 26 serves as the annual conference for the global zinc oxide industry and shares the latest research developments and market trends. The conferences can be booked individually or as a package.

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