

Introduction of social value activities such as environmental protection, job creation, and charitable donations from a foreign-invested company

Novelis Korea

Our efforts to create a sustainable world

Novelis is the world's largest aluminum rolling and recycling company, providing high value-added aluminum solutions to a variety of industries, including beverage cans, automobiles, construction, and electronics. Novelis is building a sustainable business model by steadily expanding the use of recycled aluminum raw materials. The original value or quality of recycled aluminum does not decrease, allowing it to be recycled infinitely. When aluminum is recycled, energy consumption is reduced by 95 percent, and greenhouse gas emissions are also reduced by 95 percent compared to when aluminum is produced from natural resources. Globally, Novelis' use of recycled raw materials amounted to about 61 percent as of the 2019 business year.

The Novelis Recycling Center, the largest in Asia, located in Yeongju, Gyeongsangbuk-do, is a state-of-the-art aluminum beverage can recycling facility that plays a pivotal role in achieving Novelis' sustainability goals. Novelis launched its "CanCrushChallenge" campaign in 2019 to inform citizens of the benefits of aluminum recycling and how to recycle it correctly. In addition, Novelis is supporting robot education to foster human resources in science and technology. Every October, Novelis carries out a volunteer project in the community with employees, families and partners. Novelis has established an online social contribution platform to encourage employees to participate in social contribution activities and make more meaningful contributions to local communities. Now, Novelis plans to create a matching donation program and a volunteer database.



Business (category)	Aluminum rolling
Date of establishment	Sept. 1999
Website	http://www.novelis.com



Novelis CanCrushChallenge contribution ceremony



2019 Cheonggye upcycling festival aluminum can sculpture

For more information, please visit www.investkorea.org.