



**START**

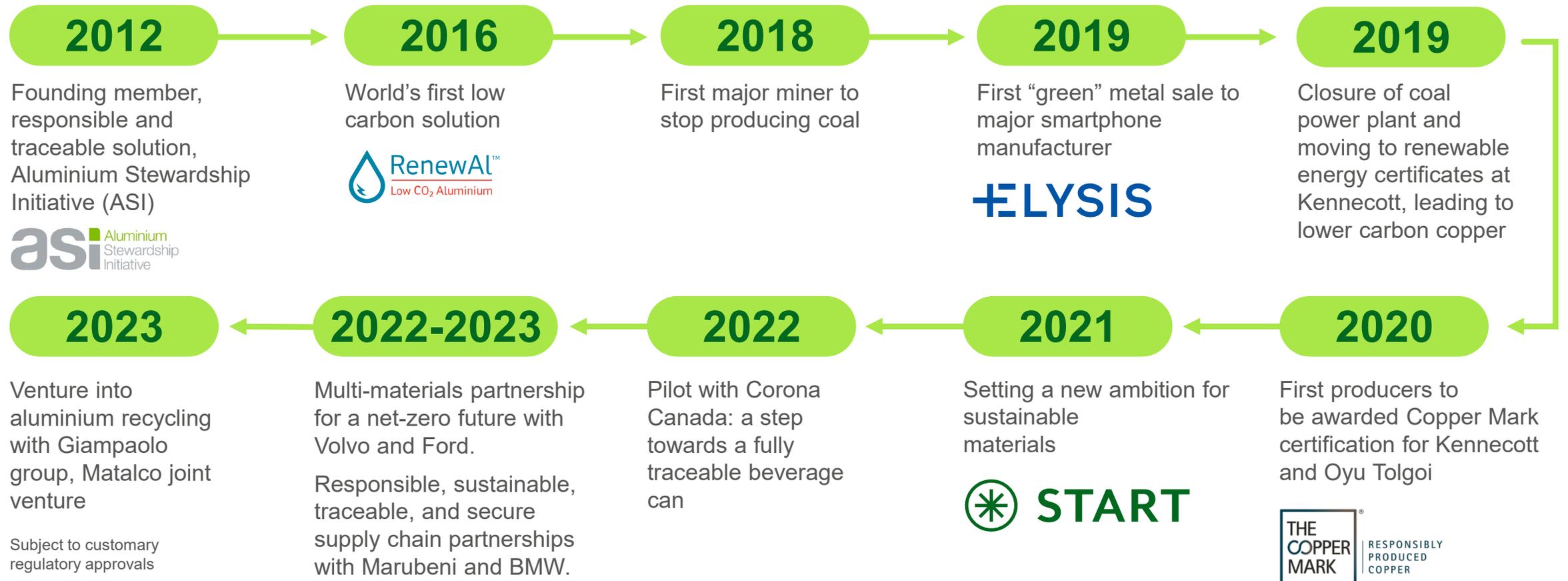
# Materialising Progress

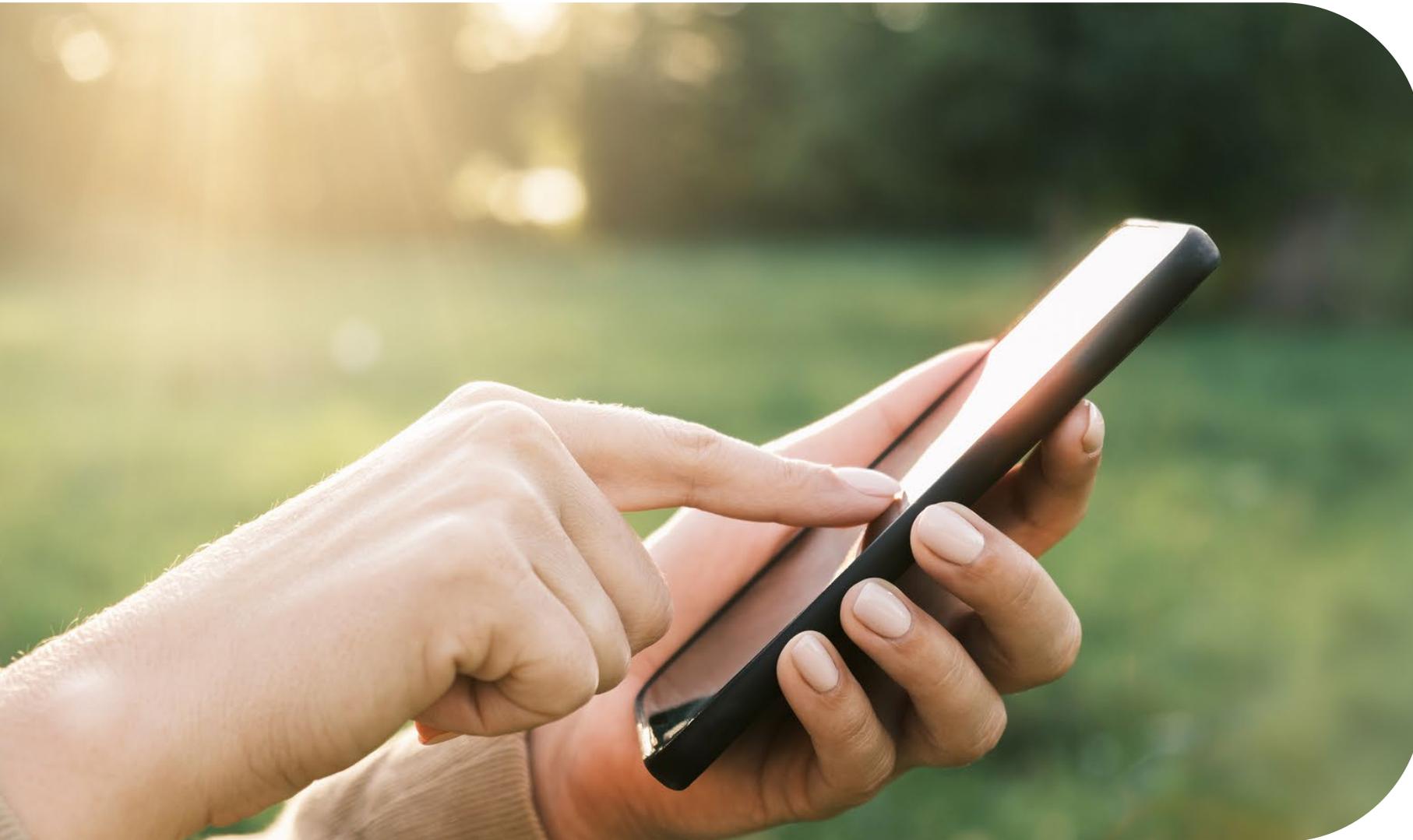
Brochure

Version: Nov 2023



Rio Tinto is an industry leader in sustainable thinking. We work with our partners across the value chain to tackle climate change and wider areas of ESG and START is part of this journey.



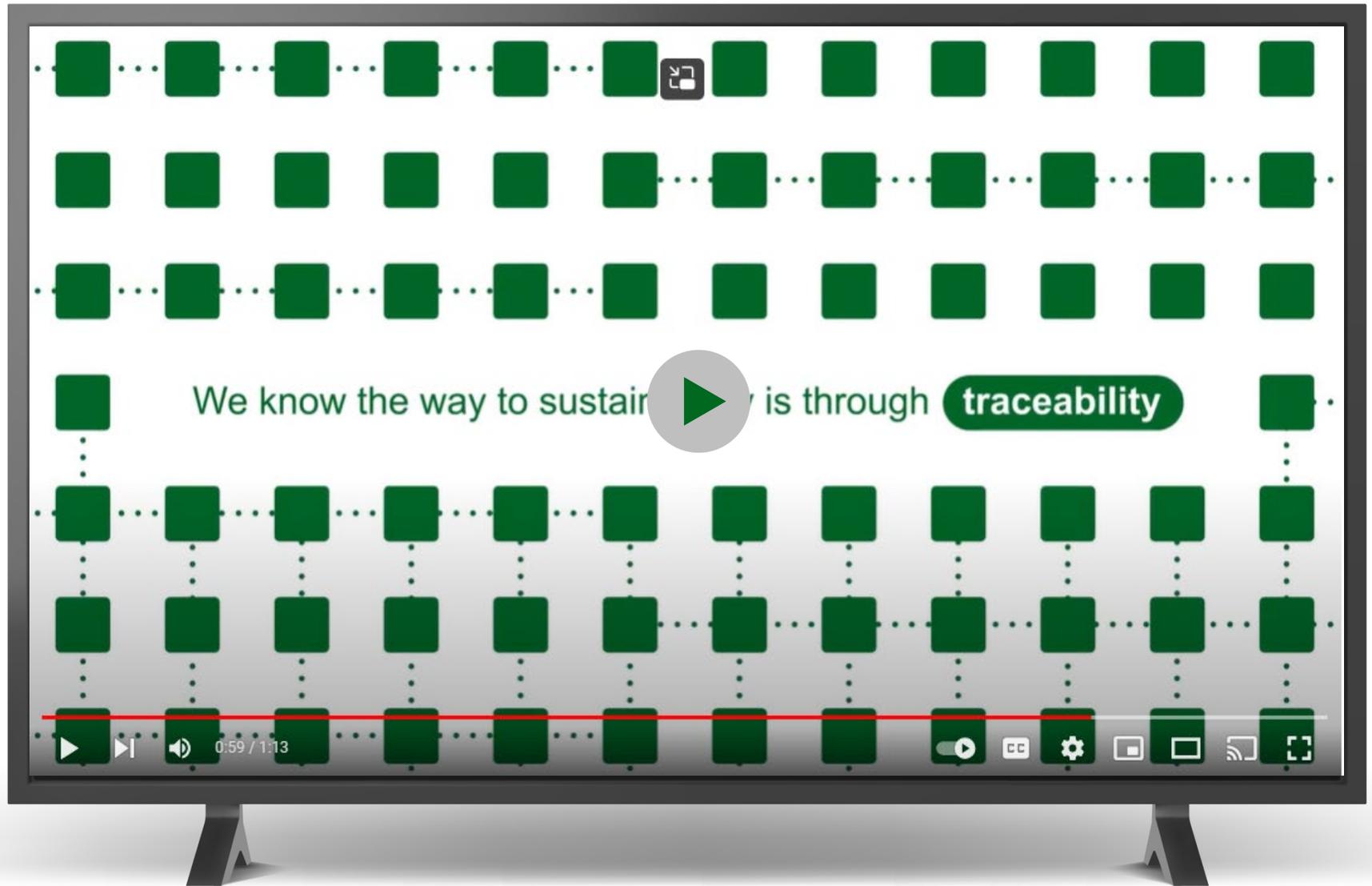


# Contents

- 1 Why START?
- 2 What START can do for you
- 3 The START label
- 4 The START platform
- 5 START Enhanced
- 6 Case studies

# Why START?

# Introducing START



The ESG landscape is evolving, yet collecting and reporting ESG data remains complex, manual, and ineffective



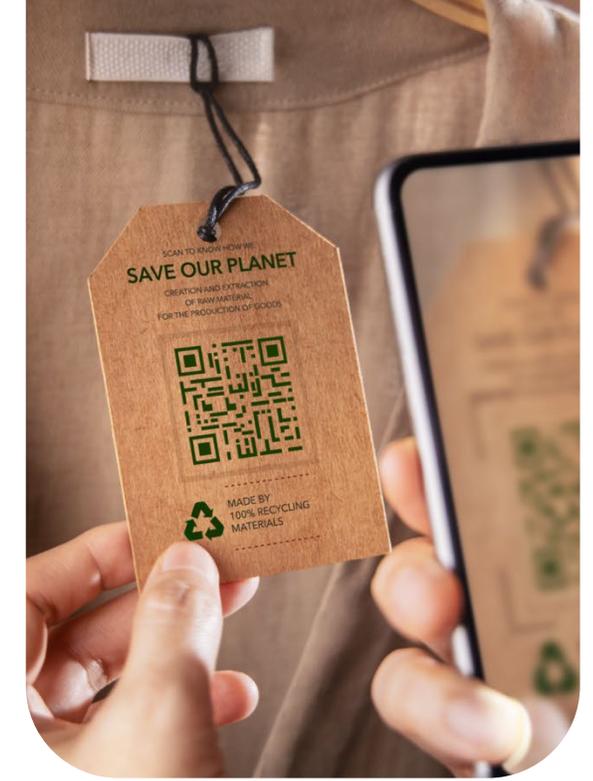
01

Increasing demand for decarbonisation and ESG metrics from stakeholders



02

Greater regulatory requirements and compliance frameworks



03

Increasing demand for more sustainable products from consumers

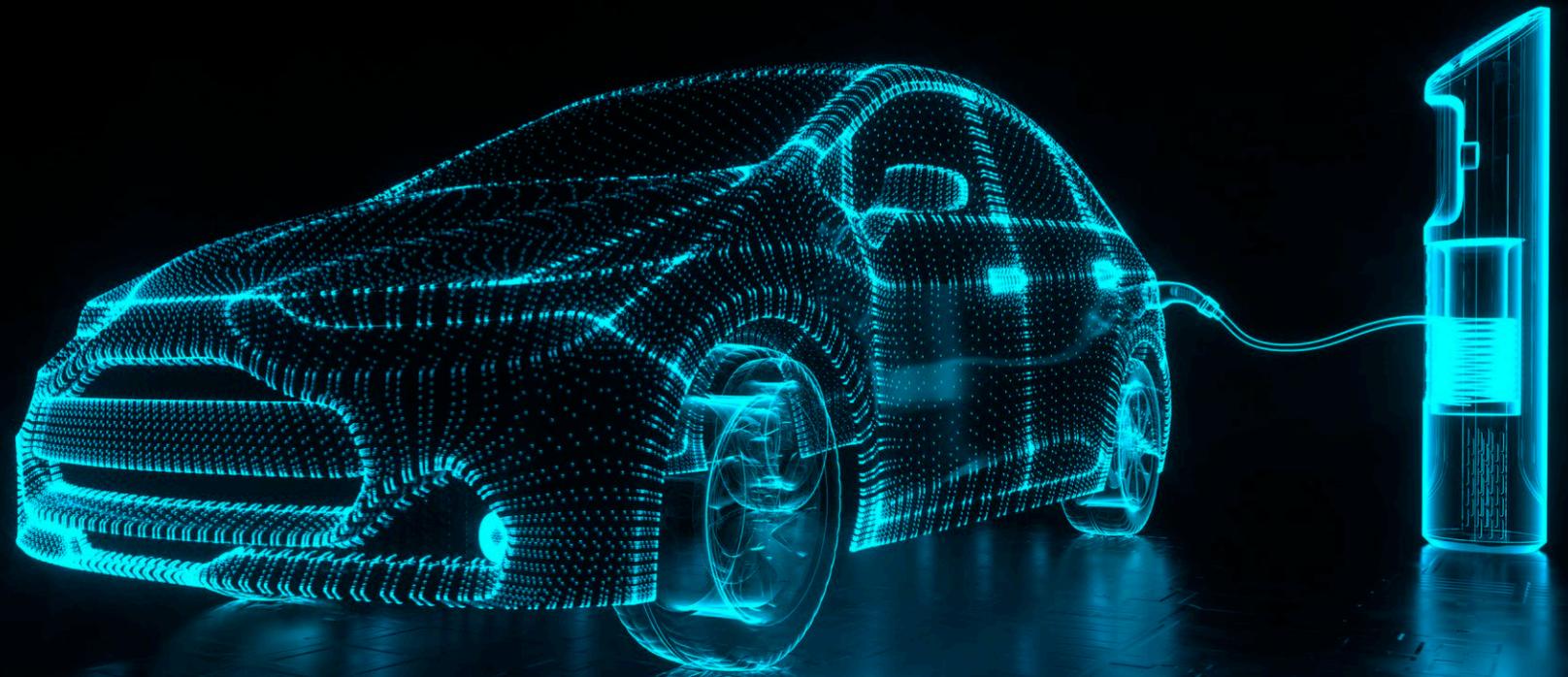
# START is your solution to navigate the evolving ESG landscape

- We give you all the ESG information you need in the value chain, from START to finish, so that you can make more informed decisions with ease
- Helping you make your supply chain sustainable for people and the planet
- Progress toward your ESG goals



Our goal is a future where every product is entirely traceable, down to the last bolt...

Such data is available to anyone, in a way that everyone can trust, so that individuals and businesses can make more sustainable choices with ease. START is a step toward this future.



# What START can do for you



# START is the key to unlocking traceability and transparency

START is pioneering the use of blockchain technology to increase visibility across every stage of the value chain.

## Blockchain

Tech-enabled transparency: We use innovative blockchain technology to trace the history of a material all the way to its point of origin.

## ESG

START provides all you need to make better material choices with ease. We share the environmental, social, and governance (ESG) standards followed throughout a material's entire journey.

## Transparency and Traceability

Supply chains are mired with visibility issues. START is changing that by unlocking transparency and traceability across every stage of the value chain.

## Assurance

Confidence in every choice: START reduces uncertainty across your supply chain as it provides third-party validated data, providing credibility and building trust on the information you need.

# START simplifies ESG information, providing you with traceable insights.

Get a holistic view across 14 ESG criteria so that you can make more informed choices.

## Planet – Environment



1. Global Warming Potential
2. Water Management
3. Waste Management
4. Energy (Electricity) Source
5. Air Emissions
6. Biodiversity
7. Land Management
8. Recycled Content

## People – Social



9. Safety Performance
10. Contribution to Communities
11. Third-party Assessment

## Progress – Governance



12. Ethics & Compliance Training
13. Diversity
14. Whistleblowing Programme

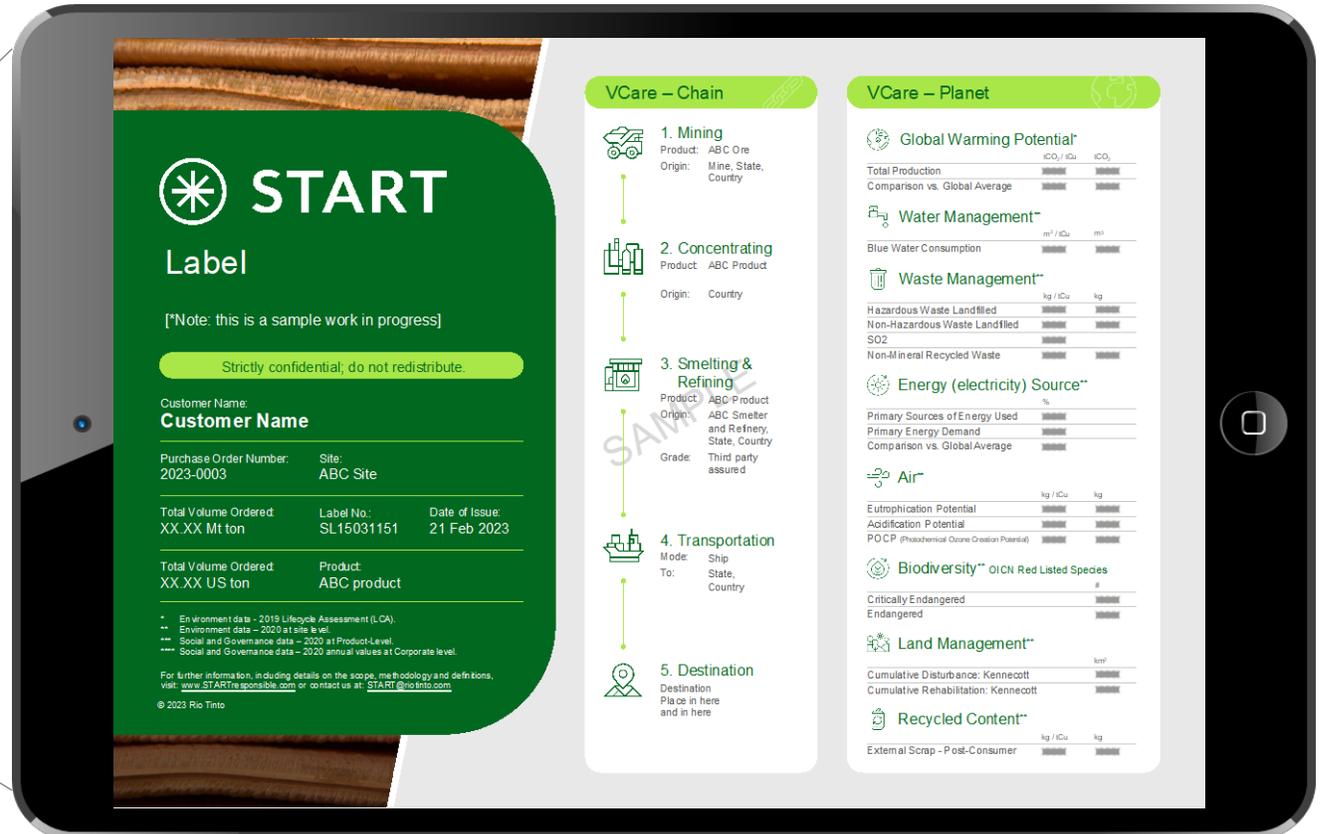
# The START label

All the sustainability information you  
need in one document



# The START label

Just like a nutrition label that allows us to make more informed decisions about the products we buy, the START label helps us to make a more sustainable choice

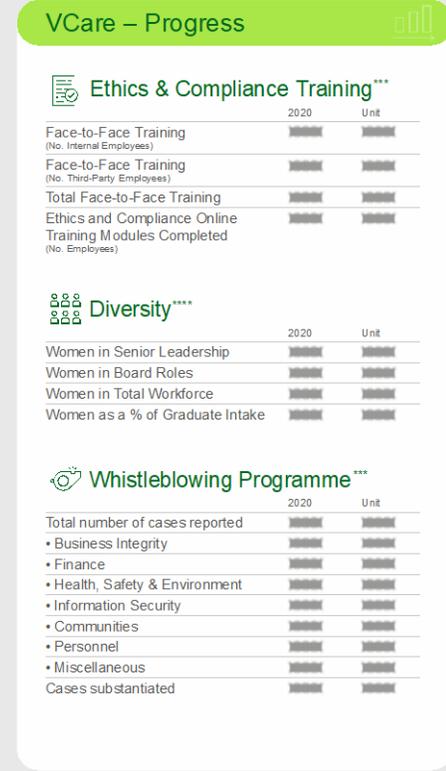
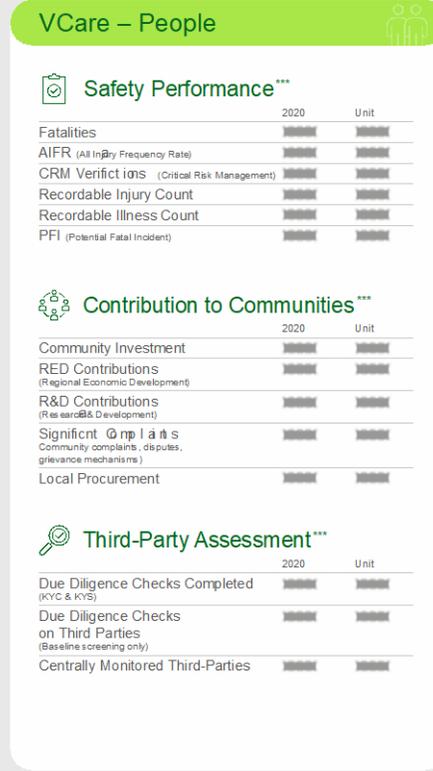
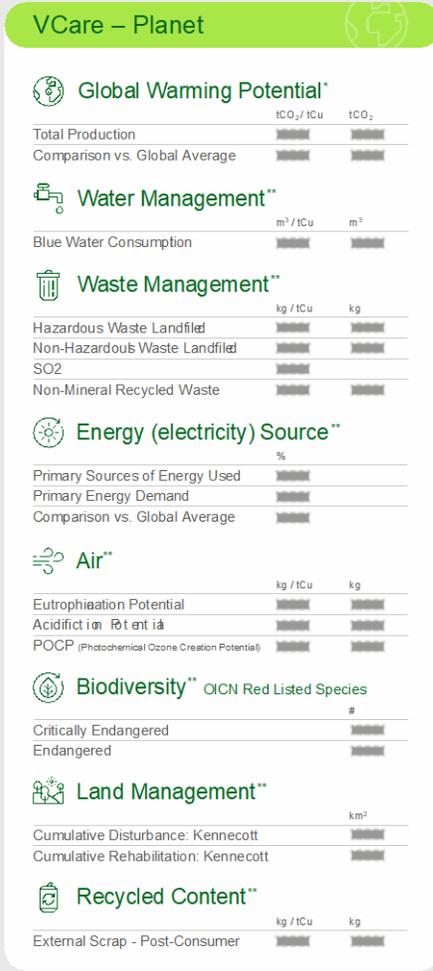


# The START label

## Changing the way we talk about sustainability

Sustainability is personal and affects all of us. Thus, we introduced VCare—“Value Chain Care” to remind us that we should all care.

Sustainability is also holistic, so we are rethinking the way we talk about ESG –Planet, People and Progress.

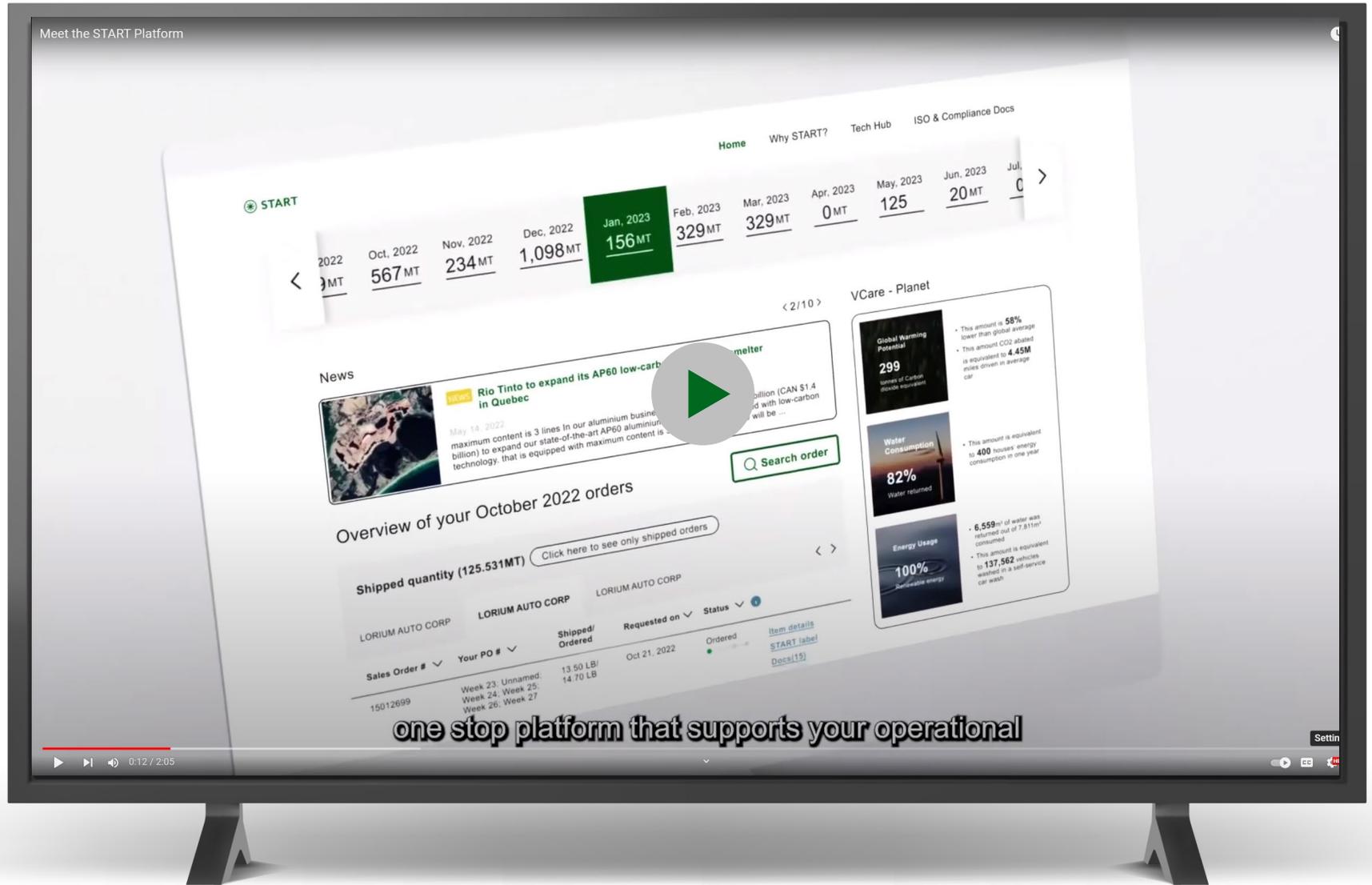




# The START platform

Find everything you need: from  
order information to sustainability  
data to delivery status

# Meet the START platform

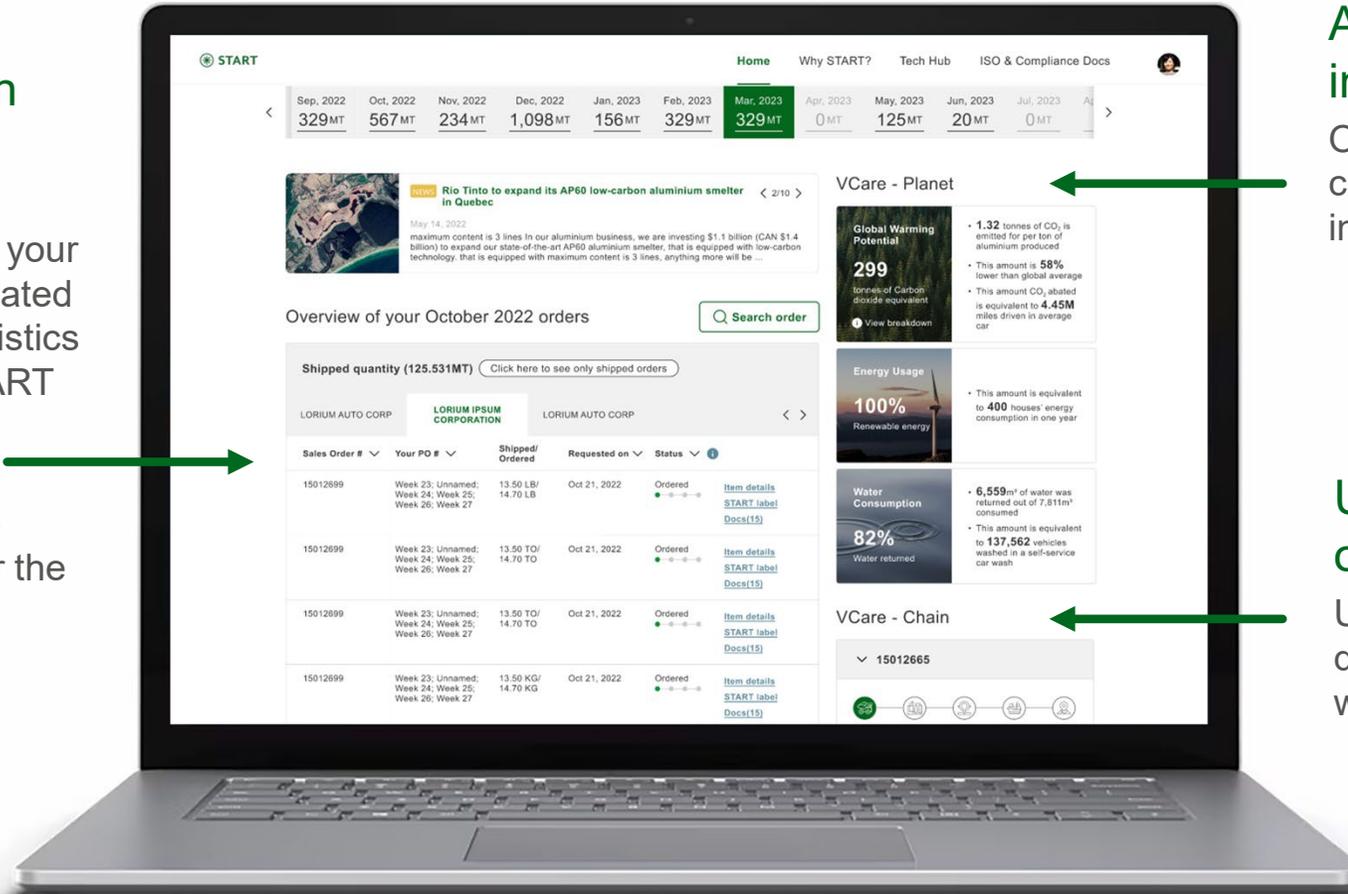


# With our blockchain-based platform, collecting and reporting ESG data is easier than ever

## Locate orders and logistics information easily

At the centre of the dashboard, you'll find all your orders, as well as the related financial documents, logistics document, and your START labels.

You can also continue to search, filter and look for the information you need.



## Access sustainability information at a glance

On the right panel, you will find the cumulative Planet metrics information of your monthly orders.

## Understand the provenance of your metal

Under VCare-Chain, you will find details of your product journey and where it was made.



# START Enhanced

A premium offering that offers third-party  
validations and advisory services



## START Enhanced is a premium solution designed to meet the needs of our most sustainable customers

- Independent third-party assurance
- Low carbon certification
- Sustainability advisory services
- ASI certification
- Green financing
- Environmental Product Declaration (EPD)

Contact [START@riotinto.com](mailto:START@riotinto.com) to find out how we can help.

START Enhanced continues to build on our existing ecosystems for assurance:



# START Sustainability Advisory Services can support you in meeting your environmental goals

- Furnish customised insights based on customers requirements
- Low carbon certification
- Assist in defining and mapping value chain to enable environmental product reporting requirements
- Help with issue-specific sourcing goals
- Provide comparative life cycle assessments
- Provide benchmarking advice to develop milestones throughout your sustainability journey
- Provide customised sustainability training to improve sustainability awareness





Interested in learning more?

# Book a demo

Contact your Rio Tinto representative or complete the demo request form.

[Demo form](#)

# Case studies

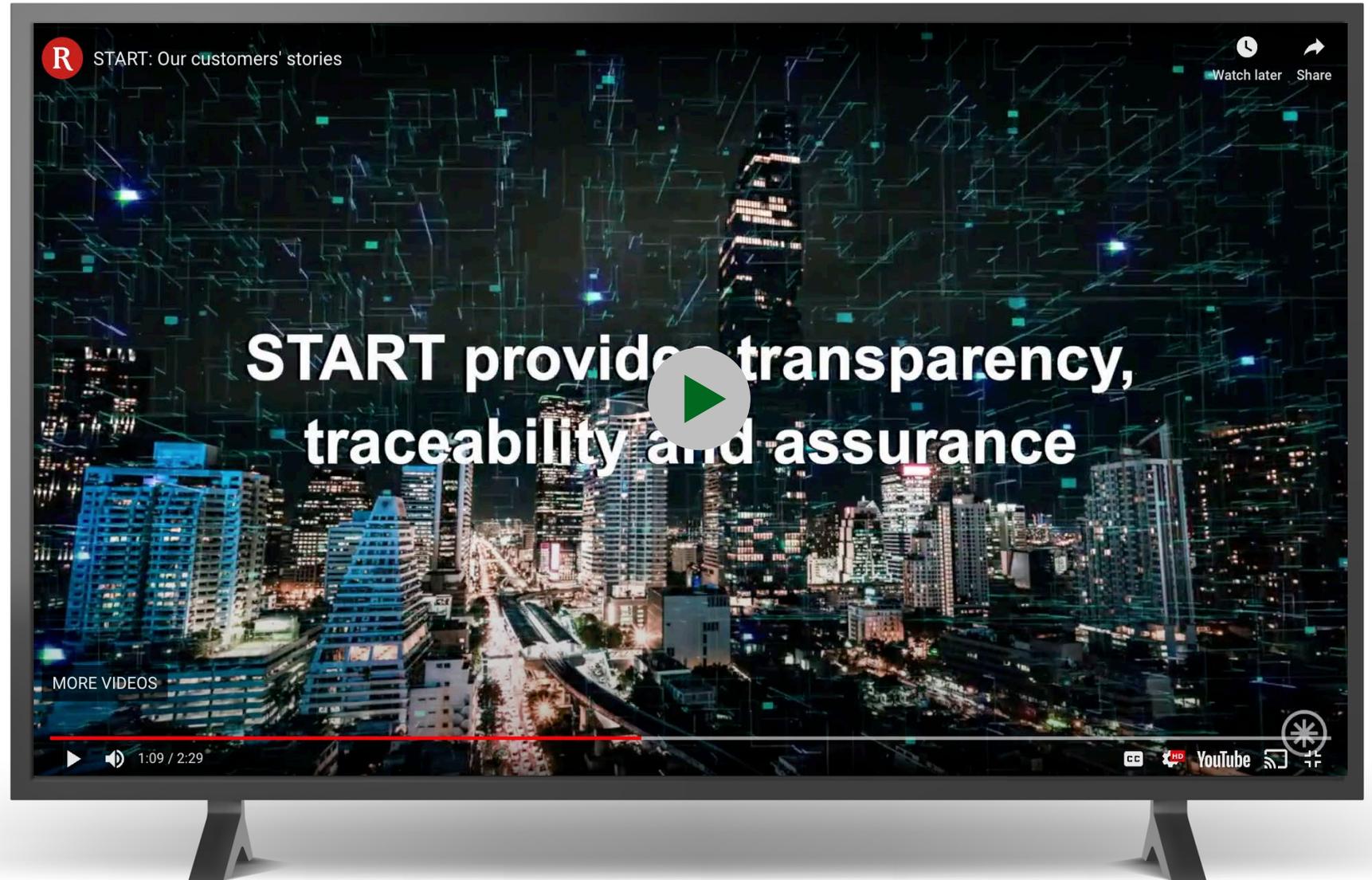


# What our customers think about the evolving landscape and how START can help

“Consumers are demanding more and more transparency in what they buy.”  
– AB InBev

“We realised that our communities were demanding it, from shareholders, to policy makers, to our customers, to our own employees.”  
– Schneider Electric

[Read more](#)



# Canada's first specially-marked low carbon can

## Partnership with Corona Canada

In 2022, Rio Tinto announced, in partnership with Corona Canada, the launch of Canada's first specially-marked, low carbon beverage can, manufactured by Ball Corporation.

The cans, available through a pilot in Ontario, were made using aluminium from Rio Tinto and leveraging ELYSIS™ technology. As part of this limited release, 1.2 million cans were produced with a QR code to inspire consumers to learn more about the cans' low carbon footprint.

This pilot was a step towards putting a fully traceable beverage can in the hands of consumers.

[Read more](#)



# START

## Follow the journey

How is your limited edition low-carbon Corona Canada can made?



### 1. Making aluminium

Rio Tinto creates the most sustainable, low carbon aluminium using ELYSIS, hydro-powered low-carbon metal and recycled content including used beverage cans.

Location: Rio Tinto, Quebec, Canada

Process emissions: 1.20 - 3.96tCO<sub>2</sub>/tAl<sup>1</sup> (lower than the North American average of 8.30tCO<sub>2</sub>/tAl<sup>1</sup>)

Transport emissions: 0.21tCO<sub>2</sub>/tAl<sup>2</sup>





### 2. Aluminium Rolling

The aluminium sheet is turned into an aluminium coil.

Location: Novelis, Kentucky, USA

Process emissions: 0.55tCO<sub>2</sub>/tAl<sup>1</sup>

Transport emission: 0.083tCO<sub>2</sub>/tAl<sup>2</sup>





### 3. Can

The aluminium coil is then turned into individual cans.

Location: Ball Corp., Pennsylvania, USA

Process emissions: 1.80tCO<sub>2</sub>/tAl<sup>1</sup>

Transport emission: 0.045tCO<sub>2</sub>/tAl<sup>2</sup>





### 4. Beverage

The aluminium cans are filled with the desired beverage.

Location: ABInBev (Labatt Breweries of Canada) Quebec, Canada London, UK

Process emissions: 0.75 - 0.88tCO<sub>2</sub>/tAl<sup>1</sup>

Refrigeration and transport emissions: 0.09 - 0.44tCO<sub>2</sub>/tAl<sup>1</sup> (varies by supermarkets to in-home refrigerators)





### 5. Consumer

The cans are then sent to stores for us to buy, consume and enjoy.





THIS CAN'S CARBON FOOTPRINT IS NOW 30% LOWER

SCAN HERE TO LEARN MORE

BREWED UNDER LICENSE FROM CERVECERIA MODELO, S. DE R.L. DE C.V.

355 ml 4.6% alc./vol. BEER / BIÈRE

<sup>1</sup> www.aluminium.org/sites/default/files/2021-01/2021%20Al%20Life%20Cycle%20Report%20Final%20Version.pdf

<sup>2</sup> www.carbondata.org/en/index.html

<sup>3</sup> www.aluminium.org/sites/default/files/2021-01/Al%20Life%20Cycle%20Report%20Final%2020210101.pdf

<sup>4</sup> www.ball.com/getattachment/6549e3af3e3aa-693-a087-5b34888b2bb/Ball-Comparative-2020-LCA-Full-report-FINAL.pdf

<sup>5</sup> Data from the Aluminium Association

ENJOY RESPONSIBLY. Must be legal drinking age.  
©BMD Cerveceria Modelo, S. de R.L. de C.V., used under license/Utilisé sous licence.

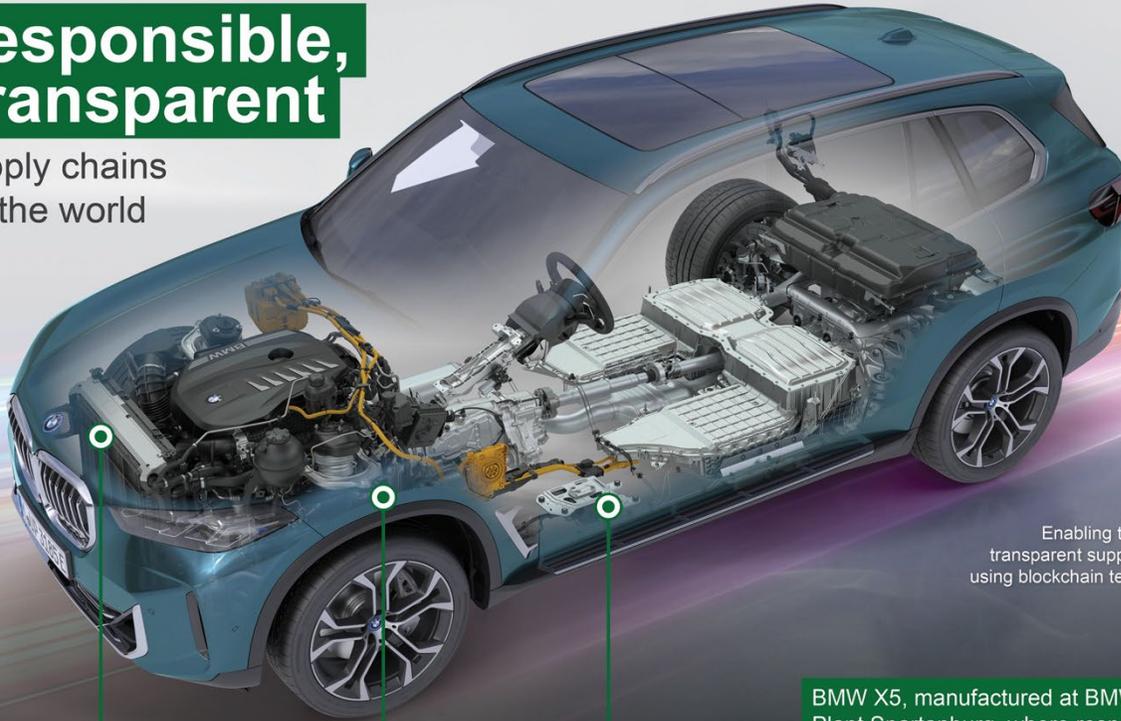


## START

Creating

**responsible,  
transparent**

supply chains  
for the world



Supplying responsible  
aluminium: bonnets,  
fenders, doors

Enabling traceable,  
transparent supply chains  
using blockchain technology

BMW X5, manufactured at BMW Group  
Plant Spartanburg, where responsibly  
produced aluminium will be used for  
production from 2024.

# Road to a greener future

## Partnership with BMW

Gone are the days when premium car buyers simply looked for speed, style, and luxury. Today, there's increasing interest in the origin, sustainability and emissions profile of the materials used to build their cars.

This fundamental shift in the automotive market has led to the creation of a new, innovative partnership between Rio Tinto and the BMW Group, leaders in their respective industries who share a common goal of developing more responsible, sustainable, traceable and secure supply chains.

Under this new partnership, Rio Tinto plans to provide responsibly sourced aluminium to the BMW Group's vehicle production plant in Spartanburg, South Carolina, for use in body components from 2024.

Rio Tinto and the BMW Group will also work to deploy START.

[Read more](#)

Together, we can  
revolutionise what  
it means to source  
and produce  
responsibly

 [startresponsible.com](https://startresponsible.com)

 [start@riotinto.com](mailto:start@riotinto.com)

 [START](#)



# Contact Us

 [startresponsible.com](https://startresponsible.com)

 [start@riotinto.com](mailto:start@riotinto.com)

 [START](#)



**RioTinto**