



THE NEW STEEL CAMPAIGN

*A communications campaign brought to you by
the American Iron and Steel Institute*

The New Steel Campaign is an advertising campaign targeting Washington policymakers with the objective of closing the gap between outdated perceptions of the industry and the reality of today's globally competitive and vibrant North American steel industry.

Key Messages:

- **THE BACKBONE OF AMERICA.** Steel is the backbone of American manufacturing – and makes much of the equipment vital to our nation's military. Steel productivity has more than tripled over the past 25 years - and that makes America stronger at home and abroad.
- **AMERICA'S JOB ENGINE IS MADE OF STEEL.** American steel producers generate more than 1.2 million jobs and add more than \$350 billion annually to the American economy. Steel is the vanguard of manufacturing, essential to the automotive, construction and defense industries – and each steel industry job generates seven jobs in other sectors.
- **THE CLEAN LITTLE SECRET.** More steel is recycled each year than all other materials combined. But that's just part of steel's environmental story. Three-fourths of all American steel ends up recycled into new products, part of the steel industry's comprehensive environmental commitment. Over the past decade American steelmakers have reduced the energy required to produce one ton of steel by nearly 28 percent – and we're already reduced emissions to levels well below Kyoto standards.
- **THE BRAINS BEHIND THE BRAWN.** The steel industry purchases more than \$4 billion in high-tech and related services each year. Computers and IT are the tools of America's modern steel industry. Innovation and technology have transformed America's steel industry into one of the world's most competitive, sustainable and environmentally progressive. Steel productivity has tripled since the early 1980s, adding more than \$350 billion annually to the American economy.
- **SETTING THE STANDARD.** America's steelmakers set an environmental standard the world's steelmakers should follow. We're ahead of Kyoto greenhouse emission goals by 240 percent, developing and utilizing innovative technologies. Unfortunately, not all global steelmakers share this commitment. Protecting the Earth is a global responsibility that requires global solutions.

