**Wk 15 Content (1 news / 1 curation) (EN)**

Title: Imerys boosts literacy campaign

Imerys is expanding its successful literacy initiative this year with employees from an additional 12 countries set to benefit from the education scheme as the company reinforces its commitment to support staff.

The Education Program rolled out to 16 countries in 2016 and seeks to boost reading, writing and comprehension skills to ensure staff can fully understand and act upon written instructions, a key element of workplace safety.

“There has been a lot of progress around the world in the fight against illiteracy, but despite that, there are still millions of people that cannot read or write. There are different types of illiteracy in the modern world,” said Clara Segón, Imerys Education Program Manager.

An example is functional illiteracy, which includes people who can read and who may be able to write simple sentences with a limited vocabulary, but who cannot read or write well enough to deal with the everyday requirements of life in their society, Clara explained.

“That is why it is important to address all types of illiteracy,” she added.

The 2016 push targeted countries where Imerys employees numbered more than 300, while the 2017 target is to expand the program to include countries where Imerys has more than 100 staff.

By 2018, all countries where Imerys operates will be included.

A list of skills that employees should have has been drawn up, training programs are being developed, and information is being shared through a variety of channels including Imerys’s internal social media platform, Chatter.

Meanwhile, a reading and writing programme was selected as the winner of the Human Resources category of the 2017 Sustainable Development Challenge.

The scheme was launched to boost education levels among staff employed by Indonesian company PT Indoporlen, which became part of the Imerys group when it was taken over by a division of Calderys.

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(long)

Imerys’s Education Program is being expanded in 2017 to include an additional 12 countries, bringing to 28 the number of nations where it operates. A key platform is to combat functional illiteracy, which affects people who can read and possibly write, but who may struggle to understand written instructions or regulations.

(short)

Imerys is expanding its Education Program, bringing to 28 the number of countries where it operates its successful literacy scheme. [LINK]

**Facebook**

Literacy counts! Imerys is boosting to 28 the number of countries where it operates its successful Education Program. [LINK]

**Twitter**

#Imerys combats #functionalilliteracy. Its #Education Program rolls out in 12 new countries. [LINK]

Curated content

**LinkedIn**

Electric vehicle (EV) demand is set to soar and so is the demand for the minerals that power them, with EVs set to dominate 40% of the total new car market by 2040, according to Bloomberg.

<http://www.detroitnews.com/story/opinion/2017/01/30/electric-vehicles-minerals/97232118/>

**Facebook**

2 in every 5 new cars may be electric by 2040. What is that doing to demand for the minerals that make them?

<http://www.detroitnews.com/story/opinion/2017/01/30/electric-vehicles-minerals/97232118/>

**Twitter**

Growing #electriccars sales will see the demand for #minerals and #metals soar.

<http://www.detroitnews.com/story/opinion/2017/01/30/electric-vehicles-minerals/97232118/>

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