

A PIVOTAL MOMENT FOR THE COAL INDUSTRY

Dear Colleagues,

We find ourselves at a pivotal moment for the coal industry. We see growth across emerging markets, particularly in Asia, in the face of a polarising debate which dismisses coal as part of a low-emissions future and which also ignores how coal underpins the economies of many developed and developing nations.

It's believed that in order to be credible, government and investment policies must be inclusive of all forms of energy and industry.

We are firmly of the belief that the biggest threat to our industry is not the anti-coal sentiment currently dominating the debate but rather our lack of cohesion, consistent messaging and leadership as an industry to counter and inform this debate.

Of course, there are economic and environmental challenges for us. However, this is not new to the coal industry.

We have shown over hundreds of years that we can modernise; we can respond to operational and environmental challenges through innovation and technological advancements; and we can support economies by working in partnership with governments and investors.

And we can do this again – if we are united in our cause.

In 2019, the Board of the World Coal Association approved the *Evolving Coal Strategy 2020-2025*, to spearhead this evolution.

Our global members seek to promote collaboration, demonstrating that the key to a clean coal industry lies in a global policy environment which levels the playing field, supporting innovation, inclusivity and pragmatism.

We have an opportunity and a responsibility to our employees, peer industries, governments, shareholders and communities which are supported by coal, to cut through the noise of misinformation, and to achieve our goals of a long-term, viable and responsible industry

Our world still needs coal. We are not transitioning away from coal. We are however, transitioning and transforming to a clean coal industry.

Today, We are proud to say that we represent some of the most progressive and responsible global industry players who are committed to reshaping the future and reputation of our industry. We can see that this is providing increasing comfort to policy and investment decision makers.

OUR WORLD
STILL NEEDS COAL



Join our collective and work proactively to support our industry and the many people around the world who are counting on us to deliver their energy and infrastructure needs.

The close relationship between the CNCA and WCA is a collaborative effort to 'Evolve Coal' and reshape the future of our industry. Only by continuing to work closely together can we develop a future global coal industry. Please get in touch to find out about how membership in the World Coal Association can benefit your business on the global stage.

For any enquiries, please contact: coalsummit@163.com.

Best wishes



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