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Are you part of the coal value chain?

Are you committed to the future transformation of clean coal technologies?
I believe in coal and I believe in the future of our industry. I know I am not alone. But I know that more must be done by all of us.

A global pandemic quickly identified what was important to the world – people’s health, their jobs, electricity to power our world.

Coal for many nations was central to all of this. Deemed essential - critical to economies and vital to their recovery.

The continued importance of coal to developed and developing countries across the globe now and into the future is clear.

Without coal we would not have what we have today: a transformed and modernised world. Coal has provided reliable, secure and affordable electricity for many countries and provided the building blocks of our society, the steel and the cement.

It is our turn as an industry to transform.

With clean coal technologies - we will have the opportunity to support a diverse energy mix and continue to contribute to the next industrial movement.

Regardless where your organisation sits in the coal value chain, we need to work together to ensure that as an industry we are clear in demonstrating a public commitment to shaping a sustainable future for coal.

We must demonstrate credibility, collaboration and our commitment to transforming to clean coal technologies.

Our work under the World Coal Association Evolving Coal strategy aims to bring together our entire value chain.

It’s time for us to be courageous and build a global industry, committed to our continued role and evolution in the clean transition.

Letter from our Chairman

July Ndlovu
Our world still needs coal. And yet, coal’s contribution today and into the future, and its advancement in clean technologies and innovation - have been dismissed.

As an industry we are seen as fragmented - promoting our differences across the coal value chain. We are not believed to be credible participants in the clean transition.

The World Coal Association, the only global coal industry body, is committed to changing this perception and educating policy makers of the future for coal which supports both economic and environmental goals.

We understand we will need to do more to demonstrate our commitment to the transformation to clean coal technologies and innovation.

Many people tell me how disappointed they are with how our industry is perceived. They ask me what they should do. My response is simple, if you believe in the contribution of coal; if you believe your company is a progressive and responsible industry player; if you are committed to the modernisation of our industry in the adoption of clean coal technologies and innovation; and if you want to build a sustainable future for our coal market and value chain then be part of our World Coal movement.

Together let’s speak up in support of a sensible and pragmatic debate and transition so that our stakeholders - global governments, investors and community - can be confident that as an industry and a value chain, we understand the challenges before us and are united in finding the solutions.

Letter from our Chief Executive

Michelle Manook
The World Coal Association represents industry leaders, committed to building a sustainable future for global coal. We play an active role in achieving our worldwide economic and environmental goals for clean coal usage, technology, and innovation. Our global members seek to promote collaboration, demonstrating that the key to a clean coal industry lies in a balanced, agnostic global policy environment that is inclusive of all clean fuels and all technologies.

We represent our industry engaging with government, finance and investment, media and community stakeholders.

**Advocacy**

We engage across the key coal markets to advise and inform policy to ensure a level playing field for all and a robust global coal market.

**Education**

We connect our stakeholders focusing on balanced, factual and respectful conversations, informing the global community about the total current and future contribution of coal.

**Differentiation**

We provide stewardship to our industry to ensure that our stakeholders have assurance that the WCA members are operating responsibly and sustainably.
**Evolving Coal: Our Strategy**

**One united voice**

Our responsibility is to educate our global community about the important role that coal has, does and will continue to play. By coming together as an industry, we can achieve this.

**Our world needs coal**

Coal will continue to be a critical part of the global energy mix and key for industries including steel and cement.

With countries around the world having to make energy and technology choices – to support security, reliability, affordability and economic growth – our global coal value is being called upon to meet the innovation challenges.

There is a place for coal if we work together, to modernise in the advancement of clean coal technologies supporting a sustainable future.
The *Evolving Coal 2020-2025* Strategy has been framed to address the major risks facing our industry, including:

1. Lack of understanding about coal’s contribution to developed and developing economies
2. Divestment
3. Lack of government policy agnostically supporting the coal industry generally
4. Lack of government policy to agnostically support the coal industry
5. Inconsistent global government policy embracing clean coal technologies

To make the case for coal and be part of the clean energy transition, we as an industry need to demonstrate:

- Credibility
- Collaboration
- Commitment
- Clean
Success will be determined through working towards the achievement of the following outcomes:

1. Lead the conversation demonstrating coal’s essential contribution to the world.

2. Promote responsible investment in coal and clean coal technologies in developed and developing economies, that delivers the UN Sustainable Development Goals.

3. Demonstrate commitment to transitioning to a low emissions future by supporting investments in clean coal technologies.

4. Promote government policy that ensures a level playing field where coal is not disadvantaged relative to alternatives.

5. Supporting the rights of emerging markets to choose coal.

6. Build a sustainable organisation that represents the global coal industry.
Our mission

Lead
We lead the conversation in demonstrating coal’s essential contribution to the world and support the rights of all markets to choose coal.

Advocate
We promote investment in coal mining and clean coal technologies in developed and developing economies to deliver the United Nations Sustainable Development Goals.

Demonstrate
We demonstrate a commitment to a low emission future and work with governments and investors to create a level playing field policy framework.

Collaborate
We work with governments and investors as a collective, uniting to build a sustainable future for the coal industry.
Discover our latest work

Media

Reuters
Methane from upcoming coal mines could impact climate more than US coal plants—report

The Economic Times of India
Coal projected to be India’s largest source of power in 2040

Nikkei Asia
Coal projects still lure funding for Asia demand: industry body

World Coal Association
Opinions and the latest news from WCA

Argus
Australian coal supplies to Vietnam rise amid China ban’

Vietnam Investment Review
Clean coal technologies: inevitable trend in ASEAN

Keep up to date with our activity and read our latest media coverage on LinkedIn.
Speeches and Publications

ASEAN Energy Business Forum Keynote
Clean Coal Technologies: Clean Solution for Affordable, Reliable Power Supply

ASEAN Forum on Coal Meeting Presentation and Panel

Coal Preparation Society of India Keynote
Coal to dominate India’s Energy Mix: Preparing it for responsible usage is an imperative

Global Seminar Presentation Keynote Speech

Global Seminar Presentation Rising to the Energy Transition Challenge Webinar Presentation

Steel, Metals and Mining Conference Keynote International Coal Markets Outlook
What we stand for

The World Coal Association is committed to supporting and promoting responsible investment in coal and clean coal technologies, in developing, emerging and developed regions.

Our Climate Change Position

Our statement of commitment to supporting the Paris Agreement and global climate goals.

View →

Our Responsible Coal Principles (RCP)

Our statement of intent in support of the UN Sustainable Development goals. They recognise that our stakeholders, including governments and investors, are looking to partner with organisations which embody these principles – seeking to make a positive contribution to society and sustainability. The principles reflect the common goals of our diverse membership.

View →
Climate Change Position statement

The WCA represents members who are industry leaders and committed to playing an active, constructive role in meeting the global challenge of climate change.

We are committed to developing a clean coal value chain and encourage the deployment of clean coal technologies to meet the Paris Agreement and individual countries’ climate goals.

The WCA has called on governments to move quickly to support CCUS deployment by promoting policy parity alongside other low emission technologies.

Read full statement →
Responsible Coal Principles

The World Coal Association is committed to promoting responsible investment in coal and clean coal technologies, in developing, emerging and developed regions. The Responsible Coal Principles (RCP) are our statement of intent in support of the UN Sustainable Development goals.

They recognise that our stakeholders, including governments and investors, are looking to partner with organisations which embody these principles – seeking to make a positive contribution to society and sustainability.

The principles reflect the common goals of our diverse membership.

1. Commit to deliver a positive social and economic contribution to the countries and communities in which we are part; act with integrity, shared purpose and respect for individual cultures, customs and values.

2. Acknowledge the impact of climate change and importance of mitigating all emissions from coal; commit to actively supporting low emission coal technologies, investment and innovation.

3. Commit to mitigate the environmental impacts of our operations and contribute to the conservation of biodiversity.

4. Seek to promote an inclusive business environment within our operations, where our people are respected, engaged, recognised and developed.

5. Commit to the ultimate goal of zero harm and identify opportunities to build on our health and safety performance.

6. Support proactive engagement with our stakeholders in a way that shares knowledge, seeks opportunities to collaborate and recognises them as valued partners.

7. Conduct business to a high level of integrity and compliance; creating long-term value and embedding sustainability matters into decision-making processes.
Our members

Corporate Members

› Adani
› Aurizon
› Barloworld
› Caterpillar Global Mining
› Dyno Nobel
› Komatsu
› Orica
› Peabody
› Seriti Resources
› SUEK
› Thungela Resources
› Whitehaven Coal
› XCoal Energy and Resources
› Yancoal

Associate Members

› Associação Brasileira de Carvão Mineral
› China National Coal Association
› Coal Association of Canada
› Coal Association of New Zealand
› Coal Preparation Society of India
› Colombian Mining Association
› Fossil Fuel Foundation
› Japan Coal Energy Centre
› Minerals Council of Australia
› National Mining Association
› Queensland Resources Council
› South African Colliery Manager’s Association

Strategic Partnerships

› ASEAN Center for Energy (ACE)
› Financial University under the Government of the Russian Federation
WCA alliances

- Special Consultative Status with the United Nations Economic and Social Council (ECOSOC)
- Observer Status with the United Nations Framework Convention on Climate Change (UNFCCC)
- Observer Status with the Intergovernmental Panel on Climate Change (IPCC)
- Membership of the United Nations Climate Technology Centre and Network (UNCTCN)
- Membership of the International Energy Agency (IEA) Coal Industry Advisory Board (CIAB)
- Association membership of the International Council on Mining and Metals (ICMM)
- Signatory to the UN Global Compact (UNGC)
- Established Memoranda of Understanding (MoU) with a number of bodies: ASEAN Centre for Energy (ACE), Bettercoal, Eurocoal and the UN Economic Commission for Europe (UNECE)
Join the WCA

Our strategy is built on the belief that as an industry, our behaviour will shape our future reality. We will need to be inclusive; proactive; embodying a ‘Stronger Together’ approach to speak out when the debate is being held about us, without us.

If we are to have a seat at the table we need to unite in our actions and activity, come together as a full coal value chain; demonstrating our commitment to clean technologies.

If you’re in coal, transparently, and you’re committed to the transformation to clean coal technologies, then the World Coal Association will work to achieve the global policy realism needed from governments and investors to ensure that you are included.

We promote our members at international forums and events and work with governments and policymakers on behalf of our members.

As a member of the WCA you are part of a collective working together. Demonstrating a commitment to advancing clean coal technologies, working collaboratively with industry peers and governments, and providing assurance to investors that you understand responsibility and sustainability.

If you believe in building a future inclusive of all fuels and all technologies; a future where coal is a part of the clean transition and delivers our global economic and environmental goals, please contact us to find out more about becoming a member.

Find out more: www.worldcoal.org