



In this edition, read the special section on the Worldwide Month of Community Services 2009

● **Juruti**
Partnership between Alcoa and University will result in benefits for the community ● Page 9

● **Poços de Caldas**
Safety Monitors help reduce death risks ● Page 7

Gente em ação



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ALCOA LATIN AMERICA AND THE CARIBBEAN MONTHLY NEWSLETTER- NUMBER 103 – DECEMBER 2010



● **Exame Sustainability Forum**

Alcoa is elected Sustainable Company of 2010

Guia Exame de Sustentabilidade sustainability guide ranks Alcoa in terms of the company's environmental responsibility, economic achievements and social commitment ● Page 3

● **Alcoa Aluminum Innovation Award**

Social-environmental awareness is the winners' underlying theme



The projects, the number of which increased by 15% in comparison to 2009, describe different ways of using aluminum ● Page 12



● **Planning**

Meeting presents innovative system for monitoring the Company's cargo

● Page 5

OUR PEOPLE

Editorial

Proud to be an Alcoan



FRANKLIN L. FEDER
CEO Alcoa Latin America and the Caribbean

Whenever the year comes to an end, we look back to see what we could have done better and which accomplishments we are proud of. I am sure that in 2010, most Alcoans celebrated many significant achievements. Now, at the beginning of 2011, new challenges have come knocking at our door. As with all challenges, we have to count on everybody's contribution and joint effort. We must always be proud of being Alcoans.

In this last edition of Gente em Ação in 2010, several highlights reinforce our commitment to the important values of the Company. Among these is Sustainability. Alcoa's effort to give priority to sustainability resulted in one of the year's outstanding recognitions: Alcoa was named as Sustainable Company of the Year on the sustainability list published by Guia Exame de Sustentabilidade 2010. The achievement was announced during the Fórum Exame de Sustentabilidade forum on sustainability.

The 9th Alcoa Award for Aluminum Innovation is also within the scope of Sustainability. The winning projects were outstanding for their characteristics, which emphasized public service and environmental concerns. A total of 11 projects were selected, which presented simple and creative ideas that are accessible to everyone. Of the eleven projects, six of the winning projects were classified under the Recycling

Management category, of which three were under the Student category and three were under the Professional category. The other five projects came under the Products & Applications category; three were classified under the Student category and two under the Professional category.

In addition, for the second year in a row the Company was named as one of the Biggest among the Best Companies to Work For, according to international consulting firm Great Place to Work Institute; the list was published in O Estado de S.Paulo newspaper.

These recognitions reinforce our pride of working for this Company. In this edition, you will read about other achievements accomplished at all our units in Brazil and in Jamaica.

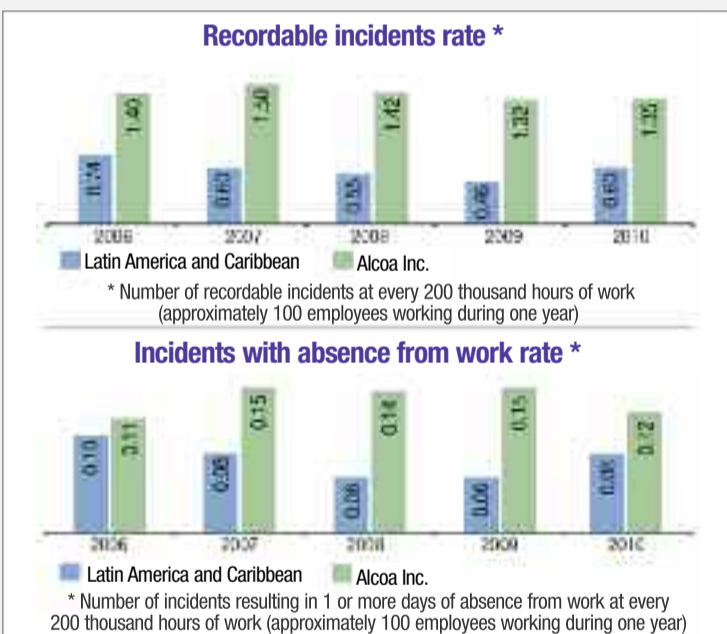
In this editorial, I would like to express my deepest gratitude to Nemércio Nogueira, director of Institutional Matters of Alcoa Latin America and the Caribbean. Nemércio is leaving our Company after having worked here for 11 years during two distinct phases of his professional career: from 2005 to 2010 and from 1980 to 1985. He has always been a competent and dedicated professional, who contributed greatly to the history of the Company and of Gente em Ação. His job position will be taken over by Marcelo Lomelino, a professional who, from now on, will be taking another step forward in his professional career at our Company. He will be a great ally in the development of our newsletter.

I wish all of you a very prosperous 2011.
Enjoy your Reading!

"As with any challenge, we will need everybody's collaboration and efforts. We must always be proud of being Alcoans"

Safety Performance

Incident Frequency Rate to November



Testimonial

Neusa Pereira Martins Franco
Job Position: Buyer
Unit: GBS Poços de Caldas and São Luis
Time with Alcoa: 25 years



"I have been working for the Company for 25 years and I am very proud of being the GBS female employee to have worked for the Company for the longest period of time. My previous job positions included Warehouse assistant, Materials analyst, secretary, and buyer. I am currently working in the Raw Materials department of the plants in Poços and São Luis. Alcoa is a learning experience; my whole professional career is based on what I have learned at the company and I am very proud of this. I like what I do, I love to teach and see how people progress – this is very rewarding."

People that make History Tribute to colleagues who have contributed to Alcoa's development



RAIMUNDO NONATO DE CARVALHO ALMEIDA
ALUMAR



MANOEL DOS SANTOS NETO
ALUMAR



ANTONIO MOTA DINIZ
ALUMAR



JOAQUIM DOMINGOS SILVA FILHO
ALUMAR



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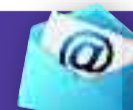
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Talk to Us



Your opinion is very important for us. Should you have any question, suggestion or comment, please write to genteacao@alcoa.com.br

● SUSTAINABILITY

● Fórum Exame de Sustentabilidade sustainability forum

Alcoa named model company in terms of Sustainability

The Fórum Exame de Sustentabilidade, held in São Paulo, was organized by Exame business magazine for the purpose of discussing and disseminating ideas on one of the most current issues: environmental conservation. At the same event, Alcoa was named Sustainable Company of the Year by the 11th *Guia Exame de Sustentabilidade 2010*. The Guia is an annual list that ranks the sustainable actions of 20 role model companies.

The ranking is coordinated by the *Centro de Estudos em Sustentabilidade* (the Center for Studies on Sustainability) of the Fundação Getúlio Vargas foundation. The center evaluates companies' strategies, commitments and practices under three categories: environmental responsibility, economic success, and social commitment. The ranking is also based on business practices, transparency and corporate governance. After the questionnaires responded by the companies are evaluated, a decision-making board appointed by Exame meets to choose the 20 role model companies and the Sustainable Company of the Year.

"It is indeed a great honor to be ranked as the number one company among the country's most sustainable companies, especially when it is widely known that the list prepared by *Exame* includes Brazil's most prestigious companies," said Franklin L. Feder, CEO of Alcoa Latin America and the Caribbean. "This recognition is the

crowning achievement of the effort of the approximately 6.4 thousand Alcoans in Brazil, who contribute every day to expand the Sustainability of our business operations in Brazil."

The second *Fórum Exame de Sustentabilidade*, sponsored by Alcoa, was attended by renowned specialists in the field, as well as by Alcoa directors and other Alcoans. Participants discussed the Sustainability-related maturity of companies with business activities in Brazil. Other issues addressed by the forum, included the expected actions of the recently-elected government and the creation of a permanent low-carbon economy in Brazil.

Ricardo Young, a member of the board of *Instituto Ethos*, was one of the illustrious participants. He gave the lecture "*Por que a adoção de uma economia verde é uma oportunidade de crescimento para o Brasil. Onde estão as oportunidades?*", which addressed the issues related to a green economy and enumerated the related opportunities.

"*Exame* is a highly respected business magazine and the forum is one of the biggest and most renowned events related to sustainability. The forum's concept is in line with what we believe in and we are working on renewable energy," says Nemércio Nogueira, director of International Matters of Alcoa Latin America and the Caribbean.



● Franklin L. Feder receives the award on behalf of Alcoa



● Alcoans celebrate the achievement

● CEOs Forum

Forum with leading CEOs of the country discusses public policies

The CEOs Forum, organized by the Centro de Estudos em Sustentabilidade center for studies on sustainability, of the School of Business Administration of the Fundação Getúlio Vargas foundation, was held recently. The event was attended by 17 CEOs of leading companies in Brazil; these companies comprise the *Empresas pelo Clima do País*, a forum for the permanent dialogue, training and building up of partnerships for the transition to a low-carbon economy. Alcoa was represented at the event by Nemércio Nogueira, director of Institutional Matters.

The event was chaired by experts such as David Vincent, of Carbon Trust (an independent state company created by the British Government to encourage carbon emission reduction).

Proposals for public policies that encourage businesses to adopt a low carbon economy in Brazil were discussed by the participants.

The CEOs who attended the forum prepared a document addressed to the Brazilian Government, which listed public policy proposals for the Energy, Transportation, and Agribusiness sectors.

"The proposals were based on the demands of industry, especially those of the aluminum industry, with the objective of maintaining this industry on a competitive level within a low carbon economy. One of the objectives is to encourage discussions on and contributions to this matter in a broader manner," says João Batista Menezes, director of Health, Safety, the Environment, and Sustainability.

● Conselho Juruti Sustentável board

CONJUS is back in action

After a short break, CONJUS-*Conselho Juruti Sustentável*, whose work is focused on helping the communities of Juruti, on issues related to justice and Sustainability, is back in action. The board's members include representatives of the companies, the communities, and the government.

Alcoa is represented by the Sustainability area of the Juruti Mine; Alcoa's representatives are Juana Galvão, superintendent; Viviane Penna, Sustainability analyst; and Anne Dias, Community Relations analyst; Fabio Abdala, manager of Sustainability of the Mining Business Unit also participates from time to time.

"The board's activities include monthly ordinary meetings during which board members discuss issues that the

three parties give priority to. In addition, meetings are held by the Technical Committees (Health, Education, and the Environment, for example) to discuss specific issues related to each matter. Committee members also promote activities and campaigns referring to these themes," explains Fabio Abdala, manager of Mining Sustainability.

CONJUS also promotes meetings to prepare the local Agenda 21, such as the meeting held in May 2010, which resulted in the launching of the *Carta Juruti Sustentável* document. "The board also works together with the *Fundo Juruti Sustentável* on the preparation of the Juruti Sustainability Indicators, which comprise the so-called tripod of the *Juruti Sustentável* model," says Abdala.



● Issues related to education, health, and the environment were discussed at the meetings recently held by CONJUS.



● VISITS AND EVENTS

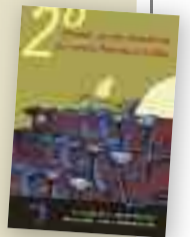
5 Utinga welcomes clients during FESQUA



Approximately 200 clients visited the Utinga Plant. Most of the visitors were window and door frame manufacturers from Brazil, Chile, Bolivia, and Paraguay. "The main reason for the event was to show our visitors Alcoa's manufacturing process, the special features, the constant focus on HSE, and invite them to visit Alcoa's booth at FESQUA," says Ana Cristina Santos, from the Marketing Department of Utinga.

4 Jovem Jornalista Fernando Pacheco Jordão Award

The second *Jovem Jornalista Fernando Pacheco Jordão* award, granted by the Instituto Vladimir Herzog institute, was sponsored by Alcoa. Nemércio Nogueira, director of Institutional Matters of Alcoa Latin America and the Caribbean, presided over the jury. The objective of the award is to fund the best projects on journalism prepared by journalism students.



6 Employees of Thermosystem visit Tubarão

With the objective of becoming acquainted with the process related to Production Management at the Tubarão Unit, ten employees of Thermosystem, a company that manufactures products to control the temperature of water – such as electronic and digital multi-temperature showers, solar power heaters, water fountains, water purifiers and electronic faucets – visited the plant. The visits were held over a two-day period, and the visitors were divided into groups of five people each. The participants visited all of the plant's premises and became acquainted with the productive process and the support areas.

1 Congress aggregates and strengthens the field of Public Relations

The 27th Inter-American Public Relations Congress, held in Brasília, and organized by the ABRP - Associação Brasileira de Relações Públicas (Brazilian Public Relations Association) was attended by Nemércio Nogueira, director of Institutional Matters of Alcoa Latin America and the Caribbean, on the closing day. The objective of the event was to aggregate, support the market, and strengthen education in this field.



2 Researchers of Embrapa visit Poços de Caldas



The Poços de Caldas Unit hosted five researchers of Embrapa, who were interested in learning about new solutions for bauxite residues. The purpose of the visit was to acquaint them with the operations conducted by the Bauxite Waste Disposal sector and with the methods employed to recover the mines. In the opinion of Marcelo Montini, an expert on Innovative Technological Research and Development, "this visit was very important because the visitors were able to see the difficulties entailed in this operation; as a result, we will be able to work on definitive, safe, and sustainable solutions."

3 Social Responsibility is everybody's target



The Brazilian Metallurgy Association organized the 6th Workshop on Social Responsibility. The event, held in Rio de Janeiro, was attended by renowned lecturers and professionals from Brazil's mineral and metallurgical sector. Participants had the opportunity to exchange experiences and listen to presentations on the challenges and opportunities of Sustainability within companies' strategic positioning. Nemércio Nogueira, director of Institutional Matters of Alcoa Latin America and the Caribbean, was one of the lecturers.

2 Clients visit Aluminum Powder Plant



The main clients of the Aluminum Powder plant visited the Poços de Caldas Unit. Visitors included representatives from the following companies: CBMM Togni, Silberline, Magnesita and Sudamental. The visit began at the Bauxite Mining unit; this was followed by a visit to the Refinery, Smelting and Atomization of Aluminum facilities at the Plant. "We told the visitors about the improvements we have implemented in this respect in the last two years," explains Ana Helena Cornetti, Sales Representative of Chemical and Aluminum Powder products.



HIGHLIGHTS

Suppliers Workshop

New tool provides improvements for logistic services

The Corporate Logistics sector organized a meeting in São Paulo, for a presentation by Opentech – Alcoa’s current risk management Company. The event was attended by representatives of companies that provide transportation services for Alcoa.

The contractor will be responsible for implementing a tool to monitor and track the Company’s cargoes, in order to prevent events such as cargo theft, collisions, breakdowns and capsizing. “The implementation of this innovative system will provide significant benefits for our clients, by facilitating planning and client services. The main special feature is that we will be able to forecast the date and time for



the loading and unloading of our clients’ orders,” explains Arnaldo Costa, Superintendent of Logistics. The workshop was attended by 15 transportation companies and representatives of some of Alcoa’s biggest suppliers. Participants included Tokyo Marine insurance company, Harmonia brokers and Opentech Gerenciadora. The workshop was also attended by employees of Alcoa’s Laminated Products, Extruded Products, and Wheels units. At this time, the commercial team from the Wheels Business Unit took the opportunity to introduce Alcoa’s Aluminum Wheels to workshop participants.

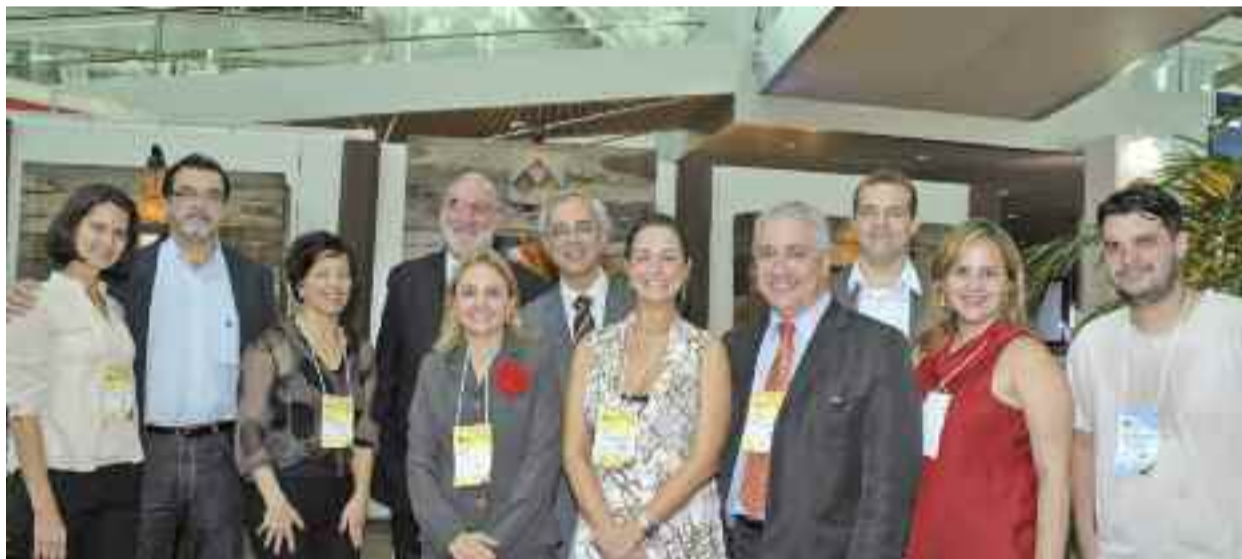
The monitoring system developed by Opentech has been in use since October 25, 2010.



Event introduced Opentech (Alcoa’s risk management Company) to 15 transportation companies and other major suppliers that provide services to Alcoa.

EXPOSIBRAM-International Exhibition of Mining of the Amazon Region

Booth enhances aluminum’s sustainable productive chain



Alcoa at EXPOSIBRAM 2010: professionals from the Sustainability, Mining, Human Resources and Legal sectors

Alcoa organized one of the outstanding booths during the EXPOSIBRAM Amazônia 2010 fair, held in the Hangar Centro de Convenções da Amazônia convention center in the city of Belém. The event is aimed at professionals and students in the field of mining.

“The stand, designed by architects Lucia Carvalho and Pablo Chermont, enhances the regional culture of the State of Pará and explains the productive chain of aluminum, from the time the bauxite is mined, turns into alumina and then into aluminum,” says Ana Franco, manager of Government Relations.

The booth was decorated in typical handmade artifacts from the region of Juruti. The objective was to enhance local art production and the values advocated by the Company. “We used recycled materials, such as woody vegetation removal, in some of the decorative elements, Ana explains.

The fair was attended by professionals from Belém, Juruti, São Paulo and Poços de Caldas, who work in the Sustainability, Mining, Human Resources, and Legal sectors.

“The exhibition is the venue to publicize the sustainable mining model followed at Juruti. In addition, this is an opportunity to show public opinion the importance of the mining industry,” says the manager.

Arrival of the D11 tractors

Juruti gains more productivity

The Juruti Bauxite Mine is already operating with two new heavy-duty tractors (Caterpillar’s Carry Dozer CAT D11T CD model), which are the best tractors to ensure higher productivity in the removal of the sterile layer – the step prior to the extraction of the mineral. The new equipment, acquired by contractor U&M, can jointly remove up to 1,000 cubic meters/hour of the sterile capping.

The acquisition of the two tractors is part of the

implementation of a new methodology for the de-capping of sterile at Juruti, thus significantly increasing productivity. Prior to the arrival of the tractors, de-capping had been conducted by using hydraulic bulldozers, off-road trucks, and highway trucks. In addition to increasing productivity, these tractors are among the safest equipment of this kind available on the market. They are appropriate for use in mining activities, especially in rainy weather.



Two new heavy-duty tractors already being used at the Juruti mine ensure more effectiveness during the removal of sterile (the step prior to the extraction of bauxite).

● RECOGNITION

● GPTW-Great Place to Work

Alcoa ranks among the 15 biggest and best companies

For the second consecutive year, Alcoa was named one of the 15 Biggest and Best companies on the Great Place to Work list, according to international consulting Great Place to Work Institute. The list was published by *O Estado de S.Paulo* newspaper.

● The recognition endorses one of Alcoa's most cherished values: People. A valuable recognition

In this second round, the national survey questionnaire was sent to approximately one thousand employees of 36 companies with revenues of more than R\$ 2 billion (for the sake of cohesion in the selection of big, medium and small companies). In the case of Alcoa, 850 employees answered the question-

naire, which evaluates the level of confidence in the following items: Credibility, Respect, Impartiality, and Friendliness. The survey registered the participation of 32 thousand employees, an approximately 15% increase in comparison to the year before. The survey also evaluates people management practices in nine categories: Contract and Welcome; Inspire; Listen; Thank; Develop; Look After; Celebrate and Share. The methodology used in the survey is based on two evaluations: one by employees who answer a questionnaire comprised of 58 items and two open questions, in which they emphasize the company's main strong points and opportunities for improvement. The other evaluation is made by the company, which is asked to describe its people management practices.

"This recognition endorses one of Alcoa's most cherished Values, namely, our People. This recognition is very valuable, as it expresses the spontaneous opinion of hundreds of Alcoans on our work environment. We are con-

vinced that this recognition will contribute to increase the interest of our professionals in working at a socially sustainable company," says Franklin L. Feder, CEO of Alcoa Latin America and the Caribbean.

Great Place to Work



The *Instituto Great Place to Work* institute was founded in Brazil more than 10 years ago. The institute provides consulting services by means of developing surveys related to the work environment and to the cultural aspects of corporations. The objective is to evaluate the level of confidence that exists at the company and improve the quality of the relationships among people. The institute's head office is located in California, the USA, with branches in 45 countries.

● ENERGY

● Barra Grande

Barra Grande Hydroelectric power plant achieves excellent performance in 2010

Three months in advance, the Barra Grande Hydroelectric Power Plant was able to generate all the energy projected for all of 2010 and was thus able to perform beyond the established target. This excellent performance is due to the inordinately heavy rains and also to the fact that the Generating Units were in operation during this rainy season.

The hydroelectric power plants' contracts provide for a generation index that has to be achieved on a permanent basis. This index is referred to as assured energy.

In the case of Barra Grande, the assured energy corresponds to 3,334.056 megawatts, that is, this is the quantity to be achieved after one year of generation. The Power Plant achieved 3,365.982 megawatts, above the established target.



● PDR

Pilot Project accomplishes many achievements

The Pilot Project of Pinhal da Serra, state of Rio Grande do Sul, coordinated by BAESA-Energética Barra Grande S.A., in partnership with SEBRAE-Serviço Brasileiro de Apoio a Micro e Pequenas Empresas and the local government was successfully concluded. The project's results include more than 800 developed projects, the participation of over 450 farmers and an investment of more than R\$ 1 million. The Project concludes one more commitment of the so-called Social



● The Pilot Project of Pinhal da Serra, state of Rio Grande do Sul, entailed the investment of funds for the purchase of cattle matrixes, to benefit farmers such as Dirceu Vieira Soares.

Agreement entered into in December 2004 by BAESA, the Ministry of Mines and Energy, federal environmental authorities (Ibama), the Public Prosecutor's Office and other entities.

● Standardized Health Care and Safety

Machadinho is the first power plant with OHSAS 18001 certification

Machadinho Hydroelectric Power Plant has had ISO 14000 certification since 2004. This year, the power plant intends to become the first hydroelectric power plant in which Alcoa has ownership interest to implement a standardized Health Care and Safety system. To this end, the power plant prepared the Health Care and Safety Management system to meet the requisites defined in the OHSAS 18001 Standard.

The Certification of the Management System under the OHSAS 18001 standard attests to



the good performance of occupational safety in 2010. No occupational incidents occurred in relation to the activities conducted by the Plant's employees and contracted services.

● Estreito Power Plant

Local Governments will get R\$ 77 million for social projects

A partnership between the BNDES-National Bank for Social and Economic Development, Alcoa and the other shareholders of the Consórcio Estreito de Energia energy consortium will invest up to R\$ 77 million in social projects and sustainable development programs in the twelve municipal regions located in the vicinity of the Usina de Estreito power plant. Alcoa's share in the ISE-Investimento Social Estreito Project corresponds to R\$ 20 million. The implementation of the ISE is already in course, with various projects related to institutional communication, training of school managers, and literacy classes for adolescents and adults, among other projects.

At the request of the BNDES, the ISE's investment planning was revised to shorten



● Juliano Natal, of Alcoa's Energy Division (in the middle) with children from the region surrounding the power plant

implementation time from four to three years. In addition, the BNDES requested the inclusion of sustainable infra structure projects.

HSE

Poços de Caldas



● Employees that work as monitors under the Safety Monitors Program in Poços de Caldas

Safety Monitors Program prevents deaths

We can safely say that the Safety Monitors Program, implemented in February 2010, has been a success in terms of prevention. The main objective of the project, whose action plan was prepared after the identification of the points of risk and the preparation of a list of Safety alternatives, is to avoid all kinds of incidents and, above all, to avoid incidents that result in death at the Poços de Caldas Unit.

“Nowadays, the Unit has 688 potential death-causing hazards that have already been identified. The Safety Monitors Program has contributed greatly towards the excellent performance of the inventory of potential death-causing hazards,” says Jurandir Filomeno, Safety technologist of the plant and HSE representative in the Death Prevention Team.

In addition to looking after everybody’s safety, the program focuses on a collective

spirit, as the participants come from the operating area and dedicate much of their time to ensure the safety of the group they are part of. Tasks are attributed to each team member; these tasks include monitoring of tasks, Safety inspections, emphasizing specifically important incident prevention aspects.

This is why the role of each monitor is so important, as each participant can and should point out the main difficulties and help his work mates, calling attention to high-risk areas and identifying where there is a need for specific actions. In addition, the team members make sure that Safety rules are respected, because all group members act as observers.

“The monitors play a crucial role in the identification of Safety hazards and are inserted in the Program for the Prevention of Deaths at the Unit,” says Jurandir.

You are Important Campaign

Competition reinforces safe behavior in Poços de Caldas

The Poços de Caldas Unit awarded the winners of the video competition of the “You are Important” campaign promoted by the Committee for the Prevention of Deaths of the GBS and HSE of the Poços de Caldas Plant. The main idea is to raise the awareness of employees, trainees and third parties on how important they are to their families and friends. Safety is always reinforced as a benefit.

The winner of the competition was Valdir Fernandes da Silva, from Mining; the runner-up was Rubens S. Damião, from Refinery; Adriana Maria Freitas, from Outpatient Clinic/Management was the third winner. “The video was made by my wife, and it was based on the Safety-related information that I gave her. The video emphasizes the importance of working safely so that we can come home in the same way we left in the morning,” says Valdir.

The campaign began with the launching of materials that encouraged participants to sign up for the competition. The selection of the

videos was conducted in three phases: in the first phase, the Jury – comprised of the communication and HSE teams of the Poços de Caldas Unit – selected the ten best videos, according to the following criteria: creativity, originality, and mandatory use of the following words: “You are important!” and respecting the limit that each video could only last up to 20 seconds. In the second phase, the leaders of Alcoa - Poços de Caldas (ELAP) and GBS (ELGBS) selected the three best videos of the ten videos that had been submitted. In the last phase, employees, trainees, and outsourced employees of the Unit voted on the best video of the three finalists.

The winner was awarded R\$ 1.500; the runner-up was awarded R\$ 1.000, and the third winner was awarded R\$ 500. The Competition promoted the interaction among employees, trainees, outsourced employees, and their friends and families. The issue of Safety was brought into these people’s lives.



● Valdir Fernandes da Silva (in the middle) from Mining was the winner of the competition

Tubarão

Farrel 2200 Press: four more years without any incidents



● Team of employees from the Tubarão Plant in front of the Farrel 2200 Press: dedication and commitment to safety

One of the Company’s main concerns is the Safety of its employees. This is why the Farrel 2200 Press team, of the Tubarão Unit, has many reasons to celebrate: nearly five incident-free years. This was achieved thanks to the effort of all employees and to their commitment to work in compliance with Safety Standards and rules.

“This accomplishment – four years and six months with no incidents in this area allows us to believe that this is possible for all areas. However, the merit of this accomplishment is certainly the use of Safety tools, the performance of the leaders, and, above all, the commitment of the employees with the Company’s Values,” says Eliane Tatsch, from HSE of Tubarão.

BEST PRACTICES

GBS

Telcom Manual for Travelers aims at reducing costs

To assist Company employees that go on business trips, the Telecom and Communication teams of GBS developed the Telcom Manual for Travelers. The objective of the manual is to meet the needs of these professionals and facilitate communication when they are in transit. In addition, the manual aims at reducing the Company's telephony costs and encouraging a more efficient use of that tool.

● Each employee who goes on business trip for the company will get a copy

The manual will be published in the form of a pocket book, with no more than 30 pages. It will explain the best way to use communication devices. Based on the origin and destination of the calls, the guide will suggest the best tool to be used to make the call, such as, for example, from a mobile telephone, from a land line, voice channel, from the hotel, etc. In addition, the manual has hints on the main services that the



● The manual will be published as a pocket book and will explain the best way to use communication devices

Company's Telecommunications area provides: fixed telephony, mobile telephony, and teleconference. "The main objective is to provide better information on the best use of the tools, focusing on cost reduction. The manual will also explain the best option in each case and this will facilitate the user's access to information on the service; The collaborator does not have to get on the internet to have access to the information, as this information will always be at hand," says Telcom analyst Bethania Quiuqui Carvalho.

The symbolic launching of the manual was held during the Telcom Fórum of the Poços de Caldas Unit. The manual was handed out to the Unit's leaders. The manual is still in the development stage, but the expectation is that it will be officially distributed to all the Units very soon. "Each employee who goes on a business trip for the Company will get a copy. This will make the employee feel more confident and aware when he uses communication tools," Bethania explains.

Quality Management System

Suppliers of Laminated Products go through evaluation process

In line with the Quality Management System and as part of the supplier evaluation program, two three-day audits were conducted for suppliers of Laminated products. The evaluated companies were: Valspar, the fifth biggest paint and coating company in the world, and LSM, global leader in Metal Technology.

The evaluation was conducted in the form of a questionnaire on topics related to quality, process, and production. At Valspar, the audit was conducted by Silvana Cavalcante, coordinator of the Quality System, and by Alanize Rose, from the Plate Process. At LSM, the audit team was comprised of Bruna Andrade, of Remelting Quality, and Jonas Silva, of Remelting Process.

"This has been an important evaluation process, through which we were able to visualize major manufacturing processes and thus build up a strong partnership between Alcoa and the suppliers," explains Silvana Cavalcante.

As a result of the evaluation, the companies were classified under the IQF-Índice de Qualificação do Fornecedor (Supplier Qualification Index) as being satisfactory; that is, they are qualified suppliers.



● Representatives of Valspar and of LSM, suppliers of Laminated Products, evaluated by Quality audit

PARTNERSHIP

Federal University of Maranhão

Alumar renews partnership in the quest for new technologies

With the purpose of developing new Technologies, Alumar renewed the partnership entered into six years ago with the Federal University of Maranhão (UFMA). In the course of those years, many systems were implemented as a result of this agreement and, consequently, the partnership has already produced a number of improvements for the Company. In addition, the partnership updates students on the latest technological developments.

In the opinion of Nilson Ferraz, director of Alumar, this is a way of encouraging scientific production. "This partnership reflects the University's main objectives, as the learning acquired in the classroom is applied in practice; in addition, it is the basis of research and extension to meet the needs of society."

Professor Mario Meireles, of UFMA, has the same opinion. "The current team of students has become highly qualified because of this experience," He stated.



● Employees of UFMA and of Alumar with director Nilson Ferraz (2nd from left to right) and Nilson P. Souza (in the middle), vice president of Primary Products of Alcoa Latin America and the Caribbean

● PRODUCTS

● Oeste do Pará Federal University gets Environmental Science and Engineering chair



● Nilson P. Souza, vice-president of Primary Products of Alcoa Latin America and the Caribbean at the “Amazônia: Desafio Brasileiro do Século XXI” event, during which Alcoa officially entered into the partnership with UFOPA- Oeste do Pará Federal University

Partnership with university will train labor in Juruti

A partnership between UFOPA – Oeste do Pará Federal University, the Fulbright Commission in Brazil (which promotes educational exchange programs between Brazilians and Americans), the U.S. Embassy and Alcoa was officially established during the “Amazônia: Desafio Brasileiro do Século XXI” event, held in the Hangar Centro de Convenções e Feiras da Amazônia trade fair and convention center. The result of the partnership was the creation of the Environmental Science and Engineering Chair at Oeste do Pará Federal University.

Initially, the partnership will last for a five-year period and provides for seminars and undergraduate and post-graduate courses to be taught at UFOPA by American researchers and professors. The Fulbright Commission will provide for the interaction of knowledge by contracting American researchers to work at the University. In addition, the Commission will follow the progress of the Chair’s activities.

Alcoa, which operates a bauxite mine in Juruti, a region in



the far west of the State of Pará, will collaborate by following the activities and the selection process. According to Nilson Souza, Vice-President of Primary Products of Alcoa Latin America and the Caribbean, approximately 60% of the employees that work in the mine come from this region. “To this end, we need the support of UFOPA to provide us with skilled labor to work in the Juruti Mine,” says Nilson. “There is a lot of expectation in relation to this Chair. We hope that, together (the State, private sector companies, NGOs) we will be able to channel the knowledge to the local population and that we find the right way to provide economic and social welfare to this population,” he adds.

● Applications of Laminated Products

Lecture expands knowledge on clients and products

Expanding employees’ knowledge on external clients and the use of Laminated products – this was the content of the informative lecture organized for employees and trainees of the Laminated and Extruded Products units in Itapissuma. The lecture on Applications and Clients of Laminated Products was given by employee Paulo Nakamichi and lasted for approximately one and a half hours. The lecture was attended by 32 Alcoa professionals. For some employees, this was the first contact with the topic. “The lecture clarified many things, and we were able to understand, in an objective manner, the evolution and the current situation of the laminated products’ commercial area,” says Rafaela Oliveira, A&L Buyer. “In 2011, we intend to make this kind of content available for the Laminated Products area. In addition, we are planning to invite other employees to attend the lecture,” says Anny Moscoso, Human Resources analyst.

● Launch

New Vert Brise line protects the environment

The Vert Brise line is the first of a series of exclusive Alcoa products developed with the objective of contributing to the Sustainability of buildings.

The Brise is an architectural element that provides sun shading, thus reducing the thermal load. In addition, it helps distribute natural light in the environment, by controlling the entry of direct solar radiation and preventing excessively diffuse natural light. This product provides thermal and light-related comfort with lower power consumption.

The system developed by Alcoa produces horizontal and vertical shades, opaque ones or with different-shaped sties. The aluminum profiles that comprise the Vert Brise system are manufactured at the Alcoa Units in Itapissuma, State of Pernambuco and in Tubarão, State of Santa Catarina.

● STRATEGY

● Manufacturing and Global Technology Council for Refineries

Global leaders participate in Refineries meeting of the M&T Council

The 48th Meeting of the M&T Council, held in Poços de Caldas, addressed such issues as strategies of Primary Products, recognition of the best technology transfers to communities and people development programs.

The council is chaired by Laurie Stonehouse, vice-president of Technology and Manufacturing. The Council’s main objective is the extension and execution of the global production strategy. “The group defines the lines of research for the upcoming years, such as the transfer of best practices to refineries,” explains Antonio Melo, manager of Refinery, Chemicals, and Mining of Poços de Caldas.



● Members of the MT Council, in Poços de Caldas

● PRODUCTION

● Ethical Behavior

Ethics is the topic of training program for more than 260 Alcoans at the Bauxite Mine in Juruti

Approximately 260 Alcoans, from the Bauxite Mine in Juruti, were divided into 26 groups and spent six days participating in a recycling workshop. The objective of the workshop was to spread Alcoa's Values among all employees.

In 2010, this yearly event – organized by the Unit's Training and Development area - focused on the topic of Ethical Behavior. The workshop content addressed issues related to integrity, environmental awareness, conflict of interests, protection of corporate assets, and fraud. The workshop was very successful, and contemplated 100% of the target audience. "I believe that this success is the result of joint efforts, and above all, of the managers' commitment, who encouraged their teams to participate, reinforcing the importance of ethical behavior not only in their professional lives but also in their personal lives," says Mayara Alves, of Alcoa's Training Center in Juruti.



● One of the groups that participated in the Ethical Behavior workshop

● Changes in the version of the time clock

New version of the Ronda System is more practical

The Ronda system was upgraded, with the objective of implementing significant improvements in the Clocking of Overtime. Over 350 company managers went through the training program with excellent results: more than 95% of them were satisfied. The processing of the first month under the current version was successfully concluded.

According to Temis Filogônio, leader of the Personnel and Time clock Administration Department, the time clock process has always been the issue with the most exceptions, generating processing out of the system and causing a high rate of complaints by managers. "One month after the go-live, it was possible to identify that the implemented improvements and the increase of the system's performance helped managers deal with this process. The comparison between September and October shows that we reduced the number of exceptions by 97%, down from 921 manual adjustments to 30," says Temis.

Notes and adjustments in the system ensure that employees' salaries are paid correctly on the proper month.

● Meeting of Notables - Cortella

3rd Meeting of Notables promotes interaction among Alcoa leaders and philosopher to discuss management and ethics

Launched in 2010, the cycle of lectures under the Meeting of Notables event organized a meeting between Alcoa's leaders with renowned people from our society, representing several professional fields. The third Meeting was held at CENU, and the guest speaker was renowned philosopher and educator Mário Sérgio Cortella.

Cortella's lecture, "Qual é a tua obra – Liderança, Gestão e Ética", was based on the title of his latest book. The lecture encouraged

each participant to reflect on "his work" as something broader than any activity undertaken by him; the guest speaker added that a leader's biggest challenge is to inspire and encourage people to feel good about what they do and integrated to the work for which they were made. The lecture was transmitted simultaneously to 90 participants from Brazil, Jamaica, and Suriname; The opening speech was given by Franklin L. Feder, CEO of Alcoa Latin America and the Caribbean.



● Leaders (on the left) and participants of Alcoa during the Meeting of Notables (on the right)



● Global Impact Awards

Recognition of Alcoa's best practices around the world

The traditional and respected Global Impact Awards competition awards the best practices of business units from all around the world that achieved excellent business results in the period from September 30, 2008 to September 30, 2010.

Three finalist teams from each category (Growth, Productivity, Asset Management, Alcoa Advantage, HSE and Community) will participate in the awards ceremony as part of the agenda of Alcoa's Leaders' Meeting that will be held in Miami, Florida, on March 21 and 22, 2011.

Of the 317 projects that were submitted and evaluated, 18 projects were finalists in their categories and 61 projects were awarded honorable mention. The Latin America and Caribbean Region participated in the competition with 39 projects, of which one was a finalist and nine were awarded honorable mention.

Check the list of the participants from Latin America and the Caribbean who participated in the Global Impact Awards 2010 competition

FINALIST

● **Jamalco's Community Development Program**
Team Leader: Leo Lambert
Unit: Jamalco, Clarendon, Jamaica

Team Leader: Aroenn Gangaram Panday
Unit: Paranam, Suriname

● **Consecutive HSE 3 Process**
Team Leader: George Morgan
Unit: Jamalco, Clarendon, Jamaica

HONORABLE MENTION

● **Construction of waste storage area Nr. 5. - Elevation until 1**
Team Leader: Ron Sterniak
Unit: Jamalco, Clarendon, Jamaica

● **Professionalization of Community Center – Rio Grande Community**
Team Leader: Joana Burgos
Unit: São Luis, Alumar, Brazil

● **Publication of Inventory of Alcoa Brazil's CO₂ emissions under the GHG**
Team Leader: Marcia Bueno
Unit: Cenu, São Paulo, Brazil

● **Environmental Education Program Alcoa Poços de Caldas**
Team Leader: Wagner Drey
Unit: Poços de Caldas, Brazil

● **Elimination of environmental footprint by means of the sale of special products and by recycling**
Team Leader: Jorge Gallo
Unit: Cenu, São Paulo, Brazil

● **Reduction of Bauxite Inventory at the Mines of Suralco L.L.C.**

● **Community Relations in Juruti**
Team Leader: Tiniti Matsumoto Jr.
Unit: Juruti Mine, Pará, Brazil

● **Increased profitability through commercial excellence**
Team Leader: Fabiano Urso
Unit: Cenu, São Paulo, Brazil



● PEOPLE

● Professores Alcoa Program

Professores Alcoa: Learning opportunity

Since 2008, the Professores Alcoa program has promoted lectures by the Company's professionals on different topics of interest or fields of activity, with the objective of sharing knowledge and contributing to the employees' learning and development process.

The lectures are held virtually and on the premises. They are announced by Alcoa University to all employees and trainees. The lectures had simultaneous translation into English for the employees in Jamaica and Surinam.

Approximately 11 lectures were held in 2010, totaling more than 22 hours and 1,500 participations:

- "Lessons of a CEO", by Franklin L.

Feder, CEO of Alcoa AL&C-Latin America and the Caribbean.

- "The Growing Professional Importance of Corporate Communication," by Nemercio Nogueira, director of Institutional Matters of Alcoa AL&C.

- "Mining Challenges at Alcoa," by José Carlos Danza, director of Mining of Alcoa AL&C.

- "Market Growth and Strategy," by Otávio Carvalheira, Commercial director, Market Growth & Strategy of Alcoa AL&C.

- "Research, Development & Innovation," by Jorge Gallo, manager of Research, Development & Innovation of Alcoa AL&C.

- "Developing Competencies for Effective Communication," by João Castro,

manager of Strategic and Financial Management of Alcoa AL&C.

- "Problem Solving," by João Castro, manager of Strategic and Financial Planning of Alcoa AL&C.

- "Alcoa Practices for Growth," by Jim Hutchison, director of Strategy Implementation and Growth Practices.

- "Career at Alcoa: from trainee to comptroller," by Matheus Tira-boshi, manager of comptrolling at Alumar – lecture given during III Development Week.

- "An experience in China," by Otávio Carvalheira, Commercial Director, Market Growth & Strategy of Alcoa AL&C - lecture

given during III Development Week.

- "How to develop in terms of sustainability," by Thais Magalhães, Sustainability Consultant AL&C – lecture given during III Development Week.

● *Universidade Alcoa divulges the lectures to all employees and trainees*

"The Professores Alcoa program promotes a learning experience for all the parties involved – professors and participants – at

no cost. It's impressive to see how much knowledge can be shared and multiplied. "At the end, the feeling is one of satisfaction. I would like to thank you all for participating," says Vânia Akabane, manager of HR co-Management of Talents.

● COMMUNITY RELATIONS

● Instituto de Estudos da Religião institute

Studies present Social Diagnosis of Instituto Alcoa institute



● Meeting at the head office of the *Instituto de Estudos da Religião*, in Rio de Janeiro

Researchers met for three days at the head office of the *ISER-Instituto de Estudos da Religião* (Institute of Studies on Religion), in Rio de Janeiro, to exchange experiences on their field work. The study, conducted at 10 locations, including energy projects, seeks to present a social study on the regions where Alcoa conducts business activities in Brazil. The objective is to provide recommendations for Instituto Alcoa's future actions.

The event was attended by Suzana Sheffield, vice-president of Instituto Alcoa and Monica Espadaro, Project Analyst.

"By presenting statistical data, inter-

views, field research or research resulting from focus groups, the researchers showed that it is necessary to become acquainted with people and with different realities to be able to understand the actual social and environmental demands of each given location. One of the results of the workshop was the certainty that if the research covers a huge territory, the social diagnosis is even more important, both for the Company's future social responsibility actions and for the local populations catered to by the projects," says Maria Rita Villela, coordinator of the project at ISER.

● Cine Transformer

Travelling movie show takes fun and entertainment to communities

A truck that becomes a movie theater and seats up to 92 people provides a lot of enjoyment to people from the regions that surround BAESA-Energética Barra Grande S.A. This is the Cine Transformer which traveled through the states of Santa Catarina and Rio Grande do Sul. Children and adults packed all of the travelling movie show's 70 screenings. In addition to enjoying a typical movie show environment, the spectators were entitled to popcorn and soft drinks.

At the initiative of BAESA, in partnership with Enercan-Campos Novos Energia S.A., Cine Transformer went to the towns of Campo Belo do Sul, Anita Garibaldi, Abdon Batista, Campos Novos e Celso Ramos, in the state of Santa Catarina, and to the towns of Pinhal da Serra and Esmeralda, in the state of Rio Grande do Sul. The Cine Transformer truck stayed for two days in each town; five film screenings were



held per day. The featured films were "A Era do Gelo 3", "Meu nome não é Johnny", "X Men Origens: Wolverine", "Saneamento Básico", "Wall-E" and "Up: altas aventuras".

● Way of Jamaica

Jamalco receives recognition for its contribution to the nation

In recognition for the 25 years of support and contribution to the Jamaican nation, Jamalco and the Alcoa Foundation received a plaque from the United Way of Jamaica. The plaque was awarded during a commemorative event.

Jerome Maxwell, director of Jamalco and a member of the United Way, attended the event and received the award in behalf of the Company.

Stacy Brown and Cherone Palmer, from accounting; Pamela White and Ealane Smith, from Corporate Services; Camille Wallen, from the administrative sector; and Debbie Ann Fagan, from ABS, also attended the event.



● INNOVATION

● Results of the 9th Alcoa Award for Aluminum Innovation

Winning Projects are outstanding because of their public service and environmental concerns

Social and environmental concern – this was the main underlying topic of all the winners – including the honorable mentions – during the ninth Alcoa Award for Aluminum Innovation. In 2010, eleven projects were selected; the projects comprised simple and creative ideas accessible to everyone. Of the eleven projects, six were classified under the Recycling Management category, and five were classified under the Products & Applications category. “We felt very honored with these results. The projects went beyond our expectations in terms of creativity and innovation. Many of these ideas can contribute to sustainable development and to the improvement of these people’s quality of life,” says Franklin L. Feder, CEO of Alcoa Latin America and the Caribbean.

880 projects were submitted this year, 15% more than last year. The projects came from 17 Brazilian states. Professionals and students participated in the competition with the objective of showing many different ways of using aluminum and contributing to the sustainable development of the metal’s productive chain.

Below is the list of the winners:

RECYCLING MANAGEMENT CATEGORY

The winner in the Student category is **Alexandre Rangel Schweickardt**, enrolled in the Chemistry course of the Catholic University of Brasilia/UCB, with the project “**Utilização do Resíduo (lodo) Industrial**” The project proposes a feasible, low-cost alternative to deal with the disposal of industrial waste, with the objective of reducing environmental impact and of using the waste as material for the manufacturing of cured solid bricks. The runner-up in the Student category was the “**Nova Rota Para Reciclagem de Alumínio: Produção de Energia Limpa Base Para Fertilizantes, Aditivo Antichama e Cerâmica Avançada**”, by **César Augusto Borges Caldart**.

The winner in the Professional category is the “**Bloco Alternativo Reciclado**” project, by **Paulo Fonseca Júnior**, who is a mechanical manufacturing technologist. Resorting to his experience in this field, Paulo’s objective was to show how to reduce the environmental impact caused by the disposal of long-life milk cartons and by the extraction of sand from rivers, as well as reduce the costs for the civil construction industry, to benefit the low-income population.

The runner-up was metallurgy engineer **Haysler Apolinário Amoroso Lima**, whose “**Reciclagem de Latas de Alumínio Para Uso Como Desoxidantes em Siderurgia**” project focused on the recycling of aluminum cans.

PRODUCTS & APPLICATIONS CATEGORY

“**Forno Elétrico Solar**” by **Diego Fernando Waltrick**, who studies Design at ULBRA—the



● Triciclo de Carga (above) and Telhata (below) were among the outstanding projects and were granted honorable mention



Lutheran University of Brazil, in the city of Carazinho, state of Rio Grande do Sul, was the winner under the Student modality. The project proposes a product for domestic use. According to Diego, the main advantage is the availability of free and abundant energy, lower utility bills and energy consumption.

“**Boxterm – Caixa Térmica para Transporte de Órgãos**” was the winner under the Professional modality. The project was submitted by designer **Tássio Devison Tomaz de Lima Sousa**. The idea is to develop a unique, innovative product for the transportation of organs for transplants, to substitute the conven-

tional thermal boxes. The project “**Design de Utensílio para Colheita de Mudas de Plantas Ornamentais: Alumínio/ Ergonomia**,” by designer **Daniilo Corrêa Silva**, was the runner-up. The device, to be used to collect seedlings, is made of aluminum, can be used manually, and is considered as being efficient, comfortable, and safe.

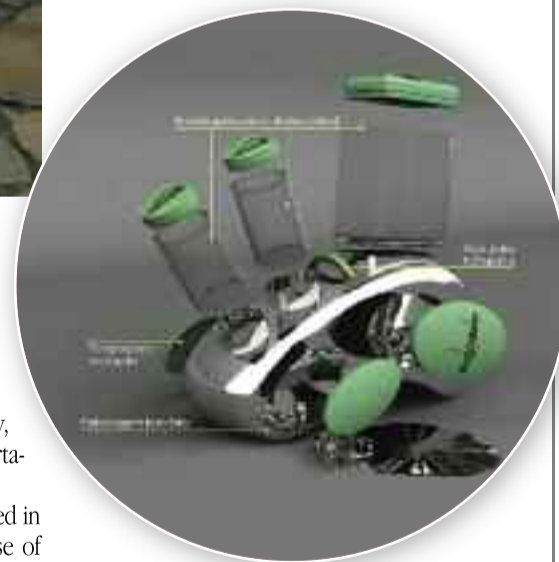
Luiz Rafael Viana dos Santos, enrolled in the Architecture and Urban Planning course of Universidade Gama Filho university in Rio de Janeiro placed second in the Student modality, with the project “**Flexbox – Quiosque Portátil**

de Uso Flexível.” The author created a mobile, independent structure able to substitute small retail spaces installed in shopping malls and public places.

HONORABLE MENTIONS

Students **Ângelo Luiz Tenan** and **Iane Machado**, enrolled in the Product Design Course of the Catholic University of Rio de Janeiro/PUC, were awarded honorable mention for the project “**Triciclo de Entregas Urbanas.**” The idea is to speed up the short-distance delivery of goods. “We noticed that the delivery tricycles used in Brazil have never changed and were never improved to facilitate delivery services,” says Ângelo.

Still under the Student modality, **Diogo Renan Schnorr**, **Daniela Gasparotto** and **Fernanda Dapper** were granted honorable mention for their project “**Avaliação do Comportamento Mecânico e Ambiental de Argamasas Alkali-Ativadas a Base de Cinza Volante com Adição de Limalha de Alumínio.**” The team of students of the Architecture and Urban Planning course of Universidade FEEVALE university developed a project that reuses industrial residues to reduce the environmental impact produced by the manufacturing of cement.



The project “**Telhata – Latinhas de Alumínio Contribuindo Para a Redução do Aquecimento Global**” was granted honorable mention under the Recycling Management category and Professional modality. The project was submitted by mechanical manufacturing technologists **Leandro Barsottini** and **Paulo Henrique Mota Vilas Boas**. Aluminum roof tiles provide energy efficiency, are lighter, and greenhouse gas emissions are lower. “The special characteristic of our project is the use of high reflectivity characteristics of the aluminum cans to help reduce global warming,” says Leandro.

Jury

The jury for the Products & Applications category was comprised of Auresnede Pires Stephan, of the Fundação Armando Álvares Penteado foundation, Faculdade Santa Marcelina college and Escola Superior de Propaganda e Marketing college; Claudio Parra De Lazzari, of ABM-Brazilian Association of Metallurgy, Materials, and Mining; Gilberto Belleza, of Belleza e Batalha Arquitetos architectural firm; and Jean Yamamoto and Reginaldo Otsu, of Alcoa. The jury for the Recycling Management category was comprised of José Roberto Giosa, of Latasa Reciclagem; Henio de Nicola, of ABAL-Brazilian Aluminum Association, and Aleris; Saburo Ikeda, of the Polytechnic School of the University of São Paulo; Wilker Pereira and Paulo Nakamichi, of Alcoa.