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# Gente em ação



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ALCOA LATIN AMERICA AND THE CARIBBEAN MONTHLY NEWSLETTER- NUMBER 94 - MARCH, 2010

● **Transparency**

## Panel discussions with stakeholders reinforce transparency of Sustainability Report

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● **Volunteer Work**

### **BRAVO! in Brazil has strongest adherence rate in the world**

**BRAVO!** Approximately 46% of Alcoa employees from Brazilian Units participated in the BRAVO! Program in 2009, in comparison to the 19% of the Alcoa employees who signed up for the program in Europe, the runner-up in terms of engagement ● Page 3



● **Logistics**

### **Alumar Port receives fuel oil shipment**

Expansion of Refinery increases demand for fuel oil used in calcinations and demands new logistics ● Page 9

## OUR PEOPLE

● Editorial

# Safety is not a priority: it is a VALUE



**FRANKLIN L. FEDER**  
CEO - Alcoa Latin America and the Caribbean

An incident at Alumar, on the dawn of April 5, killed one of the Business Unit's employees of the Unit. Jefferson Ayres, 48 years old, was inside the control cab of the port's ship unloading equipment - which is part of the Refinery's Expansion Project - when the cab unfastened from the structure and fell from a height of approximately 25 meters while unloading bauxite from a ship.

It goes without saying that there is nothing more tragic for Alcoa - and in life - than an incident like this during work, especially in a company such as ours, which is committed to making sure all of its employees get home safely after a day's work in the same - or better - shape that they came to work in the morning.

At a time of such sadness, we are totally aligned with three basic guidelines: the first guideline is to provide full assistance and support to Mr. Jefferson Ayres' family and demonstrate our solidarity. The second guideline is to conduct an in-depth investigation of the incident, come to a conclusion on the causes and take the necessary measures to prevent such an incident from ever happening again. The third guideline is to tirelessly reinforce the importance of safety at work.

We need to focus on these issues every day: pay attention to the task to be carried out; look out for our colleagues; refuse to do a job if you do not know how to do it, or if you believe there is some related hazard that cannot be controlled. Attitudes such as these have been and will always be emphasized by all the leaders, because Safety is not only one of our priorities; it is, above all, one of our VALUES.

In spite of this sad event, but still on the subject of how people have to be careful, I am pleased to highlight, in this edition

of the newsletter, the latest results achieved by BRAVO! and BRAVO! Brazil, which once again demonstrated that doing good deeds and acting with social responsibility runs in our veins. In 2009, approximately 2,800 employees participated in this program, which corresponds to nearly 46% of all Company employees.

A demonstration of solidarity such as this one is extremely valuable and is undoubtedly something very important to us. Our Sustainability achievements have been outstanding and have been acknowledged by society at large, as attested to by the fact that Alcoa, for the third year in a row, was named as one of the 50 "Empresas do Bem" by Isto É Dinheiro financial news magazine.

Finally, the panel discussions that we promoted with our stakeholders are an example of our tireless efforts to achieve credibility in issues related to Sustainability. This time, our objective was to increase the transparency of the Company's report. To this end, we held four panel discussions to hear the opinions of non-governmental organizations, suppliers, clients, and employees. We also spoke to representatives from the media and from the government, who were interviewed individually.

Taking one step after the other, with effort and dedication, we have been able to achieve countless admirable results in different fields. However, none of these achievements will be outstanding if we fail to continue focusing on Safety, which is a core VALUE for the Company and for all of us.

In this sense, I ask that each and every one of you to keep in mind this unfortunate incident that caused the demise of Jefferson Ayres in São Luis, causing so much grief and suffering to his family and to all of us, and reinforce this fundamental concept: if you have any doubts, don't do the job - ask someone for help. This is what Alcoa and I want all of you to do.

**Enjoy your Reading!**

**"To tirelessly continue reinforcing the importance of always acting safely"**



Number 94  
March 2010  
English edition



Published by  
**Alcoa Alumínio S.A.**  
Corporate Matters  
Department

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**Graphic Design**  
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**Art Edition**  
More Arquitetura de Informação

**Number of copies:**  
7.000

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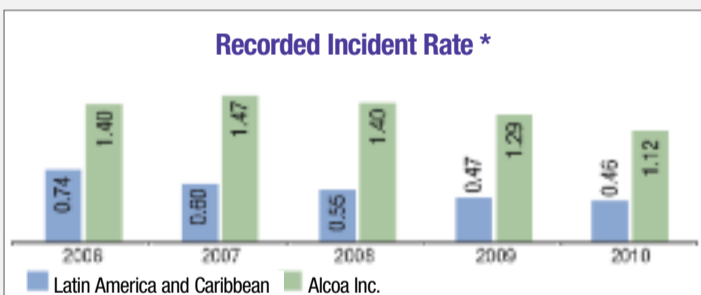
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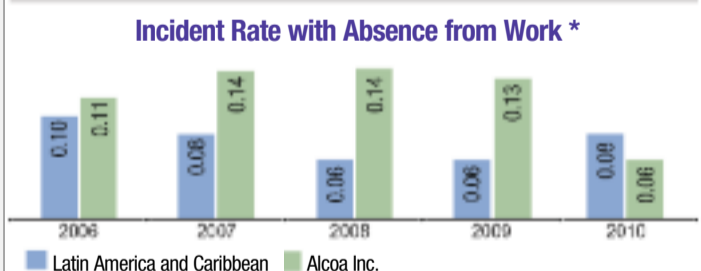
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## Safety Performance

Incident Frequency Rate to February



\* Number of recorded incidents per each 200 thousand work hours (approximately 100 employees working during 1 year)



\* Number of incidents resulting in absence from work of one or more days per each 200 thousand work hours (approximately 100 employees working during 1 year)

## Testimonial

**Eugênio H. Rodrigues**  
Job Position: Systems Superintendent  
Unit: GBS  
Time with Alcoa: 28 years



I am very proud and happy to work at Alcoa. I achieved my professional growth at the company and I am the consequence of a safe, appropriate and reliable environment that the Company provides for our benefit. I have made many friends here; I've laughed a lot, I've cried, I saw my family grow, get smaller, during all these years! The Company's Values are among the qualities that I have always admired, because these Values are not just framed words hanging on the wall; these Values are put into practice. We have many opportunities for professional growth here at the Company. To this end, it is important to work hard, have patience - not only in terms of our work, but also in terms of our lives.

## People that make History Tribute to co-workers that contribute to Alcoa's development



**MARCIA JEANERI MACHADO CARA**  
UTINGA



**MANOEL F. DA SILVA**  
ITAPISSUMA



**CARLOS ROBERTO GREGÓRIO**  
UTINGA



**NICODEMOS ROSSI NETO**  
POÇOS DE CALDAS



**MARIO DE JESUS AMORIM FILHO**  
ALUMAR



**ANTONIO LUIZ AZEVEDO DA SILVA**  
ITAPISSUMA



**DJACI CORREIA BACELAR**  
ITAPISSUMA



**JOSÉ RIBAMAR SANTOS CASTRO**  
ALUMAR

## ● COMMUNITY RELATIONS

### ● Global Leadership

## Brazilian volunteers make the difference in BRAVO! and are proud of their accomplishments

Over 2,800 Alcoa employees in Brazil participated in the Programa BRAVO! in 2009. When adding up the participation of all the Units in Brazil, approximately 46% of the employees were involved in voluntary work last year, which attests to the Alcoa employees' commitment to the communities where Alcoa conducts its business activities. "Even during a challenging year, because of the financially distressed scenario, we were very pleased to continue as leaders of the Programa BRAVO!, which makes us very proud," says Suzana Sheffield, vice-president of Instituto Alcoa. The overall employee participation in this respect came to 19% in all the European countries; 16% in Australia, 13% in the Caribbean, 12% in Canada, and 1% in the United States. "Once again, Brazilian volunteers have shown that they make a difference, by overcoming the critical phases of our business," adds Suzana.

Alumar had the highest number of employees – 1,217 people - doing volunteer work. However, Tubarão achieved the highest percentage figure – 77% - in terms of employee participation. Tubarão was followed

by Poços de Caldas, with 72%.

BRAVO! Brazil, in turn, registered the volunteer work of 45 trainees, which corresponds to 39% out of a total of 115 trainees.

#### Bravo! participants in action

Pride is the most frequent word spoken by the employees who participated in the BRAVO! program. "Seeing a smile of hope on someone's face and getting a warm hug is invaluable," says Mateus Tiraboschi, Manager of Comptrolling at Alumar. In the opinion of Dulcimar Soares, manager of HSE & ABS at Alumar, "contributing something to the communities and getting involved in the improvements that these communities need so badly makes me feel that I have really accomplished something."

Rafael Ailson dos Santos, administrative assistant at the Aluminum Powder Plant in Poços de Caldas, has been teaching computer classes since 2004, at the school he had graduated from. "I believe that the transfer of knowledge helps prepare young people to deal with the demands of the labor market and to be committed to citizenship," he points out.



● Counter clockwise: Mateus Tiraboschi, Manager of Comptrolling at Alumar; Dulcimar Soares, Manager of HSE & ABS at Alumar; Rafael Ailson dos Santos, Administrative Assistant at Aluminum Powder Plant in Poços de Caldas

### BRAVO!

Site	Employees at Site	Bravo Participants	%
Alumar	1,845	1,217	66%
Itajubá	873	78	9%
Itapissuma	947	466	49%
Jurutí	360	13	4%
Poços de Caldas	1,041	751	72%
São Paulo	301	3	1%
Sorocaba	123	2	2%
Tubarão	393	303	77%
Utinga	375	32	9%
<b>Total</b>	<b>6.258</b>	<b>2.865</b>	<b>46%</b>

### BRAVO!

Site	Trainees at Site	Bravo Participants	%
Alumar	21	3	14%
Itajubá	13	2	15%
Itapissuma	30	13	43%
Jurutí	1	1	100%
Poços de Caldas	24	18	75%
São Paulo	10	2	20%
Sorocaba	1	1	100%
Tubarão	5	5	100%
Utinga	10	0	0%
<b>Total</b>	<b>115</b>	<b>45</b>	<b>39%</b>

## ● ACKNOWLEDGEMENTS

### ● Procurement

## Expenses reduction related to indirect services results in award for GBS



● GBS team that received the award: Rodolfo Carvalho; Marbel Leite; Regiane Galharde; Andréa Andrade; Flávio Freitas; Rodrigo Bizigatto; Mateus Oliveira; César Marques; and Alexandre Pagotti. Jeane Sanches, Marcelo Zenun e Palvo Borba are also part of this team.

In recognition of the results for 2009, achieved globally by the Expenses Reduction Team – Indirect Services, the Regional Procurement Team was awarded a trophy by the global group's leaders in recognition of their contribution to this initiative. This achievement confirms Alcoa's commitment to its shareholders and to the Cash Sustainability Program, such commitment attested to by the results achieved.

The Indirect Services Procurement Team, based at the Poços de Caldas GBS, is responsible for the contracting of all the continuous services for the Plants in Latin America. These services include meals, medical assistance, cleaning services, civil construction and electrical-mechanical maintenance, and other services.

"The year 2009 was quite difficult and challenging for the Procurement Department, but, at the same time, we were able to rely on the support of the leaders in relation to Expenses reduction initiatives," says Alexandre Pagotti João, manager of the Indirect Materials and Services Procurement Department of GBS. "This award is a recognition of the results achieved in the Region and an acknowledgement of the support we gave to the global team. The impressive success achieved in this respect is the result of the excellent interaction with the local procurement teams and the operating areas of the Plants and of GBS. Everybody deserves to be congratulated," Pagotti adds.

## ● VISITS AND EVENTS

### 2 Biggest real estate development planned for the North and Northeast regions will use Alcoa aluminum



By August, the Itapissuma Unit will have supplied approximately 400 tons of extruded profiles with anodized bronze finish for the largest property development project ever built in the North/Northeast Region. This project is the result of a partnership between the Cyrela, Brazil Realty, Andrade Mendonça and Jotagê companies. The property development, named Le Parc Residential Resort, will be located in the city of Salvador. The plan is to build 18 residential towers with luxury apartments ranging in size from 112 to 243 square meters. In the photo, from left to right, are Luciano Rennó, Ricardo Leal, Anete Viana and Claudio Buros, the managers of the consortium.

### 3 Visitors get acquainted with productive areas



The Poços de Caldas Unit was visited by Tim Reyes, CEO, and Keith Turner, general Sales Manager of Bauxite and Aluminum, both of whom come from AMM. The visitors were hosted by Otávio Carvalheira, Director of Market Growth and Strategy, and by Jorge Camps Andreu, Commercial Manager. The guests visited the production areas, together with João Batista Menezes, the Unit's Operations Manager.



### 3 Executives from Global Logistics Team come to Brazil to align strategies for transportation operations



Edward Hamorsky, global director of Logistics and Transportation, and Bradford Carraway (in the middle), global manager of Logistics Projects, visited the Poços de Caldas Unit to talk about the Best Transport System, used in the United States and Europe. The objective was to align the strategies referring to global container contracts. The Global Team representatives became acquainted with the logistics processes in South America, which enabled them to better understand the needs for the implementation of the Best Transport System in Brazil, to exchange experiences, and to look for business opportunities.

### 1 Algar Agro and Suzano visit Alumar's Plant and Port



Suzano and Algar Agro, two leading companies with plant facilities in the State of Maranhão, recently came to Alumar for a two-day visit. Suzano is one of the major pulp and paper companies, and has been in this line of business for 85 years. Algar Agro, has been

involved in the soybean processing business since 1978. The company has the most recently developed equipment for soybean crushing and storage in the country, for the processing of several tons of soybeans a year. Representatives from the two companies were



given a tour of the Unit's facilities and of the Port. At the end of the tour, the company representatives planted a tree seedling. The objective of the visit was to strengthen the ties between Alcoa and the two companies.

## ● PARTNERSHIPS

### ● Clients



● Top: Herbert Repker, Luis Carlos Duran and Leonardo Del Prá, from Scania; on the right, Eduardo Lacerda shows the Alcoa wheels; in the detail, Scania vehicle equipped with Alcoa's forged aluminum wheels

## Scania closes deal with Alcoa's Wheel Unit in Mexico

At the end of 2009, Scania, a leading global manufacturer of trucks, buses, industrial and maritime engines, closed a deal for the purchase of forged aluminum wheels from the Alcoa Unit in Mexico. "This business deal with the Mexico Plant is a huge step forward in the partnership between the two companies," says Leonardo Del Prá, in charge of purchases at Scania's Latin America Electric Components, Brakes and Wheels Division. "Ever since we began our contacts with and visits to Alcoa's commercial department in Brazil and to the Plant in Mexico, we have had an excellent impression of the company's organization, safety, and quality," he adds.



Alcoa is Scania's only global supplier of forged aluminum wheels. All of the trucks and buses sold by Scania worldwide include the aluminum wheels as an optional item. In Latin America, the biggest demand for these wheels is concentrated on buses for highway transportation.

### Dream Team

In Brazil, the partnership between Alcoa and Scania produced an outstanding event in 2006. More specifically, this was the Dream Team project, a full line of highway transportation buses, equipped with Alcoa's forged aluminum wheels. The K 420 8x2 model was the bus used for the official transportation of the National Brazilian Soccer Team that year.

"This strategic partnership with Scania strengthens our relationship even more. We

are Scania's global suppliers, which attests to the quality and reliability of our products. We are confident that the current stage of our relationship will lead to the sustainable growth of our companies," points out Eduardo Lacerda, superintendent of Alcoa's Wheel Division in South America.



● Dream Team's K 420 8x2 Model

### ● Knowledge

## Course will provide information about aluminum to the academic community

A technical-scientific cooperation agreement between ABAL-Associação Brasileira de Alumínio (the Brazilian Aluminum Association) and the Centro Universitário Belas Artes de São Paulo fine arts college, with the support of Alcoa, was drawn up to focus on the development of the aluminum production sector in Brazil. The objective of this endeavor is to organize a university extension course on "Sistemas Construtivos: Processos, Materiais e Produtos" (Construction Systems: Processes, Materials and Products). Alcoa employees Anderson Oba, Cíntia Figueiredo, Paulo Gentile and Walter Freitas are members of the course's teaching staff. The objective of the course is to divulge information on aluminum processes and products to the academic community. This course is also supported by the cement, metal construction, flat glass and PVC industry associations.

"Nowadays, civil construction is the third largest consumer of aluminum in Brazil, and has enormous growth potential, driven by the needs of architectural designs that include Sustainability solutions. Aluminum can meet these needs, thanks to its light weight, resistance, durability, low maintenance needs and infinite recycling possibilities," pointed out Adjarma Azevedo, the president of ABAL.

Professor Enio Moro Jr. PhD., from Centro Universitário Belas Artes, emphasized the pioneering nature of the course, especially in view of Brazil's preparation to host global events such as the World Soccer Cup Championship and the Olympics. "Traditional learning processes will not be able to meet these demands and the university will not be able to train these professionals, in view of the fact that most companies are located far from learning centers. We believe we can shorten these distances and the learning time by strengthening relationships with companies through these partnerships," emphasized the professor.

For more information on the course, access <http://www.belasartes.br/arkhi-arquiteto>.

## ● BEST PRACTICES

### ● Poços de Caldas

## Excellent Client Satisfaction Survey at the Smelter and Chemicals facilities ensures the quality of alumina

The PSC-Client Satisfaction Process is an in-company methodology through which Alcoa identifies and evaluates the satisfaction of internal and external clients. The methodology, which is applied at all Alcoa Business Units, recently attested to the high client satisfaction indexes in relation to the project developed by the Poços de Caldas Refinery, the objective of which was to improve the quality of alumina.

In 2009, in spite of all the difficulties caused by the economic crisis, the PSC for Chemicals, for example, achieved a record 94% client satisfaction index. Smelter achieved 93%, repeating the index achieved in 2008, and nine percenta-

ge points higher than in the previous years.

The PSC methodology, applied to the Smelter since 2001, and, as of 2005, to Chemicals, includes the evaluation of all the parameters related to product quality, the basis of which are client requirements.

"This result stems from the joint efforts of the entire Refinery team," points out Ana Keli Camilo, a process engineer from the Refinery's Technical Department. "Mining helped in this respect by providing the proper bauxite mix; Extrusion helped by implementing improved control digestion and impurities; Recovery helped through inventory management and campaigns on special aluminas," she adds.



● Some of the members of the team that participated in the Client Satisfaction Process at the Poços de Caldas Refinery

## ● SUSTAINABILITY

### ● Barra Grande

## Residents of Capão Alto celebrate the first anniversary of the Feira Ecológica

One year ago, the residents of the Laranjeira settlement, implemented by BAESA-Energética Barra Grande S.A. in the town of Capão Alto, State of Santa Catarina, were provided with adequate facilities to sell their organically grown products and thus increase family income. The “Feira Ecológica” (organic food market) market is held every fifteen days with the objective of selling organic vegetables, fruits and poultry products, and processed products, such as breads, sweets, cookies and jams.

To celebrate the organic market’s first anniversary, the inhabitants of Reassentamento Laranjeira organized an ecumenical service, followed by a cocktail party for clients and sponsors such as BAESA, the City Government of Capão Alto, EPAGRI-Empresa de Pesquisa Agropecuária e Extensão Rural de Santa Catarina agricultural research center, and UNOESC-Universidade do Oeste de Santa Catarina.

Environmental conservation is strongly focused on, and the residents asked BAESA to manufacture returnable shopping bags to distribute to the customers. The idea is to use these shopping bags to carry the purchases and thus avoid the use of plastic shopping bags.



● Inhabitant of Reassentamento Laranjeira selling her products during the Feira Ecológica, in Capão Alto, -State of Santa Catarina

### ● Exhibition

## Belém Office organizes exhibition on the Juruti Bauxite Mine



● Panels with selection of photographs of the main facilities of Alcoa’s Bauxite Mine in Juruti

The production of bauxite, from the time it is extracted to the time it is shipped, as well as social-environmental actions being developed in the region surrounding the Juruti Mine, are part of an exhibition at the cultural center in Alcoa’s Belém Office. The exhibition includes photographs showing the mine’s facilities, and images of the inauguration. The exhibition will be open until December, and people interested in visiting the exhibition are requested to sign up in advance. According to Ana Celeste Franco, manager of Government Relations, the objective of the exhibition is to show images of Juruti to people unable to attend the inauguration, which was restricted to a small number of guests. “Based on the leaflet ‘Caminho da Bauxita’ (the Journey of Bauxite), we decided to hang the photographs on panels; the photographs start with the extraction of the mineral until the shipment stage. We also made it a point to show the social/environmental actions and the inauguration,” she explains. The panels were designed and prepared by GQ Fotoestúdio, from Belém, which partnered with Alcoa on this project.

### ● Meetings on Sustainability

## Lectures for employees

The theme of the first lecture of the “Encontros pela Sustentabilidade em 2010” (Meetings on Sustainability) lecture series, held at the CENU and broadcast to all the Business Units, was the United Nations Climate Change Conference - COP 15. The lecturers were Thais Magalhães, Sustainability consultant, and Adalberto Veríssimo, senior researcher at the IMAZON-Instituto do Homem e Meio Ambiente da Amazônia research center. The two lecturers spoke about their experiences at the UN meeting, held in Copenhagen, and mentioned the participants’ difficulties in reaching a consensus on the global warming issue, in view of the different interests at play.

Other Sustainability lectures will be organized during the year, with the participation of in-company and guest lecturers. The objective is to encourage discussions on this issue so that employees can increase their knowledge in this res-

pect and encourage them to engage in Sustainability efforts.

In the opinion of Davi Marques, a trainee in the HSE department, who tuned in on the lecture on COP 15, this initiative has significantly influenced his personal and professional growth. “Sustainability combines important topics in the social, environmental and economic fields. Sharing this knowledge, as encouraged by Alcoa, is the key to achieve development that respects the hopes and dreams of future generations,” says Davi.

Fabiana Ferro, from the CoE-Center of Expertise of Talent Management, says that this partnership between Alcoa University and the Area of Sustainability is contributing significantly to the employees’ development. “The objective is to encourage discussion and include concepts in the employees’ daily activities, which will lead the teams to generate innovative ideas,” she emphasizes.

### ● Social and environmental projects

## Alcoa is named “Empresa do Bem” by *Isto É Dinheiro* magazine for the third year in a row

Every year, *Isto É Dinheiro* magazine selects various social-environmental projects organized and coordinated by big companies. Alcoa is on the list of the 50 business success cases for the third year in a row, thanks to its sustainable practices, acknowledged and included in the Empresas do Bem list. Alcoa was included in this list because of its FUNJUS-Fundo Juruti Sustentável project.

In partnership with FUNBIO-Fundo Brasileiro para a Biodiversidade fund, Alcoa selected 21 projects prepared by civil society organizations that promote the sustainable development of Juruti. Launched as a pilot project in May 2009, the start-up funds were provided by Alcoa. However, the project was designed to be funded by other donors and to be managed independently. The Company allocated R\$ 2 million for the experimental phase,



scheduled to last for two years. FUNBIO, which developed the funding mechanism, is the incubator of FUNJUS and is responsible for the technical and administrative coordination, under the general supervision of the donating company.

The article on the Company includes information provided by Fábio Abdala, Sustainability manager of Alcoa Latin America and the Caribbean. He stated that “all actions are focused on regional sustainable development and reflect the Values of Alcoa’s management system.”

In Juruti, Alcoa runs several programs for the local community, such as the Escola de Sustentabilidade, a course to train leaders in this respect, and the Conselho Juruti Sustentável, a consulting body that supervises the activities implemented for the community’s sustainable development.

## ● SUSTAINABILITY

### ● Transparency

# Panel discussions with stakeholders increase the efficiency of the Sustainability Report

Four panel discussions with representatives of stakeholders (NGOs, suppliers, clients and employees) were held with the objective of increasing the transparency and credibility of the Sustainability Report. Representatives from the government and from the media also participated, in the form of individual interviews.

With the participation of Nemércio Nogueira, director of Institutional Matters, and Thais Magalhães, the Company's Sustainability consultant, the panel discussions were moderated by Beatriz Pacheco, a guest facilitator from the Instituto Ecosocial institute. "Alcoa was very interested in and willing to listen to the views of the different relationship audiences; the panel discussion participants contributed willingly, and took the opportunity to voice their opinions," said Beatriz. She added that the: "opinions voiced by the stakeholders certainly expanded Alcoa's perception on its Sustainability-related challenges."

In the opinion of Amarildo Bolito, from the Instituto Observatório Social, an NGO, this contact with the stakeholders was a very

interesting and productive idea. "Our expectation is that the Company will adopt the NGOs' suggestions. Such an attitude will attest to the Company's complicity with the process," he said.

In the opinion of Cristina Fernandes, from White Martins, the panel discussions confirmed Alcoa's leadership role in terms of sustainable development. "For White Martins, Sustainability is also one of its strategic pillars. Therefore, this was an excellent opportunity to become better acquainted with Alcoa's views and projects in this respect, and, strengthen our relationship," she said.

Finally, Michelle G. Magalhães, from the Energy Department's commercial team, emphasized that the participation of employees from different Units allowed Alcoa employees to have a clearer perception of the meaning of Sustainability. "The interaction between the participants generated discussions, reflections and suggestions that will certainly make a significant contribution to the progress of our work."



● Employees



● NGOs



● Clients



● Suppliers

### ● Fishfarming

## Newly hatched fish provide an income for the Boa Vista rural community

Fishfarming is one of the recent economic activities developed by the Boa Vista rural community, implemented by BAESA-Energética Barra Grande S.A. in the town of Anita Garibaldi, State of Santa Catarina. This is a meaningful action, because it will increase family income and will encourage the community's inhabitants to include fish in their diets. To develop this activity, the inhabitants populated two community dams with 6.7 thousand newly hatched fish of species such as catfish and carp.

The populating of the two dams was funded by proceeds from last year's fishing activity, through the use of fishnets, and the fish sale. At that time, the inhabitants fished approximately 600 kilos of fish. The estimates are that 800 kilos of fish will be fished next year.



● Inhabitants of Boa Vista rural community are involved in fishfarming

### ● Vision 2050

## Project presents initiatives for a sustainable society until 2050

Alcoa and the World Business Council for Sustainable Development are partners in an important initiative. This initiative calls on businessmen from all over the world to help develop strategies that will allow the entire population of our planet – estimated at nine billion people in 2050 – to live without damaging our Planet's natural resources. This initiative has resulted in the "Vision 2050 Report: The New Agenda for Business," launched at the World CEO Forum in New Delhi, India. The document outlines many new business opportunities for companies that prepare a sustainable development agenda.

"The partnership with the WBCSD in the



Vision 2050 project was something natural for Alcoa, as Sustentabilidade is inherent to our Company, "emphasized Franklin L. Feder, CEO of Alcoa Latin America and the Caribbean. "Aluminum itself is one of the most sustainable materials in the world, because it can be recycled infinitely."

"Vision 2050, with its optimistic vision for Sustainability and the path to achieve it, does not intend to be the definitive plan. Its objective is to be a tool for leaders, a platform to initiate the dialogue that must take place so that we can face the challenges of the upcoming years," adds Franklin L. Feder.

## ● STRATEGY

### ● Economic Development

# SUDENE attests to the proper use of the tax benefit granted to Alumar

Representatives from government agency SUDENE-Superintendência do Desenvolvimento do Nordeste - visited Alumar to verify the acquisitions and investments in equipment, as informed in the re-investment request, which entitles applicants to Income Tax deductions. Six pieces of equipment now equip the Refinery (Mills, Boilers, Generators, 30X Control Room, Filters and Precipitators), along with the assets and objects of the request.

"The visit was quite productive and evidenced that Alumar is increasingly prepared to meet all of the federal government's requirements as regards technical, accounting, and tax issues, as well as receptiveness and organization," says Edwige Pires, Tax Consultant of the Comptrolling Department. "The feedback from the SUDENE inspectors was positive, which confirms the excellence of the Company's employees and processes," she adds.

SUDENE is a government body whose objective is to promote the economic and sustainable development that will lead to the progressive reduction of the inequalities existing among Brazil's different geo-economic regions.



● Representatives from SUDENE-Superintendência do Desenvolvimento do Nordeste on a visit to Alumar

## ● PEOPLE

### ● Poços de Caldas



● Alcoa employees from the Poços de Caldas Unit at the inauguration of the Espaço Nova Vida facility

## Espaço Nova Vida ensures health and privacy for breast feeding mothers

Anthony was born on September 14, 2009. His mother, Renata Luciana Braga, a Maintenance Planner at the Poços de Caldas facility, returned from maternity leave on February 8. She was worried that she would not be able to nurse her baby boy. Today, at the age of six months, the baby is strong and healthy and is still being breast-fed by Luciana, thanks to the Espaço Nova Vida, a special room for nursing mothers inaugurated at the Poços de Caldas Unit. "I can store the milk here and use it at home. If this room had not been made available, I would have had to stop nursing my baby. This is a great opportunity for mothers," says Renata.

According to Dr. Lucio Mauro

Alves, occupational health physician at the Unit, the nursery room is in line with all the rules established by ANVISA-Agência Nacional de Vigilância Sanitária regulatory agency. "In addition to providing a quiet, peaceful facility, we comply with



all the hygiene conditions. The nursery room has a freezer equipped with a thermometer, a bathroom with hot water, and furniture," he explains.

The Espaço Nova Vida facility is open 24 hours a day, to accommodate all the work shifts. The facility can also be used by outsourced employees. "The facility has provided safety and protection for my son," says Renata.

### Inauguration

Silvia Dias, Human Resources Director of Alcoa Latin America and the Caribbean, attended the inauguration of the Espaço Nova Vida facility in Poços de Caldas. The inauguration was a simple and joyful event. The Unit leaders and managers and Awn, Plant, and GBS coordinators also attended the event.

### ● Diversity

## Utinga's Toolshop is the first Unit to hire a woman

When taking on the job position of tool-making assistant at the Correction Toolshop at the Utinga facility in December 2009, Valquíria Maria de Lira became the first woman to take on this position at an Extrusion Unit in Latin America. "This job is a new experience that entails many challenges and learning opportunities. I am very proud to be part of this department, especially because I am the first woman to work in this sector," said Valquíria, whose previous job position was in the Packaging Department.

Valquíria's job entails the assembling and preparation of tools that will be taken to the Extrusion press. She also takes out the tools from the press and takes them apart to clean the equipment after the Extrusion process is completed. Agnaldo Ferraro, the department manager, says that Valquíria will have all the support to develop professionally. "The objective is to train her to become the first female tool-maker in Latin America. If she does well during the training programs and courses, and if the related job position is available, she will be promoted to the tool-maker job position. This position entails the maintenance, correction and adjustments of Extrusion tools," says Agnaldo.



● Valquíria Maria de Lira, the first woman from Alcoa Latin America to hold a job position at the Extrusion Department Toolshop

## ● INNOVATION

### ● Alumar

# Alumar's Port Facility receives the first shipment of fuel oil

Alumar's Port Facility received the first shipment of fuel oil. The fuel oil was unloaded from the ship Carangola, by means of a pioneering and safe operation. Due to heightened demand after the expansion, this product is now used on a large scale at the Refinery's calcinators, which fully justifies this new logistics system. In this new scenario, the supply of the fuel oil by trucks, had become technically and economically unfeasible.

"In addition to the outstanding work of the team, one of the most important events was the use of the Safety and Environmental rules established by the Company. All the recommendations were followed, which resulted in an entirely safe operation without the occurrence of any event with the potential to cause incidents," says Domingos Reis, the port facility's superintendent.

The Port Maintenance/Operations, Interface, HSE and Petrobras teams participated in the operation, which consolidated the On The Job training for the Alumar team, with the objective of maintaining the continuity of the operations.



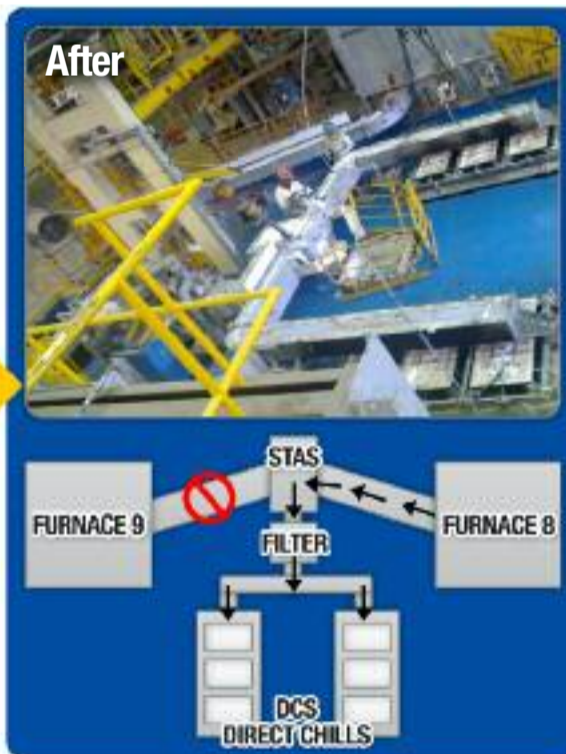
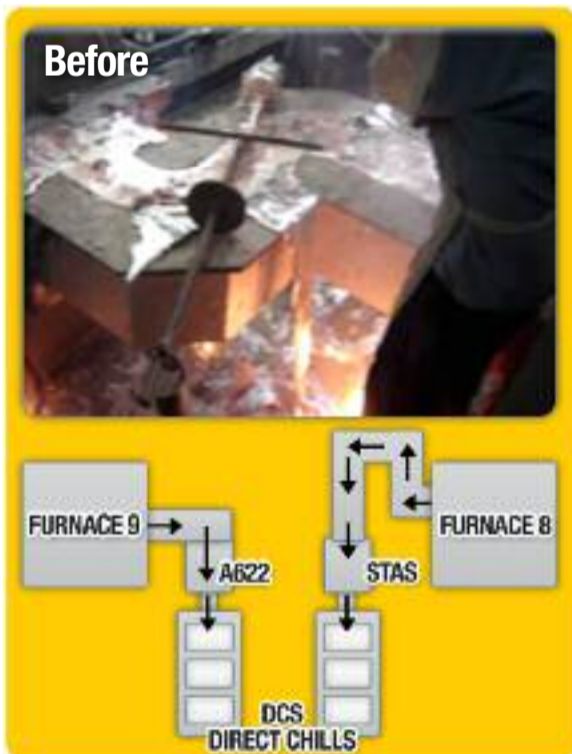
● Team involved in the unloading of fuel oil at Alumar's Port Facility

## ● PRODUCTION

### ● 1 Furnace per 2 DCs Project

# Remelting Project at the Utinga facility ensures the operators' safety and increases production capacity by 25%

### 1 Furnace per 2 DCs project



If we empty a jar full of water by pouring the liquid into a smaller recipient, such as a glass, we have to repeat this procedure several times. But if we have a funnel with two openings that lets us fill two glasses at once, then obviously it will take much less time to empty the jar.

This is the principle of the "1 Furnace per 2 DCs Project" at the Utinga facility's Remelting area. The implementation of this project increased production

capacity by 25%, because of the speed of the flow and the reduction of the set up of the melting furnaces. This resulted in increased productivity and cost reduction. In addition, it eliminated the risk of incidents caused by the overflow of the molten metal. In this analogy, the jar is equivalent to the melting furnace, which melts aluminum scrap from industry and construction works, while the glasses are equivalent to the DCS-Direct Chills, equipment that cools and

shapes the molten aluminum into billets that will go to the extrusion presses.

"Our challenge was to undo the myth that Remelting is a non-competitive sector. To this end, we designed a new layout for the Sector, which increased the speed of the outflow from the furnaces. This resulted in fewer hazards for the operators and higher productivity," says Rubens Faé, the supervising engineer of Remelting-and the mentor of the 1 Furnace per 2 DCs project.

### ● Poços de Caldas

# Seminar debates expansion of Ingot casting product mix

Representatives from eight sectors from the Poços de Caldas Unit got together to evaluate growth strategies for the period from 2010 to 2012. In addition, the Smelting sector promoted the Seminar for the Optimization of the Ingot casting Production Mix, the objective of which was to explain methods to maximize higher added value production and meet Extrusion's growing demand for billets.

The topics discussed at the Seminar included the development of a study to expand the supply capacity of molten metal to Mangels and to prospect new clients for this kind of metal. "We also discussed the supply of a new alloy to Phelps Dodge (a manufacturer of electric conductor systems), based on the client's request. In addition, we assessed the actual output capacity of the Ingot casting facility, in view of the need to meet growing demand from Extrusion," pointed out Giovanni Gastaldi, Ingot casting process engineer.

The Seminar was attended by teams from Alcoa's Ingot Casting, ABS, Controller Department, Capex, Commercial, Technical Support, Strategy and Financial Departments. Carlos Gregório, representing the Extrusion sector, and Affonso Bizon, Smelter manager, also attended the Seminar.



● Seminar Participants

● HSE

● Alumar

## Project achieves three million man-hours without incidents

The ARB-5, a project for the construction of the fifth Bauxite Waste Disposal Area, achieved an impressive three million man-hours without any recordable incidents. “The project proved that it is easy to carry out incident-free construction work, even at the peak of the construction, which involved 1,160 people and 216 pieces of equipment and industrial-use vehicles. A zero incident rate can be achieved,” emphasizes José Francisco Orílio, ARB-5 construction manager.

The HSE team, with the participation of the leaders, carried out several actions related to the construction of the ARB-5. The activities included the HSE Recognition Program, weekly safety meetings with the overseers, DMS safety management, implementation of good practices in relation to movable industrial vehicles, organization of a team for incident prevention at ARBs, and direct



● ARB-5 workers walking to the planting site to celebrate three million man-hours without any incidents

supervision of the services. These factors were essential to the achievement of such an impressive record.

“I have spoken to members of the ARB-5 project teams, and the overall feeling is one of

accomplishment. The goal the teams achieved – three million man-hours without any recordable incidents – justifies this feeling of accomplishment, and other achieved goals reinforce this feeling. “I have worked on a

number of projects here and elsewhere, and, based on my experience, I can confidently say that at Alumar we adopt work practices that, in addition to achieving any result or goal, prioritize the value of life,” says Orílio.

● Preservation

## BAESA donates native tree seedlings

The seedlings cultivated in BAESA’s plant nursery will help re-forest private properties that surround the reservoir of the Barra Grande Hydroelectric Power Plant, especially the legally preserved and permanently preserved areas. Since the beginning of this year, the company has registered people interested in getting native species seedlings, such as araucária (Brazilian pine), pitangueira (Brazil cherry), araçá (psidium), cerejeira (amburana cearensis), ingazeiro (inga) and other species. People interested in getting the seedlings can contact biologist Khadine Appio, by calling (54) 3584-0218 or sending an e-mail to [kappio@cobg.com.br](mailto:kappio@cobg.com.br).

“The donation of seedlings achieves one of the objectives of the plant nursery, implemented for the cultivation of native species to be given out to organizations, government entities, schools and the community in general. The intention is to strengthen environmental awareness and increase the green areas of the local communities surrounding the hydroelectric power plant,” says Edson Schiavotelo, BAESA’s director of Sustainability.



● Seedlings cultivated in BAESA's plant nursery: strengthening of environmental awareness

● Medical Article

## The ten commandments of a healthy woman

The maintenance of a woman’s good health requires preventive care and behaviors. Each woman has her own history and hereditary legacy that have to be carefully analyzed under a physician’s supervision to ensure a healthy life without any unpleasant surprises. Below is a list of ten health care activities that ensure a healthy life for a woman:

1 The first visit to the gynecologist’s office should be scheduled right after the woman’s first menstruation. During this visit, it is important for the adolescent to ask for more information about her body, about birth control methods, and about sexually transmitted diseases.

2 Prevention of cervical can-

cer (the second highest cause of death from cancer, after breast cancer) should start when the woman becomes sexually active. Undergoing a Pap smear - the standard cancer-detection exam – once a year is one of the most important health maintenance factors.

3 Pregnant women should visit their doctors on a regular basis, for instructions on personal care, which is essential for the pregnancy to progress normally. Obstetric ultrasound and doppler flowmetry (to evaluate the fetus) are basic exams.

4 Women over the age of 35 that want to get pregnant should undergo genetic research to check for chromosome-related abnormalities.

5 For breast cancer prevention,

every woman over the age of 15 should undergo a breast self-exam (touch the breasts) every month, after the end of their menstrual cycle. Mammography should only be prescribed by the physician, and it is preferable for women to undergo ultrasonography. At the age of 35, the woman should see her doctor to undergo her first mammography, which will be the basis for future evaluations. Nowadays, physicians recommend that women from the ages of 40 to 49 get a mammography once a year and go through a detailed clinical evaluation. Women over the age of 50 should go for a mammography once a year.

6 Studies have shown that the combination of mammography and ultrasound have been very useful for the investigation of breast pathologies. In many cases, these exams avoid unnecessary surgical procedures.

7 Transvaginal ultrasound and doppler have helped prevent ovarian cancer, which, alt-

hough it is a very treacherous form of cancer, is not that common among Brazilian women. Nonetheless, physicians recommend that, starting at the age of 45, women go through these exams once a year.

8 Menopause is one of the leading causes of osteoporosis. Women over the age of 45 are advised to go for an annual evaluation of the lumbar spine and thigh bone mineral density by undergoing a bone densitometry exam.

9 Hormone replacement therapy at menopause, always under the physician’s care, has been fundamental to improve a woman’s quality of life.

10 During menopause, and especially if she is under hormone replacement therapy, the woman should undergo transvaginal ultrasound to evaluate the endometrium. The woman should also undergo lab tests to evaluate her cardiovascular and osteometabolic state.

● Dr. José Alexandre Portinho

• Gynecologist and nutrition specialist, director of Clínica de Medicina Endoscópica do Rio de Janeiro.  
Article extracted from [www.mulheresaude.com.br](http://www.mulheresaude.com.br)



## HSE

### Zero Incident Rate is Possible



● Celebration of the record achieved by the Rolled Products sector of Itapissuma

## Itapissuma Rolled Products and Barra Funda achieve record safety levels

Every month, Alcoa's Business Units and Facilities register record safety levels, providing undisputable examples that it is possible to achieve zero incident rate.

Recently, the Engineering Sector of Itapissuma recorded 1,000 days without recordable incidents, after the consolidation of the TRR-Total Recordable Rate for 2009 achieved by the Rolled Products Unit, which registered the lowest rate in the last 12

years. "This is excellent work, proving that willingness and people make the difference. Everybody's efforts in this respect will allow us to achieve zero incident rates," points out Gustavo Câmara, from the HSE sector at Itapissuma.

The facility in the State of Pernambuco also registered a new record achieved by the Foil rolled products sector: three years without recordable incidents, corresponding to more than 1,152,000 incident-free man-hours. "This impressive result consolidates the effort and dedication of each employee of the Foil Rolled Products Sector and the Support Sector," says Rodrigo Duque, the sector's manager.

The Barra Funda Rolled Products Unit was another facility that once again achieved an impressive safety record: nine years, totaling 3,286 days, without any injury-causing incident. "We proudly announce this pioneer achievement, the result of all of the employees' dedication," states Sérgio Cunha, from the HSE sector at Barra Funda.

● Itapissuma engineering team

### Environment

## Jamalco helps reduce Environmental Non-Compliance

The fact that Jamalco achieved zero ENC-Environmental Non Compliance in 2009 contributed significantly to the record achieved by Latin America and the Caribbean during the period. A detailed report of the ENCs performance at the GPP-Global Primary Products Business Unit pointed out that 57% of the GPP Business Unit achieved zero ENCs in 2009, a 45% increase in ENCs performance in comparison to 2008.

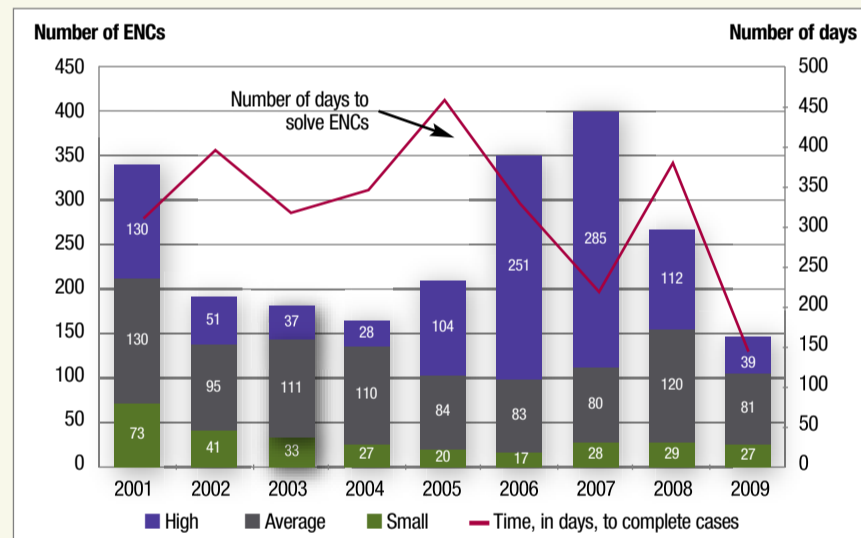
Franklin L. Feder, CEO of Alcoa Latin America and the Caribbean, praised the Region's achievement, while Larry Cannon, global director of Health, Safety, and the Environment said: "We have shown impressive progress in many areas. In 2010, we are going to fine-tune our environmental management systems even more and we will

undoubtedly benefit from the stability of the process."

When commenting on Jamalco's performance, Silvio Porto, manager of the Refinery, thanked everybody for having worked so hard in 2009. "In 2010, we will need to pay a lot more attention, as we have increased production at the Plant and the objective continues to be zero ENC," he said.

Other positive aspects of the general ENC performance include the reduction of the time spent to close boxes; this time corresponded to 143 days in 2009, down from 382 days in 2008. In addition, 63% of the ENCs were found internally by the business units themselves, which attests to the Alcoa employees' engagement in the search and management of the ENCs.

### Performance related to Environmental Non-Compliance (ENCs)



## SOCIAL RESPONSIBILITY

### Ação Fome Zero (Zero Starvation) Program and Alcoa

## Partnership organizes healthy eating habits course in Juruti

The Ação Fome Zero program, run by the Federal Government, and the City Government of Juruti, State of Pará, promoted a training program on good eating habits in school. The training program was supported by Alcoa. School cafeteria employees, school principals, nutrition specialists and employees involved in the preparation of school meals, participated in the program. The event



● Opening of the Ação Fome Zero event at a school in Juruti and handing of certificates to training program participants

was also attended by members of the CAE-Conselho de Alimentação Escolar, the committee responsible for supervising the funds allocated by the Federal Government for the school meals program in states and municipalities. Classes and group dynamics on this topic attracted 117 cafeteria employees from 28 com-

munities in Juruti and the surrounding region.

Ever since the Ação Fome Zero program went into effect in 2003, Alcoa has been involved in the development of the Projeto Gestão Eficiente da Merenda Escolar, a project for the efficient management of school meals. In 2004, 2006, 2007 and 2008, Alcoa sponsored the Prê-



mio Gestor Eficiente da Merenda Escolar award ceremony for most efficient school meal manager. A meeting was held with Instituto Alcoa participants in 2009 to discuss the possibility of partnering with the Ação Fome Zero program. The community of Juruti manifested its interest in this respect, and the participants defined

that the training program would be held in February.

During the two-day training program, participants had the opportunity of getting information on healthy nutrition from nutrition expert Jeanice Aguiar, a specialist in school meals. Basic nutrition, responsibilities of the nutrition professional, and the adequate handling of food products were some of the topics discussed during the training program.

Of the 117 participants, 91 filled out the evaluation form. 98% of the respondents considered the training program as being "very important for the development of my work," while 88% rated the way the content was presented and explained as "excellent."

● MARKET

● Construction Works

## Award-winning building has three Alcoa profile lines among the construction materials

Alcoa's extruded profile lines are being increasingly used in the Brazilian real estate market, meeting different needs and requirements of residential and commercial construction works.

The highest award granted by the ADEMI-PE/Associação de Empresas do Mercado Imobiliário de Pernambuco (the Association of Real Estate Companies of the State of Pernambuco) was given to the Edifício Quinta Avenida, a residential complex built by the Rio Ave construction company. The award-winning building is located on Boa Viagem beach, in the city of Recife. This is another example that attests to the excellence of Alcoa products. The construction materials of this 20-apartment residential building included three lines of Alcoa's extruded profiles: namely, the Gold IV Line, for sliding doors and windows; the Gradil Universal Line, installed on the terraces of the apartments; and the



● The award granted to the Edifício Quinta Avenida building reinforced the excellence of Alcoa's line of extruded profiles

Cittá Due Line, on the facades with curtain walls.

In addition to being awarded the overall prize in the competition organized by ADEMI-PE, the Edifício Quinta Avenida building ranked first in the Residential Four Rooms or More Property Development category.

Fernando José Silva, technical consultant of the Extruded products lines, attended the award-granting ceremony and commented that: "Our objective is to provide total satisfaction before and after the sale. This is how we achieve client loyalty, and our clients will certainly remember Alcoa next time they have to choose supplies for their future construction works."

### Alcoa profiles used on the Edifício Quinta Avenida building

**Gold IV Line:** has exclusive components that ensure seamless and practical use in construction work. This line is appropriate for extensive openings and complies with all of the ABNT Standards. This line was used for the building's sliding doors and windows.



**Gradil Universal Line:** a system comprised of aluminum profiles and accessories that comply with all of the requirements of ABNT Standards. This line was used on the terraces of the apartments, places where safety is one of the major concerns in terms of specifications and manufacturing.



**Cittá Due Line:** exclusive line for curtain wall facades, with triple noise barrier, ensuring total silence, well-being, comfort, and safety of the residential environment.



● Poços de Caldas

## Strategy improves quality of billets



● Leonardo Ayala, Applications Engineer; Aristeu Gimenes Filho, Ingot casting Engineering Process Technician; and Giovanni Gastaldi, Ingot Casting Process and Quality Engineer

Thanks to a pioneering quality improvement project for the production of billets, led by the Applications Engineering department, the Poços de Caldas Unit expanded the product supply network into a business that has provided significant results for the Company.

The project's main objective was to align the production of billets with the supply provided to Hydro Alumínio Acro, an Alcoa client, which develops and manufactures aluminum profiles for industry and construction. This line of business requires that suppliers have a strong commitment to quality. The requirements include alignment with the specifications of the billets. To this end, it was necessary to implement the PAPP-Processo de Aprovação de Peças de Produção (process for the approval of production parts), which aims at ensuring the quality of the product according to the standards required by the automobile industry.

This type of process was not part of Alcoa's Primary Products Division in Brazil.

According to Applications Engineer Leonardo Ayala, this project became a reality because of the client's and supplier's common interest to provide the supplies. "The client's interest was related to the quality of Alcoa products and to the Company's strong commitment in this respect. Our interest was related to the brand's exposure to a top client's requirements and the impressive result achieved," Ayala explains.

An audit process conducted at the end of 2008 unveiled opportunities for improvement. The improvements were successfully implemented during one year. In addition to the implementation of the PAPP, improvements were made to the process controls. New quality guarantee tools were acquired. And, finally, all the employees of the Billet Production and Processes sector went through specific training programs at the Poços de Caldas Unit.