

● **Bourbon Conmebol Convention Hotel in Paraguay will use 35 Tons of Alcoa's Città Due profile line** ● Page 12

● **Instituto Alcoa Units hold ceremonies to deliver donations from BRAVO! 2009** ● Page 7

● **Jamaica Jamalco motivates students in competition on highway safety** ● Page 6



Gente em ação

ALCOA

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ALCOA LATIN AMERICA AND THE CARIBBEAN MONTHLY NEWSLETTER- NUMBER 99 - AUGUST, 2010

● **Energy Efficiency**

Program seeks alternatives for the rational consumption of energy at Alcoa

In line with the Company's global strategies, the Alcoa Energy Efficiency Program seeks to reduce consumption, diversify the energy matrix, and identify projects with the potential to reduce Greenhouse Gas Emissions

● Page 3



● Team that worked on the first energy assessment at Smelter in São Luis

● **Anniversary**

Alumar celebrates its 30th anniversary and commemorates by holding exhibition

The Unit organized the "Orgulho de Ser Família Alumar" exhibition to celebrate its 30 years of history

● Page 3



● Nilson Ferraz, the director of Alumar (2nd from left to right), and Plant managers with employee José Guimarães Neto (in the middle), who stamped one of the pieces of Alumar's 30 Years Campaign

OUR PEOPLE

● Editorial

Involvement that achieves results



FRANKLIN L. FEDER

CEO - Alcoa Latin America and the Caribbean

This issue of *Gente em Ação* illustrates Alcoa's integrity in its relationship with its clients, suppliers, employees and with the communities where we conduct our business activities. Our work focuses on safety, in order to promote people's health and well-being and to respect the environment; we welcome changes and new ideas to ensure financial returns.

In this context, the Alcoa Energy Efficiency Program, a regional initiative which is in line with the Company's global strategies, seeks to diversify our energy matrix and to identify projects with the potential to reduce Greenhouse Gas Emissions. We are at the initial phase of this program, which entails assessments for the purpose of preparing a technical diagnosis on opportunities to reduce energy consumption at each Unit. We count on the involvement of all Alcoans in this important action, which will reduce greenhouse gas emissions and our production costs.

As regards our relationship with the community, we would like to draw attention to one more year of celebrating solidarity, as attested to by the delivery of the donations raised by the BRAVO! campaign. The numbers speak for themselves: 2,800 participating employees, 428 institutions benefitted by the dona-

tions, and more than 143 thousand hours of volunteer work. Congratulations to all of those who participated in this initiative.

In Jamaica, the Company has taken Safety, one of our most cherished values, to the community. Children and adolescents prepared posters and banners on highway safety and performed in the streets of the cities of Clarendon and Manchester. Once again, Jamalco has shown its creativity in terms of its relationship with the community and of spreading the Company's Values.

As regards the search for financial returns in different markets, Alcoa's exclusive profile lines are an industry reference. The latest novelty in this respect is the use of 35 tons of the Città Due profile line in the construction of the Bourbon Conmebol Convention Hotel, in Asuncion, Paraguay. This property development by the South American Football Confederation – whose headquarters are located in this capital city – is viewed as a dividing line by the local market, and to us it represents attractive business opportunities.

Respect for the environment, integrity in our relationship with communities and clients, and focus on Profitability – these are the highlights in August, exemplified by initiatives that included the active involvement and extensive participation of all Alcoans.

Enjoy your reading!

"Our work focuses on safety, in order to promote people's health and well-being and to respect the environment; we welcome changes and new ideas to ensure financial returns."



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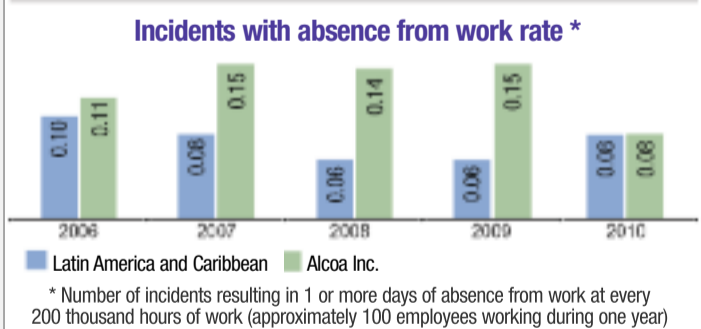
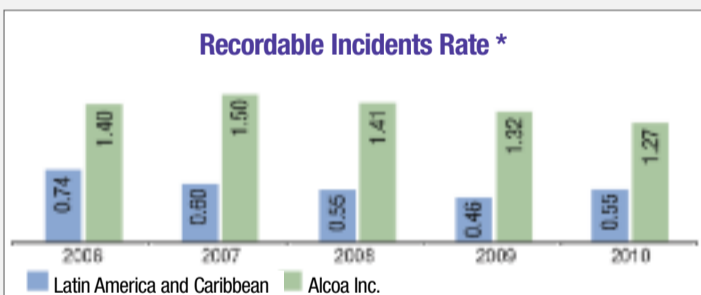
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ABERJE

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

Safety Performance

Incident Frequency Rate to July



Testimonial

José Francisco do Nascimento Filho
Job Position: Production Coordinator
Unit: Itapissuma
Time at Alcoa: 20 years



"Throughout these 20 years of working for Alcoa, I invested in my Professional growth. I got a college degree in Business Administration and took other technical courses related to my field. I'm proud of working here – a big company that encourages me to grow professionally and provides me and my family with stability. In addition, I cherish the freedom of expression we have at the company. I'm very frank and have always been able to express my opinions openly."

People that make history Tribute to colleagues who contribute to Alcoa's development



MÁRCIO ROBERTO DA SILVA
POÇOS DE CALDAS



JOSÉ AUGUSTO MELO
ALUMAR



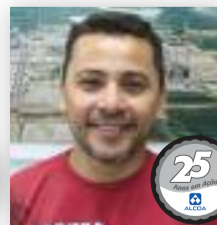
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ALUMAR



ONÉRIO DE OLIVEIRA SILVA
ALUMAR



AUGUSTO MENDES GOMES DA SILVA
ALUMAR



WALEMBERG PINHEIRO SERRA
ALUMAR



LUIZ CALABRESE
CENU

● STRATEGY

● Reducing energy consumption

Alcoa launches Energy Efficiency Program

The rational use of energy has been an on-going objective at Alcoa.

Ever since it began its business activities, the Company has sought to develop more efficient forms of energy use by means of adopting more advanced technologies, optimizing processes, sharing best practices and focusing on a clean and renewable energy matrix.

In line with this objective, the Company has launched the Alcoa Energy Efficiency Program, a regional initiative in line with the Company's global strategies. The objectives are to reduce the consumption of any kind of energy - ranging from thermal to electric power - diversify the energy matrix and identify potential projects that can reduce Greenhouse Gas emissions.

The initial phase will comprise assessments at all of the Units in the Region. The first step will be to conduct a technical diagnosis at each unit, which will involve the participation of highly qualified, specialized in-company and outside professionals. The focus will be to provide support to local teams to help them identify opportunities to reduce energy consumption. A team will be set up at this time, comprised of a representative from each unit, who will be responsible for organizing the structure and for sharing ideas, suggestions and best practices of all the plants in the Region. "Energy is a very important input for our Company, accounting for many of the operating costs of the units. In view of the importance of this matter, the involvement of all employees is essential to allow us to become a reference in terms of energy consumption, the use of alternative energy sources and in relation to the energy matrix; all of this will reflect directly on our production costs and on the results related to CO2 emissions. Hence the



● The campaign mascots: Porconómico and Energildo

importance of the Program," explains Dario Albagli, Energy manager.

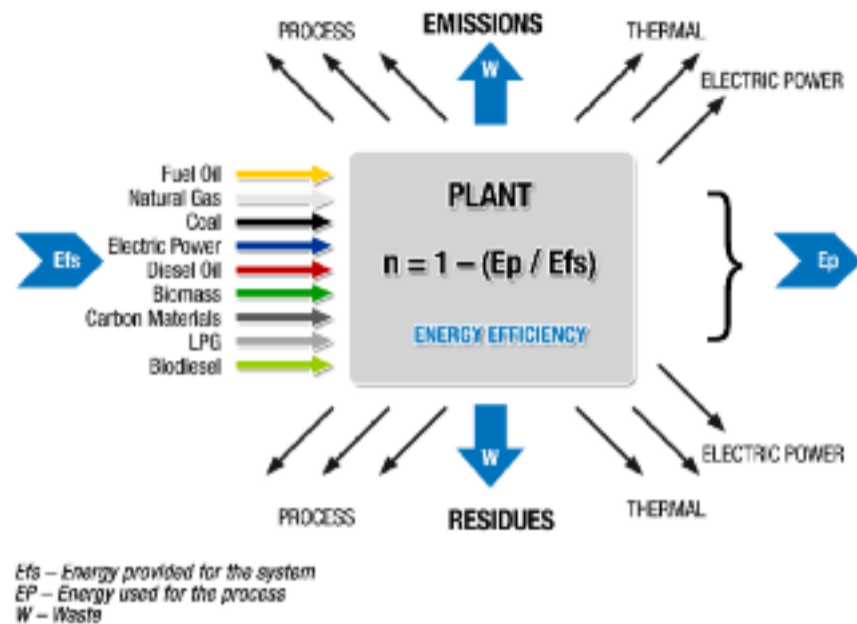
In the second phase, the plants will pro-actively adopt standardized energy efficiency goals, based on the continuous improvement principle in relation to energy consumption and reduction of Greenhouse Gas emissions.

In this new approach, it will be extremely important for each employee to participate whole-heartedly. "In similar programs adopted by other companies, the decisive factor for the success of the programs was the involvement and participation of people who deal with their processes during their daily work; most of the opportunities were identified by those companies' employees," says Paulo Miotto, who is responsible for the Program in Latin America.

This is why all employees who would like to give suggestions on how to reduce energy consumption should contact a member of the Energy Efficiency Team at their plant.

What is energy efficiency?

Energy efficiency is the rational and maximized use of energy resources by applying the best techniques in terms of Technology, Quality, Organization and Management System.



First energy assessments are conducted at Alumar and Sorocaba

As part of the development process of the Alcoa Energy Efficiency Program, Sorocaba and Smelting at Alumar were the first plants where the Region's energy assessments were conducted. In São Luís, the Global Energy Team and outside consultants participated in the assessment, which also entailed the active participation of representatives from each Smelting process. The auxiliary systems, which include air compressors, reactor systems, cooling towers, electric engines and electric systems were assessed. This was followed by an assessment of the Anodes and Rods Connections Area. "The energy assessment was a great learning experience. In addition to identifying opportunities, we had contact with high-level specialists," says Mônica Valente, Automation engineer at Alumar.



● Global Energy Team, outside consultants and representatives of each Smelting process at the first energy Assessment

● HISTORY

● Maranhão

Alumar celebrates its 30th anniversary and organizes exhibition about its history

Exactly 30 years ago, the planting of an ipê-amarelo tree was one of the outstanding events at the groundbreaking of the Projeto Alumar, a project that would become a reference for the entire Company. Various outstanding events have occurred since then. To celebrate this achievement, the exhibition "Orgulho de Ser da Família Alumar" (Proud to be Part of the Alumar Family) was organized at the Rio Anil Shopping mall. The exhibition focused on the Company's progress in the last decades and enhanced the self-esteem of company employees and of the inhabitants of the State of Maranhão. "We set up a time line that describes the step-by-step process which resulted in Alumar, focusing on all the people who were part of this achievement," said Luis BURGARDT, Human Resources manager at Alumar. "Our mission is to create a great family, because Alumar is

located in a State which brings benefits to the life of all those who are here," he added.

On the first day of the exhibition, the premises were open only to Alumar employees. Among them was 41-year old José Guimarães Neto, a specialized operator, who has been working at Alumar for 20 years. "I am proud of having grown personally and professionally with the Company," he stated.

Nilson Ferraz, the director of Alumar, attended the opening of the event and emphasized the importance of Alumar's recognition by the people of Maranhão. "Ever since the plant was inaugurated, Alumar's objective has been to achieve its development. And now, when we look back at the past, we can see how we grew together with the state of Maranhão," he pointed out. More than 6,500 people visited the exhibition, which was open from July 31 to August 9.



● Alumar campaign which showed pride and awareness about the future

● VISITS AND EVENTS

1 Client discusses strategic aspects



Jan Gronvall and Philipp Baumann, global procurement directors from the Base Material Area of Tetra Pak, visited the Laminated Products plant in Itapissuma. They were hosted by Michael Humpert, director of Laminated Products; Luiz Calabrese, commercial manager of Laminated Products, and Carlos Gregório, Operations manager. The visitors toured the recently concluded Foil Area. In addition, the group discussed issues related to companies' strategic positioning to face future challenges.

3 Alumínio São José becomes acquainted with the Tubarão Plant



Approximately 30 employees from Alumínio São José company, as well as the director of the company, Jaime Rodrigues, came to Tubarão to visit the Plant's production areas. The objective was for the visitors to learn about the plant's processes and practices, and the expectation was that everybody would become multipliers in the process to change the market's current culture, which is "to buy price or a kilo of aluminum."



3 TPM is praised by visitors from Grupo Boticário group at Tubarão



Four employees of the Grupo Boticário visited the Tubarão Plant. The team became acquainted with the equipment that is part of the TPM-Total Productive Maintenance program. This equipment includes presses, and anodizing and packaging equipment. The visitors became acquainted with the organizational level committed to the project, the main implementation-related difficulties and the results. Arthur da Silva Teixeira, industrial manager of the Grupo Boticário, commented that the integration among the employees and the work methodology were the highlights of the visit.

2 On-going improvement is topic of meeting



Mike Callahan (third from left to right) the director of Metal Control of AMM-Alcoa Materials Management and EBS Planning, in Knoxville, USA, visited GBS. Callahan is one of GBS's global clients. He became acquainted with the GBS structure and also visited the Poços de Caldas plant. In addition, he participated in a meeting with Tânia Nossa, Marcelo Colleoni, Mirlene Pacheco, Lucas Leite, Lauren Predebon, André Luciano and Ana Florência Carvalho, the objective of which was to adapt the plan to Alcoa's Units.

2 GOL Linhas Aéreas praises GBS center



Seven executives from GOL Linhas Aéreas airline company came to the GBS center to become acquainted with the experience of GBS related to the implementation of the CSC-Central de Serviços Compartilhados shared services center. The visitors, who are responsible for the implementation of a similar center at GOL, attended presentations on Finances, Human Resources, Procurement, and ASAT.

The work format and the on-going improvement culture disseminated at GBS were highly praised by the visitors.

● PEOPLE

● Availability and agility

Units are equipped with new *RH.com.Você* kiosks equipped with monitoring

Employees who do not have web access and need information on the services, programs, and benefits offered by Human Resources, can now resort to the *RH.com.Você* kiosks. Located in the operating areas, the new kiosks are located at all Alcoa Units (Utinga, Sorocaba, Tubarão, Alumar, Barra Funda, Itapissuma, Poços de Caldas and Juruti).

This will improve the Portal's availability at access points in the Plants. In addition, software that monitors the kiosks will allow faster corrective and maintenance actions.



● Several access points

This on-line tool will streamline the support provided by the Information Technology Area, which in turn will help the HR GBS act more efficiently, so that the kiosks are always in good working condition.

The substitution of the kiosks will also provide the Company with more autonomy to conduct equipment maintenance; the previous kiosks did not belong to the Company (they were leased) and therefore did not go through maintenance procedures conducted by the Company. As a result, solutions for problems took a long time to materialize.

● Remuneration Workshops

Meetings discuss strategies of the total remuneration policy

In general, issues linked to remuneration – policy, strategies and practices – generate many doubts among managers and employees. The market paradigm is that these issues are not discussed at great length.

This is different at Alcoa, where the related issues have been clarified and openly discussed with managers, so that managers can explain remuneration concepts, strategies and practices to their teams. This is attested to by the positive reaction of the leaders of Juruti, Itapissuma, Tubarão, Utinga and Poços de Caldas after the Workshop on Remuneration.

"To begin with, we are de-mystifying this issue through chats with the managers who, from now on, feel more comfortable and better prepared to deal with decision-making processes," says Rose Yonamine, corporate manager of Remuneration and Benefits. During the discussions at the

meetings, it became clear that the total remuneration policy – comprising Remuneration and Benefits – is quite competitive in comparison to the market. "The remuneration strategy was developed with the objective of ensuring that it was aligned with the Company's Vision and Values, with the business objectives and strategies, with the people management processes, and with the best market practices," the manager explains.

Actions such as the Workshop on Remuneration are a special characteristic of the business, because remuneration strategies and practices are critical factors to attract and retain talented people.

All employees can access their Total Remuneration statement on the *RH.Com.Você* Portal and check all the components of their remuneration.

● Poços de Caldas

Dentist's Office will offer preventive dental care services and education

The Centro de Orientação guidance center of the Poços de Caldas Unit recently inaugurated a dentist's office, in partnership with Uniodonto. Employees and their family members will be offered educational and preventive dental care services.

The visits will be part of the employee's periodic check-up. If the employee has any dental/oral care problem that needs to be dealt with, he or she will be advised in this respect and referred to a dentist of his/her choice.

In addition to the visit, employees will be able to get their teeth cleaned and will be educated on the use of dental sealants and the application of fluorine in children. Preventive and educational campaigns will also be promoted. All of these services will be free of charge.



● Dentist's Office at Poços de Caldas is inaugurated and dental care services will be offered at no cost

● Alcoa Previ

Representatives of the Deliberative Council and Audit Committee are elected

The main objective of Alcoa Previ is to ensure that Alcoans receive benefits that complement their government-sponsored social security checks when they



retire. Elections were held recently to elect the members of the Deliberative Council and the Audit Committee of Alcoa Previ. The newly-elected members are: Reginaldo Correa, from Cenu, and Humberto Martins Dornelas, from Poços de Caldas, who hold a seat on the Deliberative Council and on the Audit Committee, respectively.

The Deliberative Council is responsible for defining the general management policy of Alcoa Previ and the related benefits plan, while the Audit Committee is the internal control entity.

The objective of this election is to comply with the laws in effect and with the Company By-laws, which establish that the Deliberative Council and the Audit Committee have to have representatives of company employees holding at least one-third of the seats.

All the active participants, assisted participants (retired employees and pension plan beneficiaries of Alcoa Previ) and self-sponsored and bound participants (former employees waiting for the benefits) were able to vote by e-mail or at the *RH.com.Você* kiosks. The vote-tallying process was conducted under the coordination and responsibility of the Election Committee and the Internal Auditing Department.

● Itapissuma

New ventilators provide comfort to operators

The opportunity to improve the work environment was one of the most frequently mentioned issues in the answers to the Work Climate Survey conducted at the Itapissuma Unit in 2009. The main comment was related to the heat inside the shed; the heat needed to be decreased so that the operator could work under more comfortable conditions.

The solution was to install 20 ventilators, one at each work station. "It's much better now. These fans are more efficient than those older ones and make us feel more comfortable," says Adriano Mário, operator of the Prensa 2000t press.



● Surinam

Leaders participate in the second Management Training Cycle

A group of 22 employees was set up to continue the Management Training and Competence Leadership Cycle for Leaders at Alcoa's Unit in Surinam. The event was opened by Michel Pengel, Production manager, and Sergio Ferreira, Refinery manager.



The training program, held in July and August, was attended by three groups of employees. All the groups successfully concluded the training program.

● COMMUNITY RELATIONS

● Miniempresa Program

Educational program provides business experience for students

The successful Programa Miniempresa program at Alcoa was concluded by one more group. This group was comprised of 25 students from the Colégio Municipal Dr. José Vargas de Souza public school in Poços de Caldas. Like the previous 32 groups, this group acquired business experience to enable them to organize and run a company.

The program, which volunteer employees from Alcoa take part in, is focused on public high school students or students from educational institutions in the vicinity of Alcoa's Units. The group follows these steps during the program: choose a product to be commercialized; raise capital by selling shares; elect Chief Executive Officer and the members of the Executive Board (Human Resources, Production, Finance, Marketing); pay salaries and collect taxes and charges, which are donated to aid organizations.

The program is developed by the Junior Achievement non-governmental association (www.jasp.org.br), which has been active in Brazil for 27 years. Two new groups will join the Miniempresa program in the year's second half; one group will be trained in São Luís and the other one in São Paulo.



● Graduates and volunteers from Alcoa during the Programa Miniempresa program



● A Man's Place is in the Kitchen

Employees from Tubarão cook for solidarity

Business leaders and politicians from the region of Tubarão showed off their cooking skills during a few hours to raise awareness about solidarity. Approximately 13 teams participated in the third "Lugar de Homem é na Cozinha" cooking event. The chefs included Marcelo Rodrigues and Ricardo Mazuco, who work at the Tubarão Unit – and guest chef José Manfredine – who cooked a delicious shrimp dish.

The funds raised during the event were donated to three volunteer organizations: CEA-CA-Centro de Apoio à Criança e ao Adolescente a child and adolescent support center, from the city of Capivari de Baixo; Rede Feminina de Combate ao Câncer de Laguna, a women's cancer net-



● José Manfredine, Marcelo Rodrigues and Ricardo Mazuco, who prepared the shrimp dish

work, from the city of Laguna; and Sociedade Amigos de Transplantados e Insuficientes Renais da Amurel, an association of transplanted and kidney patients, with headquarters in the city of Tubarão; all of the organizations are located in the State of Santa Catarina.

The event, which is held once a year, is promoted by Notisul, a daily newspaper from Tubarão.

● Instituto Alcoa and Equipe Líder de Relações Comunitárias

Meeting discusses three-year Strategic Planning

The same group that met in April 2010 to work on the Strategic Planning for the years 2010/ 2011/ 2012, held another meeting recently to align some priority issues for the improvement of the development of community projects run by Alcoa in Brazil. The group discussed the best actions that could really make a difference and have a positive impact on the scenarios of the communities.

"One of the most important items of the Action Plan and in the work groups is the contracting of experts to analyze the expectations and priorities of our regions,"

says Suzana Sheffield, vice-president of the Instituto Alcoa.

In line with the premises established by Alcoa Inc. and by the Alcoa Foundation, Instituto Alcoa has conducted an analysis of the results, to prepare a matrix of national and international indicators. These indicators will measure the actions carried out in the last 10 years and help establish an Action Plan during 2010.

The Board of Instituto Alcoa welcomes two new members: Aquilino Paolucci and Ricardo Sayão, who were elected and took office in May.

● Responsible behavior

Jamalco promotes school competition on safety

Posters, essays and banners took over some of the streets in the cities of Clarendon and Manchester, in Jamaica. All of this excitement was part of the competition on "Highway Safety," organized by Jamalco. Twelve schools participated in the competition.

The schools with the best results were awarded prizes. During the award ceremony, Jerome Maxwell, managing director of Jamalco, encouraged the students to spread the word about the importance of avoiding accidents. "All of you can help make significant changes to make Jamaican highways safer," he stated.

Leo Lambert, manager of Corporate Services, spoke about the Unit's culture in relation to responsible behavior. "At Jamalco, safety is a habit that we have cultivated throughout the years," he said.



● Award winners of the competition organized by Jamalco: Jerome Maxwell, managing director; Odane Subratie, from York Town Primary School, winner under the Posters category; Moya-Gaye Oliver, from Mocho Primary School, first place under the Essays category; Josh Gordon, holding the trophy for the Banner Category, won by Mocho Primary School; and Leo Lambert, manager of Corporate Services

● **Solidarity**

Units deliver donations raised by BRAVO! and BRAVO! Brasil 2009

BRAVO!

Over 2,800 participating employees, 430 entities that received donations and more than 143 thousand hours of volunteer work: this was the result of the BRAVO! and BRAVO! Brasil campaigns held in 2009, at all Alcoa Units. Instituto Alcoa recently delivered the donations to the entities, thus consolidating the success of the campaign. To celebrate solidarity, each Unit held a ceremony for employees, trainees, leaders and representatives of the institutions, during which the donations were delivered.

BRAVO!



● **CENU**
 Participants: 4
 Benefitted entities: 3
 Total sum of donations: R\$ 1.871,50



● **ALUMAR**
 Participants: 1,207
 Benefitted entities: 114
 Total sum of donations: R\$ 531.187,00



● **SOROCABA**
 Participants: 3
 Benefitted entities: 2
 Total sum of donations: R\$ 1.156,00



● **UTINGA**
 Participants: 32
 Benefitted entities: 07
 Total sum of donations: R\$ 14.096,00



● **POÇOS DE CALDAS**
 Participants: 761
 Benefitted entities: 152
 Total sum of donations: R\$ 332.241,50



● **ITAPISSUMA**
 Participants: 471
 Benefitted entities: 72
 Total sum of donations: R\$ 205.158,50



● **TUBARÃO**
 Participants: 307
 Benefitted entities: 74
 Total sum of donations: R\$ 134.406,00



● **JURUTI**
 Participants: 13
 Benefitted entities: 6
 Total sum of donations: R\$ 5.561,00

● ACKNOWLEDGEMENT

● *Jaboatão dos Guararapes-State of Pernambuco*

Rotary Club pays tribute to Alcoa's commitment to the Region

The Rotary Club of Jaboatão dos Guararapes, State of Pernambuco, paid tribute to Alcoa during the investiture ceremony of the Rotary Club's newly elected president, José Constantino da Silva Filho. The recognition was granted due to the Company's active participation in the routine of the communities and to its commitment to the region's development.

Carlos Barreto, who works at the Extruded Products division, is a native of the city of Jaboatão dos Guararapes, and is involved in volunteer work in the community, represented the Company. According to Barreto, "It was a great experience to represent the Company I have worked at for the last 20 years



● Ceremony during which the Rotary Club paid tribute to Alcoa

and witness the population's respect and admiration for Alcoa's commitment to the communities."

● *12th Prêmio Empresa Cidadã award*

BAESA is named *Empresa Cidadã* under the Environment and Culture Category

BAESA was one of the winners of the 12th Prêmio Empresa Cidadã citizenship award, granted by ADVB-SC-*Associação dos Dirigentes de Vendas e Marketing do Brasil* (the Brazilian Association of Sales and Marketing Directors – Santa Catarina chapter) under the Environmental Preservation and Cultural Development categories. The following projects were awarded: "*Programa de Reintrodução da Dycikia distachya*" and "*Arte na Praça*". The first project involves actions for the preservation of the bromeliaceae, developed by the Company in the region that surrounds the Barra Grande Hydroelectric Power plant; the second project entails a number of cultural events sponsored by BAESA, in partnership with Enercan (*Campos Novos Energia S/A*) energy company; the cultural events were held in local towns.

The fact that Baesa won the Prêmio Empre-



● Carlos Miranda and Edson Schiavotelo, from BAESA, being awarded the Prêmio Empresa Cidadã 2010

sa Cidadã 2010 citizenship award in two categories ranks it as one of the ten most active companies involved in citizenship-related actions in the State of Santa Catarina and that have received such recognition.

● *Acknowledgement*

Ministry of Sports acknowledges BAESA's support of sports events

The Ministry of Sports acknowledged BAESA as a strong ally of social and sports events sponsored by the Company by means of the *Lei de Incentivo ao Esporte* sports sponsorship law. The tribute was paid during an event held in São Paulo, when Ricardo Sayão, Chairman of the Board of Directors of BAESA, received a medal in recognition of BAESA's work in 2008 and 2009.

The award is granted to companies that encourage sports activities by availing themselves of tax benefits provided for by the *Lei de Incentivo ao Esporte* law. This law establishes that companies can deduct 1% from their income tax if they sponsor sports events and activities. In the case of BAESA, the approved project, developed in partnership with the Instituto Guga Küerten institute, provides for sports activities and social



● BAESA was one of the companies that the Ministry of Sports paid tribute to

welfare activities for children and adolescents from needy communities located in the metropolitan region of Grande Florianópolis.

● *Publication*

Revista Imprensa magazine names Alcoa as one of the 100 most sustainable companies

Revista Imprensa magazine, published by Imprensa Editorial, announced the ranking of the "100 Most Sustainable Companies according to the Media;" this ranking names the companies with the highest number of positive comments published in weekly news magazines and financial and business magazines in 2009. Alcoa ranked as the number one company under the *Comunidade* (Community) category, with 26,518 weighted column inches, an index which measures the amount of content in published works. This index measures the scope of the articles, where they are published in the magazine, their credibility, and



their positive or negative content. Alcoa ranked as number two under the Steel and Metallurgy category, with 38,980 weighted column inches.

In the general ranking of the companies, which encompasses Brazilian and multinational companies with business activities in Brazil, Alcoa ranked as number eleven, ahead of companies such as Bradesco,

Petrobras, Itaú Unibanco, Embraer, Votorantim, General Motors, Fiat, HP, Ambev, among others.

The objective of the survey was to analyze the media coverage during 2009. The ranking encompassed 300 issues of nine magazines.

● ABS

● *Laminated Products*

TPM develops equipment and motivates employees

Autonomous Management is one of the pillars of Total Productive Maintenance/TPM. The Laminated Products division has conducted events called "Sessão TPM Especial" at the Itapissuma Plan, following the same principles, but with a higher number of participants. For example, the last two events, involving the Refiladeira Rizzato router and the Laminador Kasa laminator, were attended by 32 and 42 employees, respectively. "The objective is to allow us to increase the operating availability and reliability of the machines; in addition, we want to increase the knowledge of the operators so that we can avoid anomalies," explains Jair Melo dos San-



● TPM team at Laminador Kasa laminator

tos, ABS coordinator for Laminated Products. "Moreover, the Sessão TPM Especial event is a motivation factor, as various sectors participate in this event," he adds.

● *Tubarão*

Team's dedication ensures the success of the TPM program in Anodizing

The main objective of the Total Maintenance Program/TPM held at the Anodizing sector of the Tubarão Unit was to increase the reliability of the equipment and generate a cleaner and more organized work environment. More than 300 opportunities were identified, thanks to the work done by the supervisors, leaders, maintenance personnel and the autonomous maintenance group. "Each participant's contribution during the event, which we referred to as 'Major Clean-up Day' was crucial for the expansion of the TPM program at the Unit", says Gustavo Martins, Total Quality engineer.



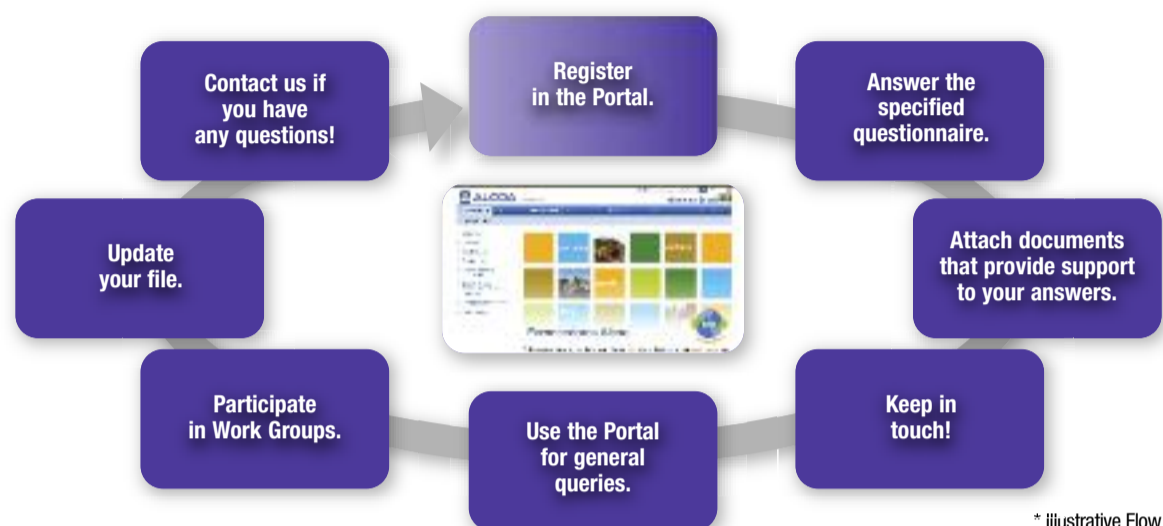
● Cleaner and better organized environment

● SUSTAINABILITY

● Commercial relationship

Company begins registration of sustainable suppliers

How our relationship model with suppliers works. Suppliers will have to: *



* illustrative Flow

Social-environmental expectations and demands related to companies' supply chains have grown consistently. At the same time, global pressure for higher efficiency and cost reduction related to procurement and contracting demands increasingly faster and more robust processes. In view of this scenario, and with the intention of strengthening the Sustainability of its business activities in Brazil, Alcoa has decided to initiate a registration process to register its suppliers who are willing to engage in sustainable actions.

By accessing the Company's web site (www.alcoa.com.br), all suppliers can obtain information on the Company's procurement processes and programs for local suppliers. In addition, they can become acquainted with

Alcoa's Procurement Sustainability Guide, a manual that helps suppliers in this respect. By the end of the year, the Company plans to have registered approximately 300 partners aligned with the Company's Sustainability practices.

"The commitment and awareness of its value chain is a way for Alcoa to improve its operations and products, by encouraging its commercial partners to adopt good Sustainability practices," explains Rodolfo Carvalho, manager of Acquisition and Logistics. "We have noticed that a company's business practices increasingly affect the image of its value chain, causing major impacts on commercial relations," he adds.

In addition to these options, it is

possible that current and future suppliers will leave their information on file in the Company's data base. The evaluation process of Sustainability characteristics in the supply chain will be conducted by means of questionnaires, that were divided into basic and specific questions focused on social-environmental activities. To be qualified as a sustainable supplier and be included on the related list, the supplier has to go through this qualification process and obtain the minimum score, which is calculated on the basis of pre-established criteria.

"We believe this is a way to increase our transparency and improve our tools for dialogue with our suppliers; this will benefit everybody," Rodolfo Carvalho concludes.

● Machadinho and Instituto Alcoa

School in Piratuba, State of Santa Catarina is built with less environmental impact

Built with environmentally-friendly material, the new building of the social-environmental school located in Piratuba, State of Santa Catarina, will be used for research studies and experiments that will strengthen environmental awareness. The building is being built with the lowest possible environmental impact. This project is a partnership between the Machadinho Hydroelectric Power Plant, Instituto Alcoa, Tractebel Energia, and the City Government of Piratuba.

According to Adriana Luersen, the engineer who is supervising the construction work, the expectation is that the building work will be concluded in December. "It is important to point out that no tree was destroyed during the earthworks and, in addition to the material used in the construction, the project comprises actions that focus on preserving the environment," says Adriana.

The land for the building was donated by the Machadinho Hydroelectric Power Plant. The plot, which measures 224,300 square meters, is located in the community of Arroio Bonito. Of the five building blocks that comprise the school, two will be built with funds provided by Machadinho Hydroelectric Power Plant, Tractebel Energia and Instituto Alcoa. The facility will initially be used by approximately 50 students who will attend theoretical and practical classes and take part in activities related to environmental issues that focus on soil and water conservation, fauna and flora.



● The project to build a social-environmental school was sponsored by Machadinho Hydroelectric Power Plant, Tractebel Energia and Instituto Alcoa

● Minas Gerais

Mining industry event, sponsored by Alcoa, also included an Alcoa booth

Once again, Alcoa participated in the VI CBMINA, an event organized by IBRAM-Instituto Brasileiro de Mineração (the Brazilian Mining Institute), in partnership with the Federal University of Minas Gerais. The progress of the mining industry and solutions for problems were some of the topics focused on at the event.

In addition to sponsoring the trade fair and having a booth with information on Alcoa's mining operations, the Company organized a lecture on "Juruti Sustentável: Proposta de Modelo para Mineração e Desenvolvimento Local", which focused on the development of a sustainable development model for the Juruti Mine. The lecture was given by Fábio Abdala, manager of Sustainability for the Mining Business of Alcoa Latin America and the Caribbean.

One of the characteristics of this industry trade fair is the possibility given to students, professionals and companies to submit technical papers on the activities of the mining industry.



● Alcoans who participated in the VI CBMINA (on the left) and presented a technical paper on Juruti



● SUSTAINABILITY

● The Environment

Companies launch Movement for Biodiversity

Representatives of Alcoa, CPFL-Companhia Paulista de Força e Luz, Natura, Philips, Vale and Walmart announced the creation of the Movimento Empresarial pela Conservação e Uso Sustentável da Biodiversidade, (the Corporate Movement for the Protection and Sustainable Use of Biodiversity). The announcement was made at São Paulo City's FGV-Fundação Getúlio Vargas school of business. Izabella Teixeira, Minister of the Environment, attended the event.

The objective of this group of companies, led by Instituto Ethos, is to build a positive agenda on Brazilian conservation and biodiversity. "Brazil was chosen as one of the key countries by the COP 10 Commission 10 (10th United Nations Framework Convention on Climate Change - Conference of the Parties, scheduled to be held in October in Nagoya, Japan), because it has 25% of the world's biological diversity and ranks as the number one country in the world in terms of diversity. This is why this movement makes all the sense in the world," states Oded Grajew, president of Instituto Ethos.

This issue has become even more urgent after the divulging of



● On the left, lecture by Izabella Teixeira; on the right, representatives of Alcoa and other companies that lead the Movement for Biodiversity



the 3rd Global Outlook on Biodiversity, with its discouraging evaluation of how the Convention on Biological Diversity/CBD is being applied in countries around the world.

The Movement will promote panel discussions among business community leaders, opinion makers, and civil society, to prepare an open draft of statement for the Conservation and Sustaina-

ble Use of Biodiversity. The final letter, which will be forwarded to the Brazilian Government and to all presidential candidates, is the first action of this Movement. The Movement's objectives include the encouragement of Brazil's active participation during COP 10 and the follow-up on the definition of a new strategic plan in relation to the Convention on Biological Diversity/CBD.

● HSE

● Juruti

Campaign encourages preventive awareness in regard to the handling of glass products

Glass is used for several purposes in the laboratory of the Juruti mine. Glass is resistant to high temperatures, pressure, chemical and mechanical wear and tear and is useful for chemical analyses. As glass products are handled frequently and are cuttlingly sharp when cracked or shattered, the risk of an incident is imminent. This is why a Campaign for the Safe Handling of Glass Products in the Lab was launched in Juruti. The campaign, created by chemical technician Raimundo Júnior, encourages people to identify improvements and to raise their awareness about incident prevention.

The campaign included exhibitions, training programs, group dynamics, educational games and lectures on "The Importance of

Glass in the Laboratory;" "Handling of Glass Products – Inspection and Storage/Transportation, Disposal and Use;" and "Critical Analyses of the Campaign and Divulging of Results."

Based on these actions, the Unit was able to raise awareness on the safe handling of glass products and on the need for prevention. In addition, the Unit highlighted the good practices that were implemented; the campaign promoted interaction among employees, and knowledge was shared with other sectors.

The campaign involved the participation of approximately 40 employees from the chemistry, physics and geology lab, as well as from the Safety and the Environment, Quality Control, Sustainability, ABS, Kaizen and Mine Management sectors.



● Approximately 40 people participated in the training programs, exhibitions and lectures on the safe handling of glass products

● Article

● **Flávia Pires de Carvalho**
 • *Pedagogue, Psycho pedagogue, Specialist in Biology and MBA in People Management*
 GBS EHS – EHS Analyst

TREE DAY IN BRAZIL

Tree Day in Brazil is celebrated on September 21st, the first day of spring. This date was inspired by our indigenous people, who worshipped trees before the beginning of spring, when the land was being prepared for sowing.

Brazil has strong ties to the indigenous people's culture which led to the birth of our nation. One of these cultural ties is the love and respect for trees, one of the most important representatives of our huge natural resources.

Forty years ago, Brazil formally named September 21 as Tree Day. This day is the beginning of a new cycle for the environment and is the appropriate time to reinforce the appeal to raise everyone's awareness about the environment.

Pursuant to Federal Decree No. 55.795 of February 24, 1965, the Annual Tree Festival was created to be celebrated in the entire national territory. The intention was to substitute Tree Day, at the time celebrated on September 21. As provided for in Article

3 thereof, the Annual Tree Festival is celebrated during the last week of March in some states of the North and Northeast and during the week beginning on September 21 in the states in the South, Southeast and Center-West, due to the different physiographic-climate characteristics of Brazil.

Forests are home to 90% of our planet's species and trees play an important role in the maintenance of ecosystems: trees protect the soil and water, control avalanches and protect erosion-prone areas. In the big cities, trees help improve the quality of the air, soil and temperatures, by mitigating the urban heat islands that are caused by buildings and pollution.

The tree is a universal symbol. It means longevity, solidness, and life. Trees have healing powers; they relax the eyes and soo-



the the nerves. When they surround our houses, they maintain an agreeable micro-climate and act as barriers, protecting us from sound pollution, from wind and dust, and provide us with privacy.

As human beings destroy the planet's tree coverage, they begin to see other uses and benefits of trees. It's a pity that these discoveries result from the destruction of trees. This is not right, as human beings – since pre-historical times - have always been aware how important trees are for their basic needs: shelter, food, raw materials, and energy.

Do your part: plant a tree. But before doing so, do some research before planting a tree. More important than the desire to plant trees all over the city is planning and regular maintenance. This is why it is important to research which is the most appropriate tree species for a given location.

● PARTNERSHIP

● Aluminum metalwork course

Newly-trained group concludes course that has already trained more than 140 professionals

The Extruded Products Business Unit organized an event to celebrate the graduation of one more group that concluded the aluminum metalwork course. This training program is part of Alcoa's Continued Education Program, and is held in partnership with AFEAL-Associação de Fabricantes de Esquadrias de Alumínio (the Association of Aluminum Frame Manufacturers) and SENAI-Serviço Nacional de Aprendizagem Industrial (National Service for Industrial Training).

The objective is to train skilled labor to meet the demands of aluminum frame manufacturers.

In the training program, students learn how to manu-

re windows and doors of various sizes and models. They also learn how to use equipment such as cutting saws, pantographs, machines for aluminum dies, and milling machines, all of which are used at window and door frame manufacturing plants.

Alcoa, AFEAL and SENAI trained 140 metalwork professionals in the year's first half. Another 150 professionals are expected to be trained by the end of this year.

The training program is held at three SENAI facilities, two of which are in the city of São Paulo and the other one is in the city of Belo Horizonte.



● Graduates from the Aluminum Metalwork course (above) and theoretical and practical classes (below)



● Relationship

Alcoa pays tribute to Extruded Products client for its 25th anniversary

The Company awarded a commemorative plaque to the Shock Metais company as a tribute to the company's 25th anniversary. Shock Metais' nationwide line of business is the distribution of non-ferrous metals in the industrial market, and the company has been Alcoa's client for more than 10 years. Adalmir Izidoro, from the Extruded Products' Sales Department, represented Alcoa at the event and handed the commemorative plaque to Salvador Borelli Neto, owner of Shock Metais. "It was an honor to participate in this event, because this company is one of our main partners, and has business activities in all the market segments in Brazil," says Adalmir.

Alcoa supplies Shock Metais with aluminum profiles, such as angle bars, flat bars, reinforced bars, round, square and rectangular tubes, all in basic geometrical shapes, which the company re-sells to the industrial market.



● Salvador Borelli Neto displays the commemorative plaque he received from Adalmir Izidoro

● BEST PRACTICES

● Jamalco

Management of Port processes reduces costs and increases loading

Jamalco's port facility loads approximately 600 tons of alumina per hour. To increase this capacity to 800 tons and reduce costs, the Unit implemented several strategies to improve the management of the Port's processes. Developed by a multifunctional team comprised of 15 people from the Port and the Refinery, the strategies were developed during a workshop organized by the COL-Center of Learning.



● Workshop participants at COL

ABS instructor Debbie-Ann Fagan pointed out that the workshop used the actual alumina loading rate on ships, so that the participants could test the power of process management while at the same time become acquainted

with the tools used for such management. The training program also helped participants understand process management and the function that they perform in the implementation of such processes.

● Alumar

Mobile Equipment Kaizen raises Safety level

The objectives of the Best Practices of Mobile Equipment Kaizen conducted at Alumar were to evaluate the Safety conditions related to mobile equipment and establish an action plan for continuous improvements. The event was coordinated by Maria Mickle, global manager of Primary Products safety and was attended by company employees from Jamaica, Suriname, Poços de Caldas and Juruti, as well as by Alumar professionals.

An action plan was developed on the basis of the results to raise the Safety level of truck loading and unloading operations, as well as of the point of interaction between vehicles and pedes-



● Part of the team responsible for the Kaizen

trians. "As Alumar was the Unit focused on in the process, our responsibility will be to coordinate similar events at the region's other Units," says Dulcimar Soares, manager of IR, ABS and HSE at Alumar.

● MARKET

● Bourbon Conmebol Convention Hotel

Hotel under construction in Paraguay will be equipped with the Città Due line

Versatile, modern and creative, Alcoa's exclusive profile lines are a success in various regions in Brazil, in Central and South American countries, and in Africa (see box). This success is attested to by a number of commercial and residential buildings – ranging from small buildings to big constructions - that use aluminum solutions, as exemplified by the Bourbon Conmebol Convention Hotel, located in Asuncion, Paraguay. The building's construction material will include 35 tons of Alcoa's Città Due line for facades.

The hotel is a property development venture by the South American Football Confederation, which is headquartered in Paraguay's capital city. The hotel is considered as a dividing line in the local market. An investment of more than US\$ 30 million, the Bourbon Conmebol will have 168 apartments – divided into categories – a convention center, and a building attached to the hotel. The covered area will measure 9,45 thousand sq. meters, and the building will come with a restaurant

that will seat 170 people, a piano bar, cafeteria, shops and a business center. "We provided all the technical support when the hotel was being designed. During the bidding for the construction work, we were able to suggest that the builders use the Città Due line," says Reinaldo Yamaguti, Exports manager.

This major construction work in Paraguay has allowed Alcoa to maintain its expectations in relation to the exporting of its products. "The possibility that our products will be increasingly used is very good. Since last year, we have organized many training sessions for our clients. Now, in view of the major construction works in course and others in the pipeline, we have conducted many training programs for our clients at Alcoa's CTA," says Reinaldo.

The Città Due line will be installed in the Hotel by Casa Marco, which is working on its fourth construction job with this line. The Bourbon Conmebol Convention Hotel is expected to be concluded in the first quarter of 2011.



● Belo Horizonte

Social-environmental strategy in Juruti is topic at Forum

The International Forum for Sustainable Development is one of the most important events on Sustainability. Fábio Abdala, manager of Sustainability for the Mining Business at Alcoa Latin America and the Caribbean participated in this event by giving a lecture on "Colaboração com Desenvolvimento de Comunidades: Proposta de Modelo para o Entorno de Projetos de Mineração. During the lecture, Fábio explained the strategies Alcoa implemented for the communities surrounding Juruti. "The intense dialogue with the community was fundamental to prepare a consistent project that would meet the expectations and desires of that population. This was a pioneer experience in the big mining projects in Brazil," said Abdala.

● Tocantins

Rede Alumínio & Cia. chain opens store in Palmas

The Rede Alumínio & Cia. Chain inaugurated its first store in the city of Palmas, the capital of the state of Tocantins. In addition to selling exclusive profiles for the manufacturing of doors and windows, Equador Alumínio will sell laminated aluminum, polycarbonate, drywall, tools, dies, accessories, aluminum roof tiles and other projects to meet the needs of the local civil construction industry.

The opening of the store is part of the Rede Alumínio & Cia's expansion strategy in Brazil.

The store opening was attended by representatives from local construction companies, manufactures of window and door frames, and architects. The event was held at the store, located in the city's Industrial Sector.



Exclusive lines being used abroad



● Exporting: project developed by Operations and the Commercial Area

● Poços de Caldas

Aluminum Powder Plant pioneers export of the 1409 product

For the first time, the Poços de Caldas Unit exported the 1409, the nine-micron ultra fine powder. This operation was conducted together with the Aluminum Powder Plant's Operations and Commercial sectors.

The first container was shipped to Japan, more specifically to the Toyo company, which manufactures pigments for the automobile industry. This operation increased the product's commercial value and represented a major achievement. "We opened up one more export

possibility in a market known for being highly demanding in relation to the quality, safety and ensured supply of products," says Kleber Marinho, manager of the Aluminum Powder Plant.

"This export operation is the conclusion of a project that was being developed together with the client; the objective was to develop a specific product for the use of the 1409," explains Luiz Eduardo Mendes, currently working in the Lab, but who was part of the Commercial team at the time.