

The Copper Mark

Terms of Reference: Value Chain Business Case

17 June 2024

Overview

The vision of [the Copper Mark](#) is a sustainable society, enabled by the responsible production, sourcing, and recycling of metals. We apply robust governance, credible standards and assurance, stakeholder engagement, and leadership strategies to address past, present, and future critical impacts on people and the environment throughout metal value chains.

The Copper Mark has seen encouraging levels of adoption among copper producers (mining, smelting and refining), with 30% of world copper mine output produced at [sites that have received The Copper Mark](#). Among the sites that have received the Copper Mark, more than 40% also received the Molybdenum Mark, the Nickel Mark or the Zinc Mark.

Today, the Copper Mark has [43 partners](#). These are organizations that use or rely on the principle covered metals (copper, molybdenum, nickel, zinc) in their business and have made a public commitment to the Copper Mark's vision and objectives.

The Copper Mark is further engaged in the [Consolidated Mining Standard Initiative](#), working towards the consolidation of four responsible mining standard to one global standard with a multi-stakeholder oversight model.

To deliver on its vision, the Copper Mark now needs to accelerate the development of a **full value chain approach, starting with the principal covered metals**.

Core Elements of a Value Chain Approach

The Copper Mark has developed several tools and services that could be built on for a full value chain approach. The main ones include:

1. Standards
 - a. [Joint Due Diligence Standard](#) (JDD): a 100% OECD-aligned responsible mineral sourcing standard applicable to copper, lead, molybdenum, nickel and zinc. The JDD is used as an integral part of the Copper Mark assurance process or sites are able to undergo a standalone assessment against the JDD to meet market expectations.
 - b. [Chain of Custody Standard](#) (CoC): applicable to copper products only, the CoC Standard sets the rules to support product-level claims related to "*Copper Mark copper*." It supports separation and mass balance approaches.
2. Assurance
 - a. The main tool in the Copper Mark assurance framework are its "Marks" for copper, molybdenum, nickel and zinc. These are site-level claims of responsible production, subject to the rules and conditions defined in the [Copper Mark Claims Policy](#).

- b. Supply Chain Actors assessment: the Copper Mark assurance framework is available any supply chain actor handling and processing any of the principle covered metals at every point in their value chains. Participation is at site-level and requires an independent third-party assessment by an approved assessor.
- 3. Stakeholder Engagement
 - a. Partner Category: Partnership is at the organizations/company-level and does not require an independent third-party assessment., but rather a due diligence undertaken by the Copper Mark staff. The Copper Mark partners publicly express their support for the organization’s vision and mission and a preference for metals producers assured to have responsible practices. Partnership is currently free of charge.
 - b. Recognition by midstream systems:
 - i. Copper Mark is a “conditionally approved” Track A Standard for the LME Responsible Sourcing Rules.
 - ii. EcoVadis accepts the Copper Mark’s assessment, specifically their on-site audit document, as a valid form of an external sustainability audit document, accounting for 35% out of 40% weight of the “Actions” category.
 - iii. The Copper Mark has applied for recognition with Responsible Steel as of May 2024. The review is currently in progress.
 - iv. Additionally, the Copper Mark is monitoring the following regulations / initiatives with a view to potentially seek recognition:
 - 1. EU Battery Regulation
 - 2. EU CSDDD
 - 3. Global Battery Alliance, Battery Passport
 - c. Research
 - i. Sector Decarbonization Agreement (SDA) for copper: The project will develop guidance to the copper industry on setting science-based targets that considers the need for production to grow to meet the demand for the energy transition. It is mainly funded through a grant from the ISEAL Innovation Fund and matched funding from copper producers.
 - ii. Artisanal and Small-Scale Copper Mining (ASCM) in Peru: The project aims to increase knowledge about the reality of the ASCM sector in Peru to inform an open dialogue about its future and sustainable development between all ASCM value chain stakeholders. It is mainly funded by a grant from the ISEAL Innovation Fund, Intel Cooperation, MinSus Cooperacion Alemana GIZ and in kind resources of the Copper Mark

Deliverables

The Copper Mark is looking for a consultant to develop the following deliverables:

1. Mapping of key industry and non-industry stakeholders in copper, zinc, nickel and molybdenum value chains, focusing on mid- and downstream, to engage on issues such as:
 - a. Responsible production
 - b. Responsible sourcing
 - c. Supply chain transparency and traceability
 - d. Circular economy
 - e. Climate action (including decarbonization)

The mapping shall prioritize the identification of key non-industry actors and shall build on the data and knowledge available within the Copper Mark and metal / industry association partners. Special emphasis to be given to the fabricators, recyclers and downstream stages of the value chain.

2. Review of the existing tools and services of the Copper Mark and identify quick-win opportunities in the short-term to build a value chain approach using one or more of the principal covered metals. Such opportunities may include the pilot implementation of an approach in one or several select value chains but must be scalable and financially self-sustaining in the medium term.
3. Develop an initial business plan for a full value chain approach in at least one of the principal covered metals. The business plan shall include, at a minimum:
 - a. Description of the tool(s) / service(s)
 - b. Market analysis (connected to deliverable 1 above)
 - c. Strategy and implementation
 - d. Financials and budget (required to achieve financial sustainability)

The business plan shall also include any further data and / or expertise required for the implementation.

The consultant will work closely with the Copper Mark leadership team for the development of the deliverables.

To Apply:

Please send a proposal to info@coppermark.org. Proposals will be reviewed on a rolling basis.