Rio Tinto is an industry leader in sustainable thinking. We work with our partners across the value chain to tackle climate change and wider areas of ESG and START is part of this journey.

- **2012**: Founding member, responsible and traceable solution, Aluminium Stewardship Initiative (ASI)
- **2016**: World's first low carbon solution
- **2018**: First major miner to stop producing coal
- **2019**: First metal sale to Apple
  - Game changing solution
  - Closure of coal power plant and moving to renewable energy certificates at Kennecott, leading to lower carbon copper
- **2020**: Setting a new ambition for sustainable materials
  - First producers to be awarded Copper Mark certification for Kennecott and Oyu Tolgoi
- **2021**: Pilot with Corona Canada: a step towards a fully traceable beverage can
  - Responsible, sustainable, traceable and secure supply chains
- **2022**: Multi-materials partnership for a net-zero future
- **2022-2023**: Venture into aluminium recycling with Giampaolo group, Matalco joint venture
- **2023**: Subject to customary regulatory approvals

Want to know more about our industry leadership in sustainability? Contact us today.
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Why START?
Introducing
START

We know the way to sustain is through traceability.
The ESG landscape is evolving, yet collecting and reporting ESG data remains complex, manual, and ineffective.

01
Increasing demand for decarbonisation and ESG metrics from stakeholders

02
Greater regulatory requirements and compliance frameworks

03
Increasing demand for more sustainable products from consumers
START is your solution to navigate the evolving ESG landscape

- We give you all the ESG information you need in the value chain, from START to finish, so that you can make more informed decisions with ease
- Helping you make your supply chain sustainable for people and the planet
- Progress toward your ESG goals
Our goal is a future where every product is entirely traceable, down to the last bolt...

Such data is available to anyone, in a way that everyone can trust, so that individuals and businesses can make more sustainable choices with ease. START is a step toward this future.
What START can do for you
START is the key to unlocking traceability and transparency

START is pioneering the use of blockchain technology to increase visibility across every stage of the value chain.

**Blockchain**
Tech-enabled transparency: We use innovative blockchain technology to trace the history of a material all the way to its point of origin.

**ESG**
START provides all you need to make better material choices with ease. We share the environmental, social, and governance (ESG) standards followed throughout a material’s entire journey.

**Transparency and Traceability**
Supply chains are mired with visibility issues. START is changing that by unlocking transparency and traceability across every stage of the value chain.

**Assurance**
Confidence in every choice: START reduces uncertainty across your supply chain as it provides third-party validated data, providing creditability and building trust on the information you need.
START simplifies ESG information, providing you with traceable insights. Get a holistic view across 14 ESG criteria so that you can make more informed choices.

1. Global Warming Potential
2. Water Management
3. Waste Management
4. Energy (Electricity) Source
5. Air Emissions
6. Biodiversity
7. Land Management
8. Recycled Content
9. Safety Performance
10. Contribution to Communities
11. Third-party Assessment
12. Ethics & Compliance Training
13. Diversity
14. Whistleblowing Programme
The START label

All the sustainability information you need in one document
The START label

Just like a nutrition label that allows us to make more informed decisions about the products we buy, the START label helps us to make a more sustainable choice.
The START label

Changing the way we talk about sustainability

Sustainability is personal and affects all of us. Thus, we introduced VCare—“Value Chain Care” to remind us that we should all care.

Sustainability is also holistic, so we are rethinking the way we talk about ESG—Planet, People and Progress.

VCare – Planet

- Global Warming Potential
- Water Management
- Blue Water Consumption
- Hazardous Waste Landfill
- Non-Hazardous Waste Landfill
- SO2
- Non-Mineral Recycled Waste
- Energy (electricity) Source
- Primary Sources of Energy Used
- Primary Energy Demand
- Emission Potential
- Acidified Rain
- POPC (Persistent Organic Pollutants Creation Potential)

VCare – People

- Safety Performance
- AFR (Audit Failure Rate)
- ORB Verification Status
- Recyclable Energy Count
- Recyclable Material Count
- PFI (process flow impact)

VCare – Progress

- Ethics & Compliance Training
- Code of Conduct
- Code of Conduct
- Code of Conduct
- Code of Conduct
- Code of Conduct
- Code of Conduct
- Code of Conduct
- Code of Conduct

Diversity

- Women in Senior Leadership
- Women in Board Rooms
- Women in Workforce

Whistleblowing Programme

- Total number of cases reported
- Business Integrity
- Finance
- Health, Safety & Environment
- Information Security
- Communities
- Pensions
- Miscellaneous
- Cases substantiated
The START platform

Find everything you need: from order information to sustainability data to delivery status
Meet the START platform

that will support your operational and sustainability needs.
With our blockchain-based platform, collecting and reporting ESG data is easier than ever

Locate orders and logistics information easily
At the centre of the dashboard, you’ll find all your orders, as well as the related financial documents, logistics document, and your START labels.

You can also continue to search, filter and look for the information you need.

Access sustainability information at a glance
On the right panel, you will find the cumulative Planet metrics information of your monthly orders.

Understand the provenance of your metal
Under VCare-Chain, you will find details of your product journey and where it was made.
START Enhanced
A premium offering that offers third-party validations and advisory services.

Disclaimer: START Enhanced may or may not be available for all materials. Contact us for more information.
START Enhanced is a premium solution designed to meet the needs of our most sustainable customers

- Independent third-party assurance
- Low carbon certification
- Sustainability advisory services
- ASI certification
- Green financing
- Environmental Product Declaration (EPD)

Contact START@riotinto.com to find out how we can help.

START Enhanced continues to build on our existing ecosystems for assurance:

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START Sustainability Advisory Services can support you in meeting your environmental goals

- Furnish customised insights based on customers requirements
- Low carbon certification
- Assist in defining and mapping value chain to enable environmental product reporting requirements
- Help with issue-specific sourcing goals
- Provide comparative life cycle assessments
- Provide benchmarking advice to develop milestones throughout your sustainability journey
- Provide customised sustainability training to improve sustainability awareness

Disclaimer: START Enhanced may or may not be available for all materials. Contact us for more information.
Interested in learning more?

Book a demo

Contact your Rio Tinto representative or complete the demo request form.

Demo form
Case studies
What our customers think about the evolving landscape and how START can help

“Consumers are demanding more and more transparency in what they buy.”
– AB InBev

“We realised that our communities were demanding it, from shareholders, to policy makers, to our customers, to our own employees.”
– Schneider Electric

Read more
Canada’s first specially-marked low carbon can

Partnership with Corona Canada

In 2022, Rio Tinto announced, in partnership with Corona Canada, the launch of Canada’s first specially-marked, low carbon beverage can, manufactured by Ball Corporation.

The cans, available through a pilot in Ontario, were made using aluminium from Rio Tinto and leveraging ELYSIS™ technology. As part of this limited release, 1.2 million cans were produced with a QR code to inspire consumers to learn more about the cans’ low carbon footprint.

This pilot was a step towards putting a fully traceable beverage can in the hands of consumers.

Read more
Road to a greener future

Partnership with BMW

Gone are the days when premium car buyers simply looked for speed, style, and luxury. Today, there’s increasing interest in the origin, sustainability and emissions profile of the materials used to build their cars.

This fundamental shift in the automotive market has led to the creation of a new, innovative partnership between Rio Tinto and the BMW Group, leaders in their respective industries who share a common goal of developing more responsible, sustainable, traceable and secure supply chains.

Under this new partnership, Rio Tinto plans to provide responsibly sourced aluminium to the BMW Group’s vehicle production plant in Spartanburg, South Carolina, for use in body components from 2024.

Rio Tinto and the BMW Group will also work to deploy START.

Read more
Together, we can revolutionise what it means to source and produce responsibly

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