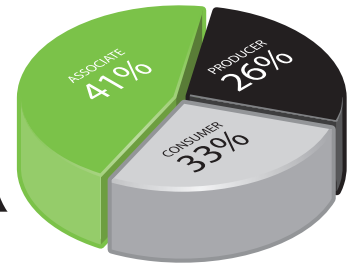


2020 in brief



33 MEMBERS

■ New members



Benchmarking Review

Following an Associations' benchmarking exercise, the ZIA Board has implemented a number of changes. These are designed to ensure that ZIA is better able to represent its members, respond more quickly to emerging issues and continue to drive awareness of zircon and its derivatives.

- **The Board** will target 25% of directors as female, and widen its representation to better reflect membership geography.
- **An annual evaluation of the Board and Secretariat** will ensure the ZIA's leadership continues to provide sustainable growth and value for members.
- **A continued focus on the ZIA Annual Conference** will cement its reputation as the heartbeat of the industry and generate a sustainable revenue stream for the Association.
- **A new Environmental, Social and Governance (ESG) Committee** will focus on industry regulatory demands and compliance, and act to improve our industry's overall ESG performance by sharing best practice.
- **The Communications Committee** will re-focus on further developing the annual conference, promoting the value and technical advantages of zircon and its derivatives, as well as acting on lobbying initiatives.
- **The Technical Committee** will monitor trends in future applications of zircon, oversee research projects that benefit members and the wider industry through collaboration with worldwide technical centres of excellence.

Achievements in 2020



Radiation guidance

Risk Assessment Tool & Guidance published

Members' webinar programme launched



Webinars were attended by over 100 members



400% growth in social media

Weekly posts reached over 500 followers

Monthly blog programme established

Web analytics used to generate targeted topics



Best practice

Guidance on Applicability of the IAEA Transport Regulations to NORM



New website launched

Engaging design, improved usability and high-quality content



Media outreach programme

Numerous trade articles reached an audience of over 200,000



Review of over 2,600 peer-reviewed academic publications

Evaluation of R&D trends and commercial opportunities



Two new technical projects commissioned

scheduled for completion in 2021:



Zircon Loading in Ceramic Tiles vs Building Radiation Limits



Effect of Metamictization on the Milling Characteristics of Zircon

YouTube channel launched

with videos on why zircon is important and zircon's sustainable credentials - over 1,400 views to-date





Our members

Member principal locations

