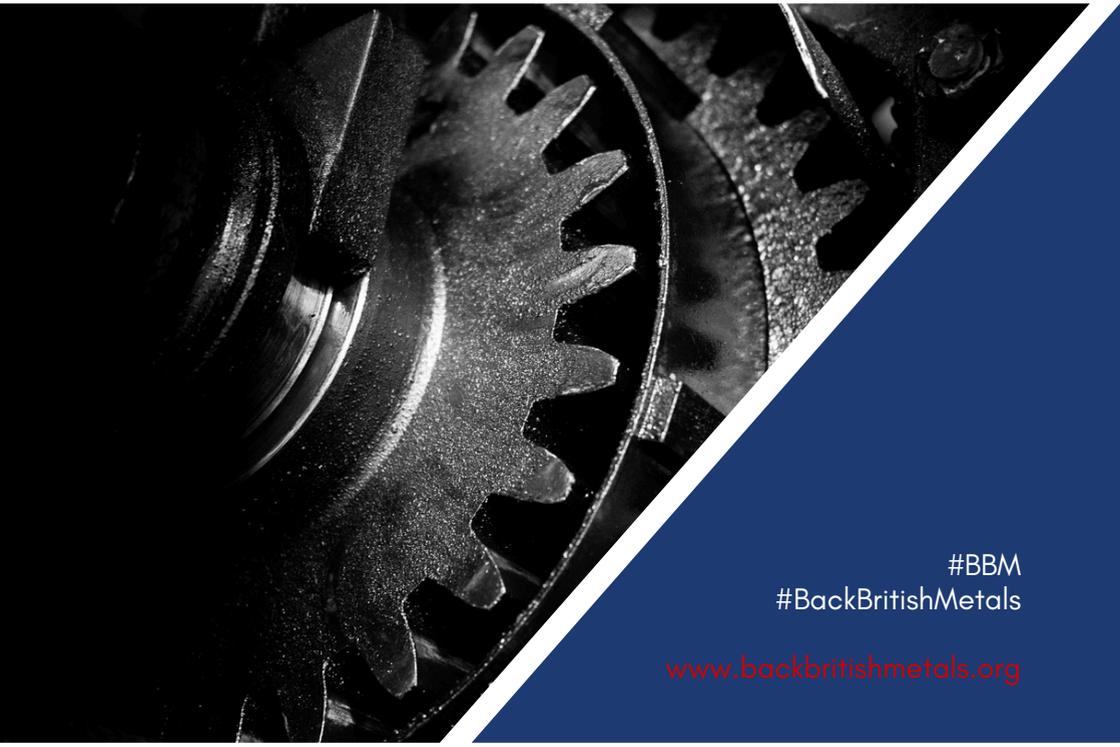


BACK BRITISH METALS

# BACK BRITISH METALS

S U P P O R T E R P A C K



#BBM  
#BackBritishMetals

[www.backbritishmetals.org](http://www.backbritishmetals.org)



# Welcome and thank you for supporting Back British Metals.

Back British Metals (BBM) is a cross-industry campaign championing the strategic importance of UK metals to manufacturing, infrastructure, defence, and the green economy. We bring together businesses, trade bodies, unions, academics and policymakers to keep metals at the heart of the UK's industrial future.

## WHAT WE'RE WORKING ON RIGHT NOW

### Strengthen UK growth and investment

- Making the case for competitive industrial energy, stable policy and faster planning to unlock capital into metals production, recycling and downstream manufacturing.

### Create new jobs and revitalise communities

- Mapping regional metals clusters, apprenticeships and supply chains, and backing projects that bring high-quality jobs and pride back to towns and cities.

### Build resilient supply chains for the industries of the future

- Strengthening UK capabilities across low-carbon energy, electric vehicles, electronics and defence - securing critical materials, boosting domestic capacity and increasing high-value recycling.

### Maximise the benefits of the green energy transition for Britain

- Ensuring UK industry captures more onshore value from net-zero investment - through fair trade frameworks (including CBAM alignment), smarter incentives and circular economy growth.

## HOW SUPPORTERS CAN HELP

Show visible backing, share evidence and case studies, participate in roundtables/briefings, amplify key messages, and advocate for practical policy fixes with customers, supply chains and MPs.

The Supporter tier carries no financial obligation; your visible backing is what matters most.

However, voluntary contributions are always welcome.

Back British Metals

## Our Mission

We are asking for a long-term approach and commitment from all political parties which creates the underlying conditions to strengthen and grow investment in the UK's metals and critical materials industries. This is not about one-off hand outs and subsidies, but building an environment in the UK which develops these industries for decades to come.

## WHERE TO FIND US

- 🌐 [www.backbritishmetals.org](http://www.backbritishmetals.org)
- 🌐 Become a supporter (you've already done this - thank you!) & encourage others to support: [www.backbritishmetals.org/become-a-supporter/](http://www.backbritishmetals.org/become-a-supporter/)
- ✉ [contact@backbritishmetals.org](mailto:contact@backbritishmetals.org)



# How you can get involved

## STAY CONNECTED

Opt in to receive campaign updates, invitations and calls to action (briefings, roundtables, consultations).

- If you didn't tick "updates" on the supporter form, please email [contact@backbritishmetals.org](mailto:contact@backbritishmetals.org) with the subject "Opt-in - BBM Updates" and include your name, role, organisation and consent to be contacted.

## SHARE YOUR STORY

Offer short case studies, data points or site visits that demonstrate UK capability, jobs, exports, circularity and decarbonisation. We'll package these into member spotlights and briefing materials for stakeholders.

## JOIN EVENTS

We host online briefings, in-person roundtables and targeted meetings with policymakers. Tell us which themes you care about most (energy, trade/CBAM, recycling/circularity, skills/data) so we can route invites appropriately.

## BE AN ADVOCATE

Add the BBM supporter badge and graphics to your website, email signature and social channels. Re-share our updates and tag relevant stakeholders. Consider inviting your customers and suppliers to join the Supporter Network.

## WHAT YOU CAN EXPECT FROM US

Clear updates (monthly digest + ad-hoc alerts), practical toolkits, invitations to contribute evidence, and timely briefings ahead of key policy moments. We'll never spam you, and you can opt out at any time.



# What's Included?

You'll receive a ZIP folder with:

- BBM Supporter Badge (PNG + SVG) in light/dark variants
- Lock-up for web headers/footers
- Social tiles (LinkedIn/X) and editable templates (PowerPoint)

## HOW TO USE THE BADGE

- Place on your website (About/News/Partners pages) with a link to <https://backbritishmetals.org>.
- Optional email signature line: Proud supporter of Back British Metals (hyperlink to the campaign site).
- Maintain clear space equal to the height of the "B" around the badge.
- Minimum digital size: 120 px height. Do not stretch, recolour, crop or place on busy backgrounds that reduce legibility.

## SUGGESTED ACKNOWLEDGEMENT COPY

We are proud to support Back British Metals – a cross-industry campaign focused on a competitive, resilient and low-carbon UK metals ecosystem. Learn more at [backbritishmetals.org](https://backbritishmetals.org).

## SUGGESTED SOCIAL MEDIA COPY

- We've joined the Back British Metals Supporter Network to champion UK metals in manufacturing, infrastructure and the green economy. Add your voice: [backbritishmetals.org/become-a-supporter/](https://backbritishmetals.org/become-a-supporter/)
- A strong UK metals base means jobs, resilience and faster decarbonisation. We're proud to support #BackBritishMetals.
- Tag suggestions: #UKManufacturing #NetZero #IndustrialStrategy #CircularEconomy #Skills

## MEDIA AND THIRD-PARTY USE

If you plan joint announcements with partners or local media, drop us a note first so we can coordinate quotes, facts and spokespeople: [contact@backbritishmetals.org](mailto:contact@backbritishmetals.org).



# Updates, Invitations & Supporter Toolkit

## UPDATES & INVITATIONS

- **Monthly Update:** short email briefing on policy, events and opportunities to contribute evidence.
- **Event Invites:** targeted roundtables/briefings aligned to your interests.
- **Calls to Action:** short windows where your voice, data or contact with stakeholders can help land a policy ask.

## PRIVACY & PREFERENCES

We only use your details to manage BBM supporter communications and events. Update your preferences or unsubscribe any time by emailing [contact@backbritishmetals.org](mailto:contact@backbritishmetals.org). We'll confirm changes within five working days.

## SUPPORTER TOOLKIT

- Add the **Supporter Badge** to your website and email signature where possible.
- Share one **case study or data point** with the BBM team (jobs, investment, exports, recycling, energy savings).
- Attend a **briefing or roundtable**.
- Re-share BBM social tiles regularly to amplify the message.
- Invite one customer or supplier to join the **Supporter Network** each quarter.

# CONTACT POINTS

- **General enquiries & opt-ins:** [contact@backbritishmetals.org](mailto:contact@backbritishmetals.org)
- **Events & roundtables:** [contact@backbritishmetals.org](mailto:contact@backbritishmetals.org)
- **Media & quotes:** [contact@backbritishmetals.org](mailto:contact@backbritishmetals.org)

# THANK YOU!

Your support helps us present a stronger, united case for British metals - backed by real data, real stories and a coalition that can shape practical solutions. Together, we can keep metals at the heart of the UK's industrial future.



 [www.backbritishmetals.org/  
become-a-supporter/](http://www.backbritishmetals.org/become-a-supporter/)

 07714 097 409

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