

EIT HEI Initiative

Innovation Capacity Building
for Higher Education



Market study and future business opportunities of the raw material
industry

Ana Suárez Vázquez

12-13 December 2023

Agenda

- Importance of market studies in the raw material industry
- Methods for collecting information
- Design of a descriptive market study: the survey



market study raw materi...

Unión Europea



Materials Expert - Organic Materials
Measurlabs
Helsinki, Región de Uusimaa, Finlandia (Híbrido)

Promocionado



Commodity Manager of Gearboxes

Siemens Gamesa
Sarriguren, Comunidad Foral de Navarra, España
(Presencial)

1 contacto trabaja aquí

Promocionado • 21 solicitudes



EU Labeling Senior Specialist

MSD
Unión Europea (En remoto)

2 antiguos empleados de la empresa trabajan aquí

Promocionado • Solicitud sencilla



Materials Expert

Walker Lovell
Valonia, Bélgica (Presencial)

En busca de personal

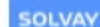
Promocionado • 20 solicitudes • Solicitud sencilla



Direct Materials Buying Support Analyst

Mondelēz International
Bratislava, Región de Bratislava, Eslovaquia

1 antiguo empleado de la empresa trabaja aquí



Global Technical Marketing Manager

Solvay
Livorno, Toscana, Italia (Híbrido)

En busca de personal

Promocionado

Solvay is a science company whose technologies bring benefits to many aspects of daily life. Our purpose—we bond people, ideas and elements to reinvent progress—is a call to go beyond, to reinvent future forms of progress and create sustainable shared value for all through the power of science. In a world facing an ever-growing population and quest for resources, we aim to be the driving force triggering the next breakthroughs to enable humanity to advance while protecting the planet we all share.

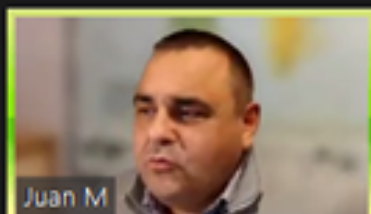
We bond with customers and partners to address today and tomorrow's megatrends. As a global leader in Materials, Chemicals and Solutions, Solvay brings advancements in planes, cars, batteries, smart and medical devices, water and air treatment, to solve critical industrial, social and environmental challenges. You can count on our innovative solutions to contribute to safer, cleaner and more sustainable future.

We are looking for:

- An individual who provides strong technical expertise and value to our customers by leveraging our product portfolio, innovation leadership, sustainability actions, and know-how of the GBU.
- Someone who is responsible for providing technical application development expertise to our key customers and will interact with the internal organization (commercial teams, application development team, R&D, Industrial, et al.) to develop total customer solutions and mutual value.
- A technical expert able to balance technical needs of the customer and value creation with the ability to work with stakeholders across all levels of the organization.
- A good listener who can adapt solutions to the needs of the customer and the Silica Global Business Unit and has the impact and influence to achieve results.

Don't you mind who and how do mine?

Responsible production needs
responsible consumption...



Foteini Kogia

Foteini Kogia

Jesús

Jesús

Lis Arufe Rivas

Lis Arufe Rivas

Ahmed Abdel M...

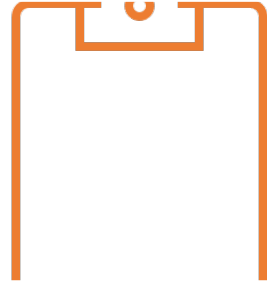
Ahmed Abdel Magid M...

Fernando Zegarra

Fernando Zegarra



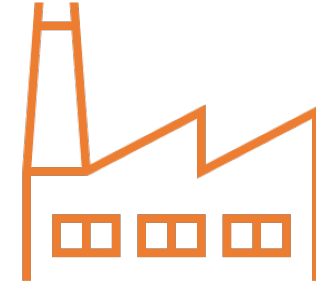
Importance of market study



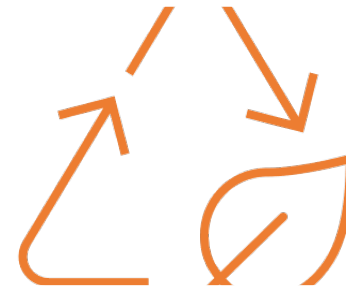
Primary



Secondary

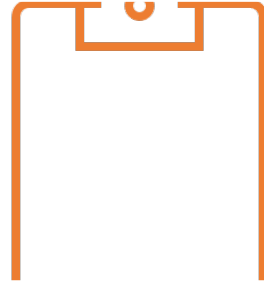


Internal



External

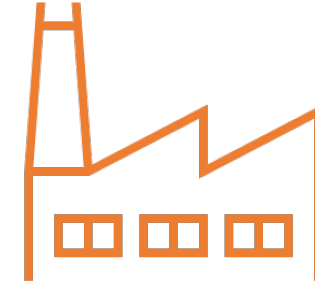
Importance of market study



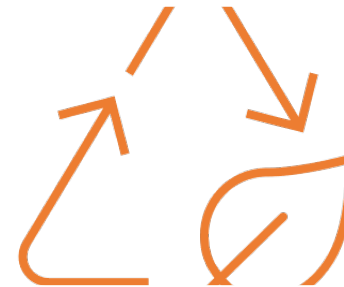
Primary sources



Secondary sources



Internal sources



External sources

Importance of market study



2.3 DATA AVAILABILITY, QUALITY AND USE

The data availability and reliability required to complete the criticality assessment is essential to ensure the robustness and comparability of the results and to maximise the quality of the outputs of the study. A detailed list of the sources used in the criticality assessment are provided in the Annex 11.

Regarding the overall availability and reliability of the data sources, in general, there is good public data availability for global supply (e.g. from the WMD, BGS or USGS) at least for one of the screened stages. There is also improvement in PRODCOM data provided by Eurostat for the EU countries due to disaggregation of production codes; however, confidentiality of some data remains an issue.

The main source for trade data used for calculating the EU sourcing Supply Risk was Eurostat COMEXT data. Data still are of variable quality due to aggregated trade codes, confidentiality or significant inconsistencies between the world producers and the EU suppliers. Data for calculating trade parameter has been obtained from the OECD Inventory on export restrictions on Industrial Raw Materials.

There is acceptable quality of data for the EU recycling input rates obtained from the EC Materials Systems Analyses mostly for CRMs, however, for other some of the screened materials only global or older EU data was available.

In addition, there is a general difficulty obtaining public data on the shares of applications of materials, as well as their substitutes. Stakeholders were therefore consulted to validate or provide additional inputs regarding the data used for the assessments.

In general, the criticality methodology prioritises official EU (Eurostat) and Member States (world Mining Data (WMD), DERA reports) data over other public data,

Methods for collecting information

Why?

1. Establish need
2. Define problem
3. Research objectives

What?

4. Determine design
5. Identify information sources
6. Decide data collection method

How?

7. Design questionnaire
8. Determine sample plan
9. Collect data
10. Analyze data
11. Final report



Methods for collecting information

Research problem

- Statement of decision alternatives
- Hypotheses/research questions

Research objectives

- Information to select a decision alternative
- What information? From whom? Format?

Methods for collecting information



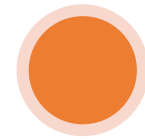
Exploratory research

Casual
Informal
To learn more about the research problem



Descriptive research

To describe a phenomena
Quantitative measures
Statistical analysis



Causal research

To uncover what factor/s cause some event
Experiments

Aproximadamente 27.700.000 resultados (0,40 segundos)

Se muestran resultados de **atlantic copper**

Ver resultados de **atlantic cooper**

Resultados para **Gijón, 33212, Asturias** · Elegir zona



Atlantic Copper

<https://www.atlantic-copper.es>

Atlantic Copper: Portada español

Actualidad · LA CÁTEDRA **ATLANTIC COPPER**-UPM ACERCA A LAS AULAS EL VALOR DE LA SOSTENIBILIDAD Y LA INNOVACIÓN EN LA MINERÍA · LA CÁTEDRA **ATLANTIC**...

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Usamos cookies y otras tecnologías propias y de ...

Nuestra empresa

Nuestra empresa. Atlantic Copper es una empresa española, cuyo ...

Contacto

Política de Privacidad: · Formulario de CONTACTO: contestar a las ...

Más resultados de atlantic-copper.es »

Más preguntas

¿Qué se hace en Atlantic Copper?

Atlantic
Copper,
S.A.U.



Empresa

Atlantic Copper **es el mayor productor de cobre de España** y su empresa matriz, Freeport-McMoRan, el segundo mayor del mundo. Atlantic Copper está situada en la provincia de Huelva, donde la actividad principal es la producción de cobre refinado de alta pureza.



LinkedIn

[https://es.linkedin.com > company > atlanticcopper](https://es.linkedin.com/company/atlanticcopper)

Atlantic Copper - LinkedIn

Oficinas centrales: [Huelva](#)

Organización principal: [Freeport-McMoRan](#)

Renuncia de responsabilidad

Perfiles
















LinkedIn

También se buscó

Ver 10 más

atlantic-copper / También se buscó

 Fertiberia	 Boliden AB	 BASF	 Repsol	 Umicore	 Rio Tinto Group	 Norickel	 Anglo American	 Codelco	 Freeport-McMoRan	 Empresa Nacional de Minería	 Aurubis	 Kennecott Corporation
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Enviar comentarios

Interés a lo largo del tiempo ?



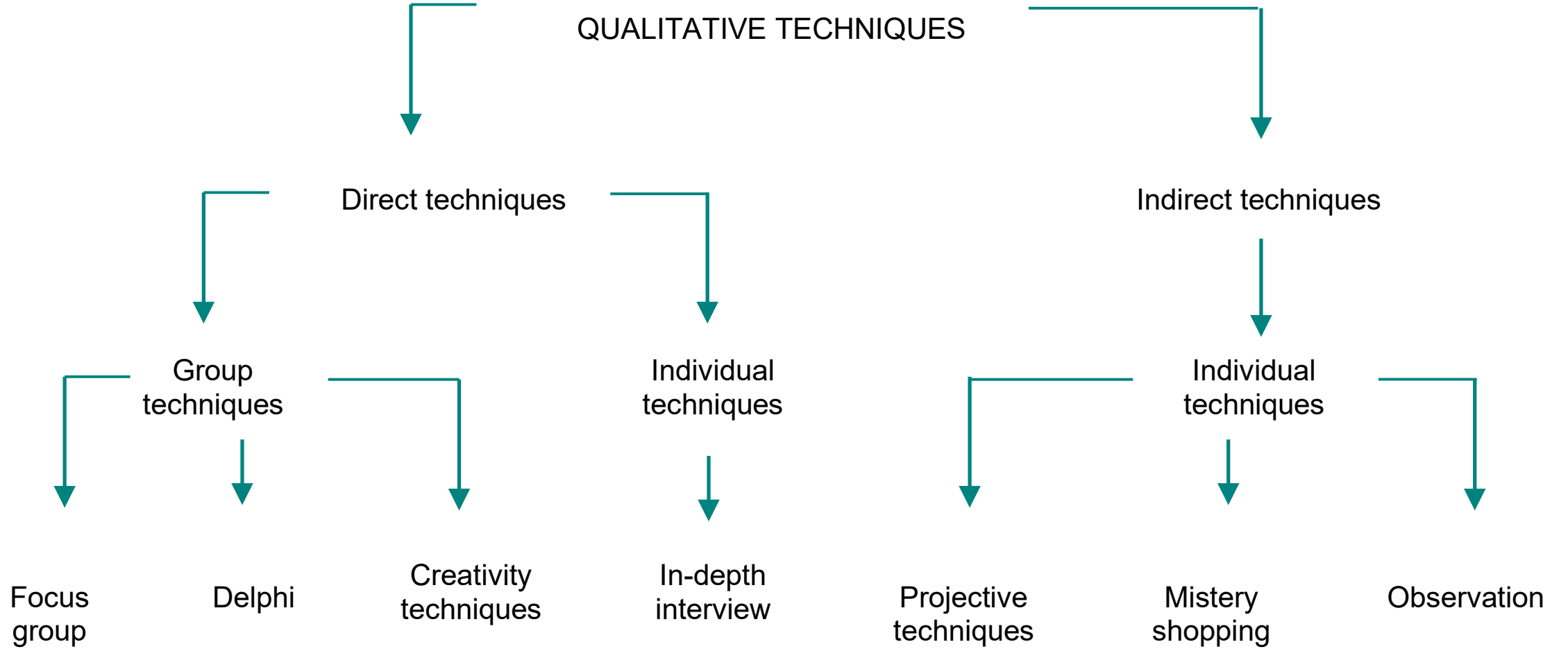
Interés por subzona ?



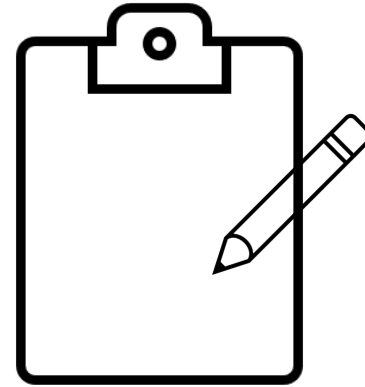
1 Andalucía 100



QUALITATIVE TECHNIQUES

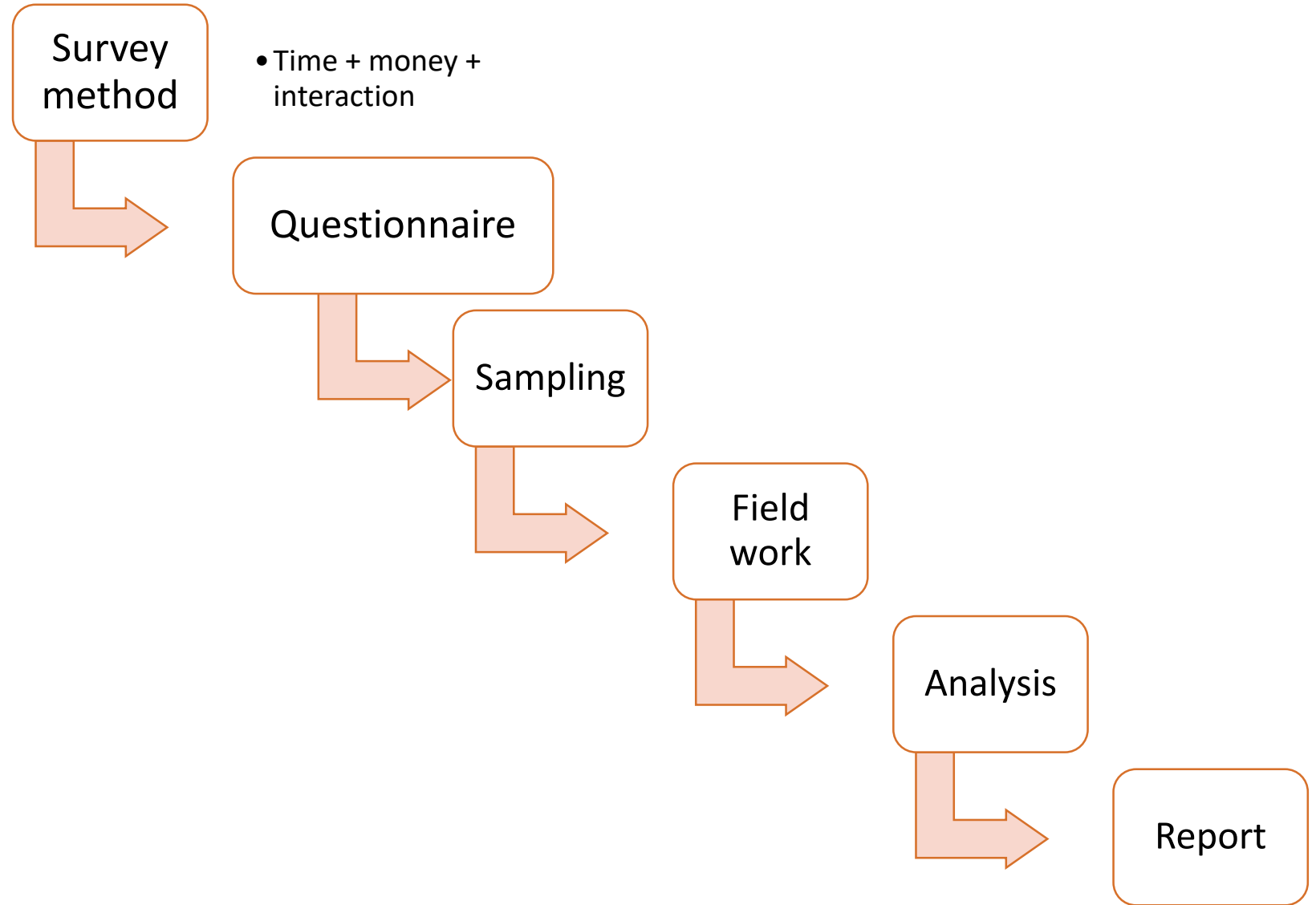


The survey



- Quantitative tool
- Large number of respondents
- Predesigned questionnaire
- What to measure with a survey?
 - Individuals' behaviour
 - Attitudes and motivation
 - Characteristics of the consumers

The survey



The survey

The questionnaire

- Research objectives → Specific questions
- Standardizes questions and response categories
- Questionnaire design:
 - Question formats
 - Wording
 - Questionnaire layout

The survey

The questionnaire

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MINIMIZE QUESTION
BIAS!!!!

The leading question

A question that leads respondents to give the “correct” answer

The double question

Forces respondents to answer two questions at once

The absolute question

Inflexible question that creates bias

The unclear question

Includes terms respondents might not know

The multiple answer question

There are more than one answer

The uncomfortable question

The uncomplete answers

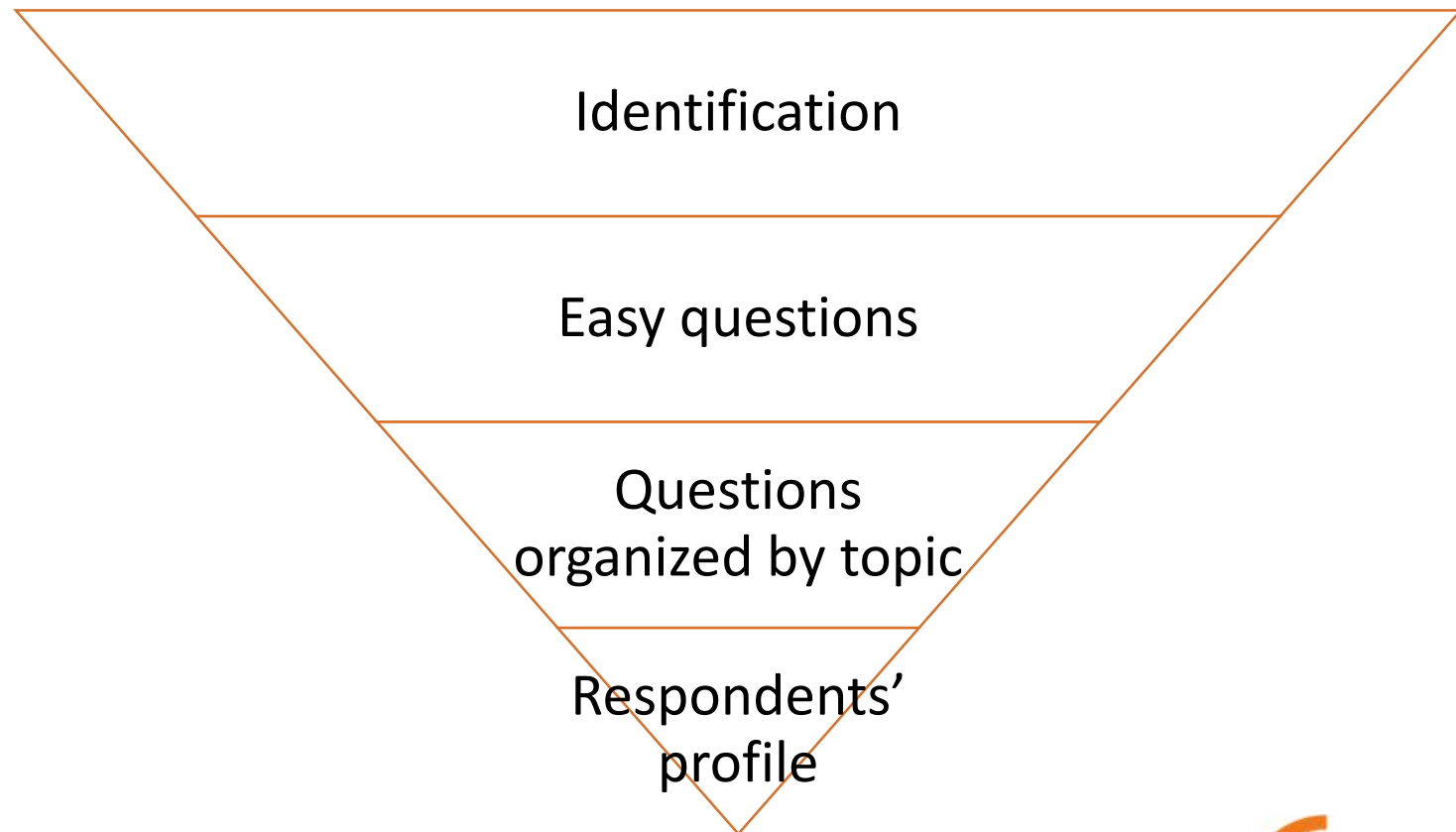
The survey

The question should be...

- Focused on a single issue or topic
- Brief
- Grammatically simple
- Crystal clear

The survey

Questionnaire layout



The survey

Questions & response formats

- Filter questions
- Control questions
- Open/closed
- Questions with response scales
 - Nominal scales
 - Ordinal scales
 - Scale measures
 - Interval scales
 - Ratio scales

The survey

Probability sampling

- Simple random sampling
- Systematic sampling
- Stratified sampling
- Cluster sampling
- Area sampling

Nonprobability sampling

- Convenience sampling
- Purposive sampling
- Chain-referral sampling
- Quota sampling

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