



CEM Energy Management Leadership Award

Should I or Shouldn't I?







newgold™ New Afton Mine

OBJECTIVE

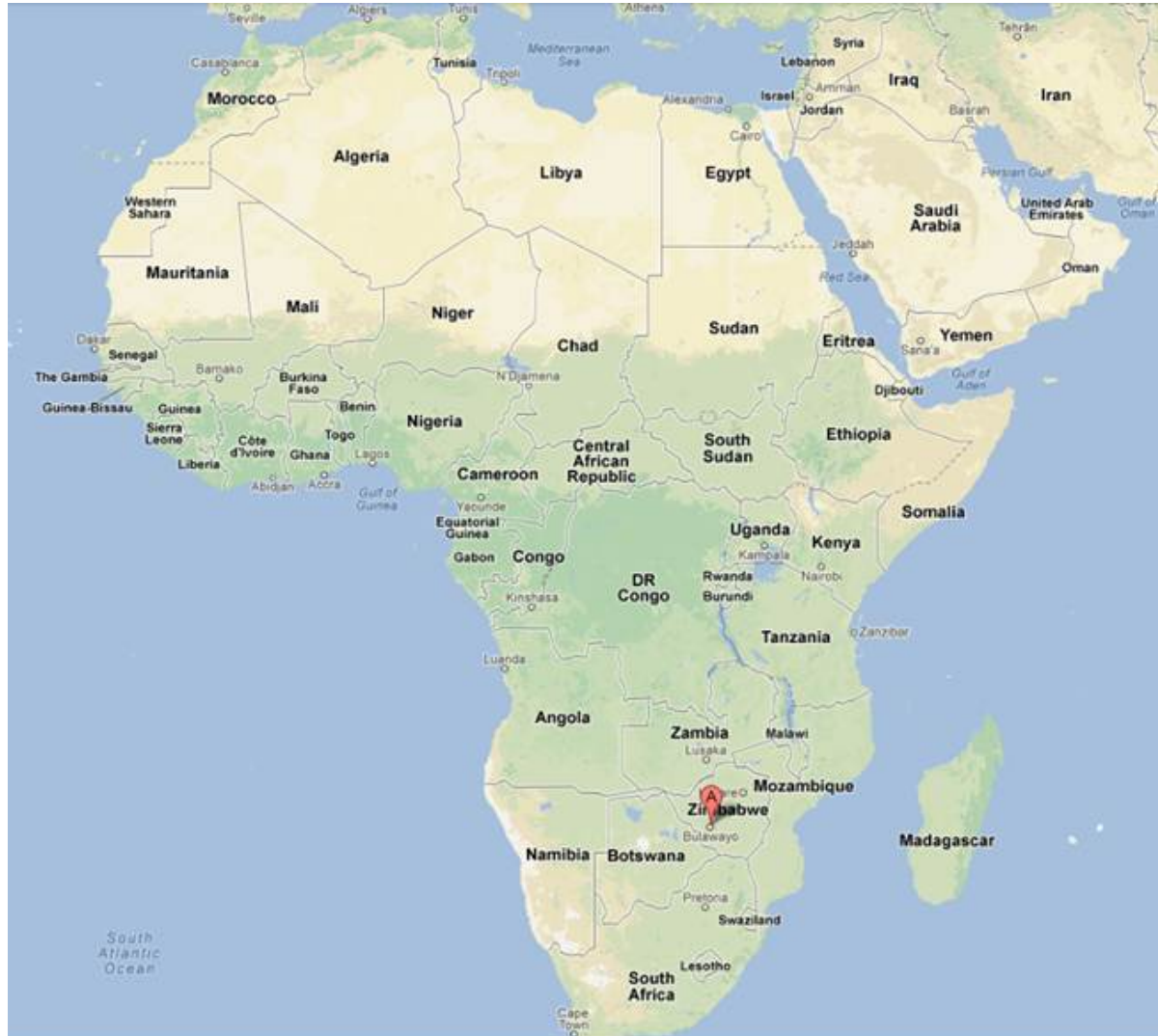


Andrew Cooper
Energy Specialist

newgold™ New Afton Mine

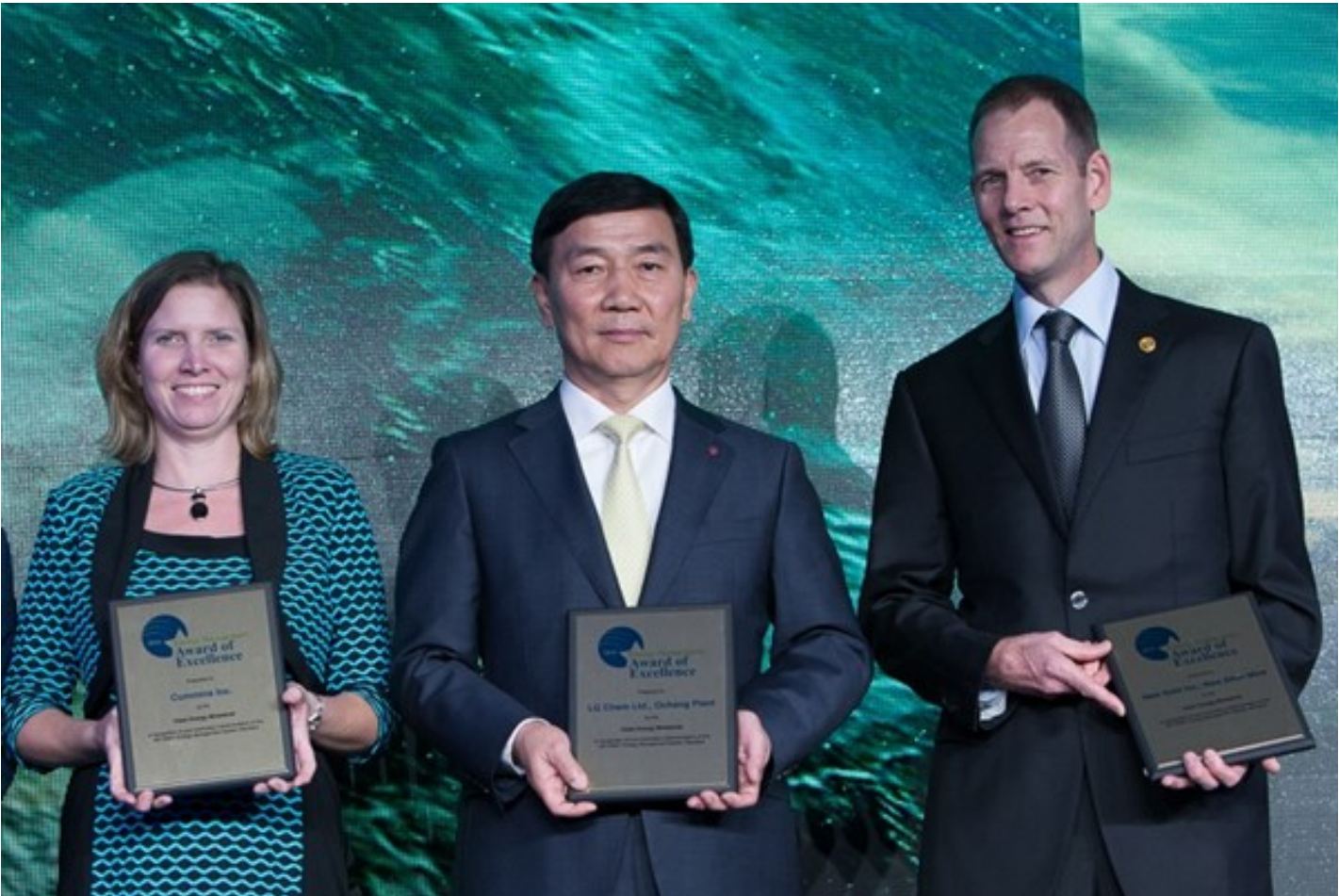


85,000 Oz. Gold
75 Million lb's Copper





Energy Management Leadership Awards



Why?

How?

Why?

Financial?

- Sell into a common gold and copper market
- No traditional “competitors” – no impact due to differentiation
- No supply chain requirements

Why?

~~Share Price?~~

- Growth Strategy

Sustainability?

- Committed to social responsibility and sustainable mining

Why?

Opportunity to Create Awareness

- People not systems...
- Energy conservation mindset
- Positive reinforcement of effort

How?

Who should prepare the application:

- Someone intimately involved
- “Nobody can tell your story like you can”

Begin with the end in mind:

- Give the judges exactly what they want

How?



One month:

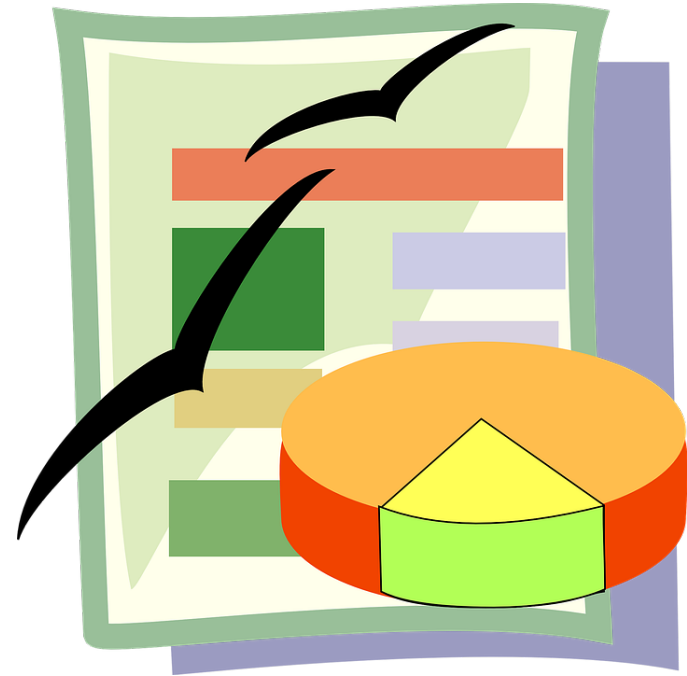
- February 8, 2016
- March 6, 2016



Then refine what you
have dumped

How?

- Appealing to look at
- Simple:
 - To read
 - Graphics
- Consistent
- Pictures
- “Quotes”
- Active hyperlinks
- Check, Check, Check





data

ISO 50001:

- Objectives and Targets
- Energy Review

Accurate and verifiable

Project Records

Utility Incentives

Data Historian

What would we do differently?

When we heard...

Company-Wide
bulletin

Sustainability Report

Why is Participation Important?

Awareness...

- One of the key's to the global warming challenge we are facing

Primary benefit
of ISO 50001



Energy Savings
GHG Reductions



Creating energy
aware employees

Why is Participation Important?

But...

Energy Savings
GHG Reductions



By participating
and sharing

Creating awareness of the
financial and environmental
benefits of ISO 50001

Which in turn...

Why is Participation Important?

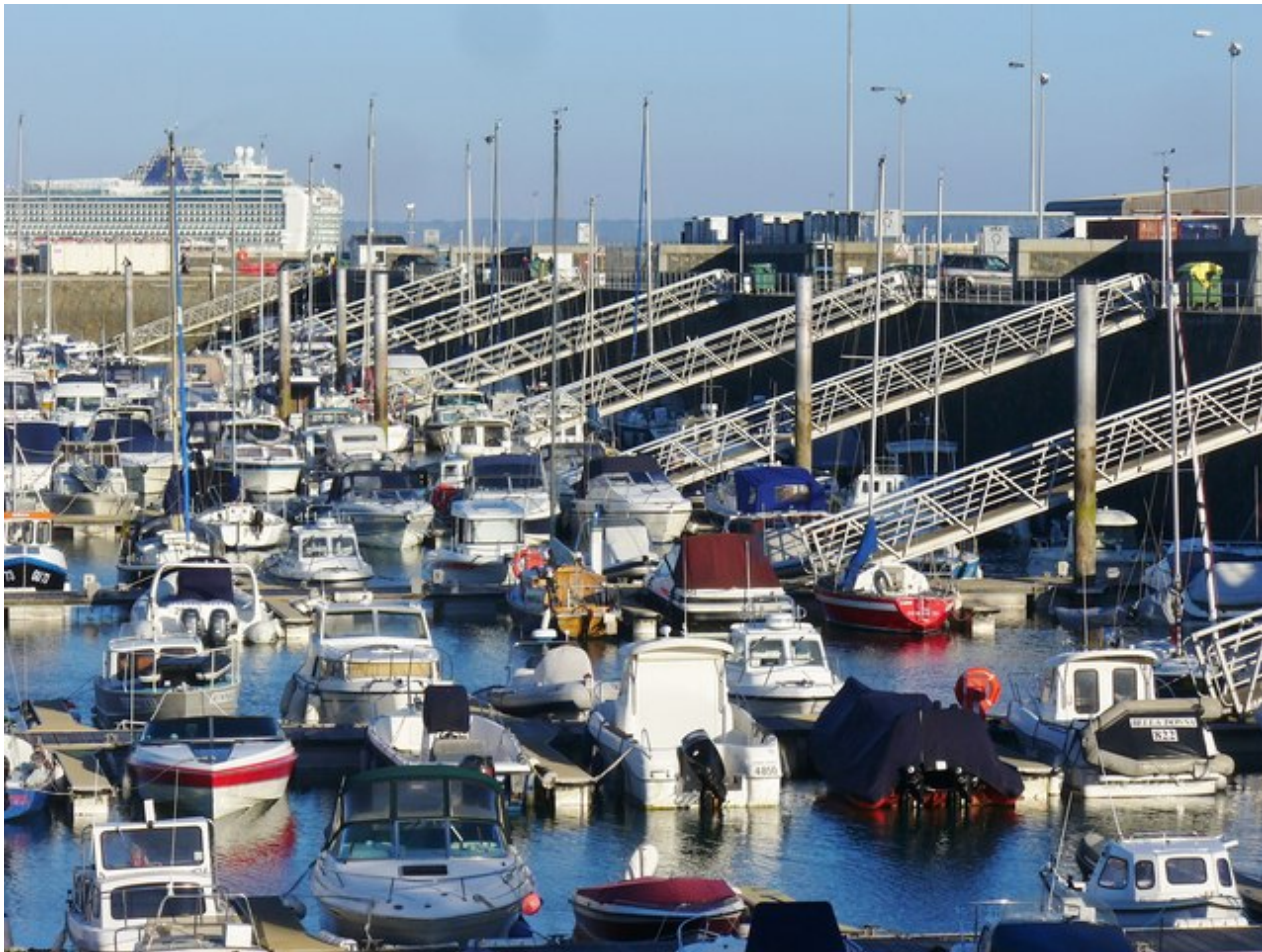
Demonstrates commitment to your social responsibility policies

Apart from the very positive PR...

If you win...

It will be really cool to go to Copenhagen, Denmark in June 2018

When the tide comes in,
All the ships rise together



Andrew Cooper P.Eng., B.Comm., C.E.M., C.M.V.P.
Energy Specialist
New Gold Inc., New Afton Mine

andrew.cooper@newgold.com