



## Memorandum

TO: Sustainability Resource Group  
Sustainability Task Force

FROM: Veronika Shime, Senior Advisor & Vice President International  
Policy and Sustainability  
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DATE: June 30, 2025

SUBJECT: Upcoming Sustainability Resource Session: Mining and Public  
Trust: Bridging the Perception Gap

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The National Mining Association (NMA) has scheduled a Sustainability Resource session titled "**Mining and Public Trust: Bridging the Perception Gap**", scheduled for **Thursday, July 31, from 10:00 AM to 11:00 AM Eastern.**

For your convenience, a calendar invitation has been sent directly to your inbox to accept or decline. You may also access the session [here](#).

In this session, TDi's Assheton Carter will host a fireside chat with:

- **Jonathan Vanherberghen**, Director of External Affairs Europe at Rio Tinto, and
- **Dr. Peter Tom Jones**, Director of KU Leuven's Institute for Sustainable Metals and Minerals (SIM<sup>2</sup>).

Jonathan Vanherberghen brings firsthand perspective from one of Europe's most strategically significant—but publicly contested—lithium ventures: Rio Tinto's Jadar Project in Serbia. Although endorsed by the European Commission as vital to Europe's energy future, the project has encountered strong opposition, underscoring the deep trust gap between mining companies and civil society.

As featured in Dr. Jones' documentary [Not in My Country](#), the discussion will offer an in-depth analysis of the Jadar Project and explore why scientific

evidence alone often fails to build public trust. The panel will examine the role of emotions, values, misinformation, and media narratives in shaping public opinion, and how the mining sector can better engage to build credibility with both local communities and broader society.

Dr. Jones leads a research hub of over 400 experts dedicated to the exploration, extraction, refining, and recycling of energy-transition metals vital to clean energy and mobility. With more than 30 years of experience, he has contributed to nearly 40 European projects on critical metals and authored several books and [documentaries](#) addressing climate and environmental challenges.

Join us for a thought-provoking session designed to spark insight and foster meaningful dialogue on the evolving relationship between mining and public trust.

Please note: NMA Sustainability Resource Sessions are optional, open to all interested NMA members, and do not result in action items. These sessions are intended for information-sharing and learning around sustainability-related topics. A clearinghouse of past sessions, including recordings and presentations, is available [here](#).

If you have any questions, please contact Veronika Shime at 202-463-2626 or [vshime@nma.org](mailto:vshime@nma.org).

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