



VALUE PROPOSITION

Introduction

Iodine is used in a wide range of applications, from nutrition to medical technologies and industrial processes. In this context, its benefits and potential for research and innovation are little known.

As an international non-profit organization, the World Iodine Association (WIA) exists to raise the profile of the iodine value chain and promote iodine and its many uses.

What's in it for the iodine value chain?

Support and representation – To promote a favorable regulatory and trade environment worldwide for the industry to thrive and further develop.

Visibility – To raise awareness about iodine, its applications and novel uses, in order to recognize iodine's important role in good nutrition and health, as well as in chemical processes (e.g. as a disinfectant or catalyst).

Research & Innovation – To profile the industry as innovative and solution-oriented, and create partnerships under research projects to develop its full innovation potential.

What are the key themes?

To respond to members' needs, WIA focuses its activities on three key themes that reflect the sector's core values:

1. **Nutrition:** The fight against iodine deficiency disorders (IDD) is a matter of public health. This issue is crucial to industry and requires education about the important role of iodine to maintain good human health and nutrition.
2. **Health & Safety:** Growing concerns worldwide about the impact of various substances on human health and the environment will lead to increased constraints on certain chemicals and their applications, including iodine.
3. **Sustainability:** Society expects industry to become more environmentally-friendly. Frameworks in favor of a circular economy – where recycling, reuse and resource efficiency are key – will shape policy and the industrial landscape. The iodine value chain's compelling story on iodine recycling is a unique opportunity to profile the sector as sustainable.

How does WIA make a difference?

The World Iodine Association is the **unique voice** of the iodine value chain:

- ✓ We monitor and anticipate regulatory and standardization developments worldwide to advocate in favor of the industry's interests, and identify business and innovation opportunities;
- ✓ We promote R&D for the use of iodine in industrial applications;
- ✓ We foster the good reputation of the sector through our science-based approach;
- ✓ We promote a positive image of iodine through proactive communication campaigns;
- ✓ We are well-integrated in a multi-level network of stakeholders – from policy-makers to the research community, continuously seeking to expand the iodine ecosystem for better visibility and recognition.