

THE GREEN STEEL CHALLENGE PODCAST LAUNCHES SEASON 2 WITH **INDUSTRY TITANS** AS GUESTS

London, 27.09.2024 - Trailblazing podcast continues to spark conversation, ignite innovation, and accelerate change in the steel industry.

The Green Steel Challenge Podcast, a cutting-edge series aimed at driving innovation and sustainability in the steel industry, is set to launch its highly anticipated second season. Co-produced by the Willy Korf Foundation and Kallanish Commodities, the podcast is hosted by industry experts Dr. Mike Walsh and James Moss, and continues its mission to foster transformative discussions around the future of steel.

“Building on the success of our first season, we’re thrilled to launch Season 2, featuring not only steel industry leaders but also influential voices from across the entire supply chain. This season, we’ll continue to dive deeper into the innovations shaping a sustainable future for the sector” said producer Astrid Korf

Season 2 kicks off with a stellar line-up of guests representing some of the most influential players in the global steel and manufacturing sectors. The first episodes will feature:

- Greg Murphy, General Counsel & Executive Vice President of Business Services & Sustainability at NUCOR, a leader in sustainable steel production.
- Andrea Fuder, Executive Vice President of Volvo Group Trucks Purchasing & Chief Purchasing Officer for Volvo Group, an advocate for sustainable manufacturing within the automotive industry.
- Maria Persson Gulda, Chief Technology Officer at Stegra, a pioneering company based in Boden, Northern Sweden, focused on producing fossil-free steel using hydrogen.
- Tadeu Carneiro, CEO of Boston Metal, who are looking to unlock a future of sustainable metals and green steel production.

The Green Steel Challenge Podcast has quickly become a must-listen for professionals across the steel industry and beyond, tackling critical topics such as decarbonization, circular economy practices, and innovative technologies that are reshaping the sector.

“We are thrilled to continue our journey with Season 2,” said co-host Dr. Mike Walsh. “Our goal is to keep challenging conventional thinking and provide a platform where industry leaders can share actionable insights on how to build a more sustainable future for steel.”

James Moss, co-host, added, “The momentum we built in Season 1 has been incredible. We’re looking forward to more in-depth conversations with visionary leaders who are driving change in one of the world’s most critical industries.”

The Green Steel Challenge Podcast stands out for its ability to engage a broad spectrum of listeners, from steel executives to sustainability advocates and industry stakeholders. Season 2 promises to further explore the challenges and opportunities within the steel industry as it transitions towards a greener, more innovative future.

The first episode of Season 2 will be available Tuesday, 1st October 2024 on all major podcast platforms.

For further information, visit: greensteelchallenge.com

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ABOUT THE GREEN STEEL CHALLENGE PODCAST

The Green Steel Challenge podcast seeks to initiate conversation, drive innovation, and expedite change in the steel industry, significantly contributing to the decarbonisation of this crucial material.

Produced by the Willy Korf Foundation and Kallanish, both neutral entities deeply connected to the steel industry yet without direct commercial interests, the platform aims to discuss and generate transformative ideas. In each episode, we will evaluate the current situation in various regions of the world and different sectors of the industry.

We will also discuss ways to accelerate the process of decarbonising steel production. The Green Steel Challenge aims to encourage both guests and the audience to turn challenges into opportunities and build a community dedicated to the sustainable development of the steel industry.



ABOUT THE KORF FOUNDATION Willy Korf's daughter, Astrid, founded the Willy Korf Foundation in 2000. The Foundation supports young, innovative academics in the steel industry worldwide. Astrid and her family present the annual Willy Korf Award for Young Excellence, alongside the prestigious Willy Korf / Ken Iverson Award, at the internationally acclaimed Global Steel Dynamics Forum, previously known as Steel Success Strategies Conference, traditionally held in New York City. Among other priorities, the Foundation is increasingly focusing on sustainability. More info at: www.korfsteel.com



ABOUT KALLANISH COMMODITIES

Kallanish Commodities is a business media organisation that produces news, data, events, and market intelligence for commodities professionals. Our company name is derived from the Callanish Stones. These stones are situated near the village of Callanish on the west coast of Lewis in the Outer Hebrides. If you have watched the Disney movie 'Brave' recently, they feature as 'a magical place' where wishes and dreams come true. This is the inspiration for our company to be an entity which helps, propels, and assists in making things happen. Through Kallanish, we hope to help you develop, grow, and be more efficient in your professional life.

More info at: www.kallanish.com



ABOUT WILLY KORF

Entrepreneur Willy Korf was the founder of **KORF STEEL**. His mini steel mills and new energy-saving technologies revolutionised the steel industry – not only in Germany but across the world in Europe, Africa, the Middle East, South America, and East Asia. He was the first European steel manufacturer to bring his industrial innovations to the US. He built his first mini steel mill in Georgetown, South Carolina in 1969. He was a legend in the steel industry and a man of great vision who was always willing to experiment, seek out new talent and develop himself – no matter what difficulties he encountered.

More on Willy Korf at: www.korfsteel.com/about
