

World Corrosion Awareness Day 2025 Media Kit

Empowering a Corrosion-Free Future

Event Date: April 24, 2025

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1. Company Overview/Backgrounder

About the Association for Materials Protection and Performance (AMPP)

The **Association for Materials Protection and Performance (AMPP)** is the leading global authority in materials protection, corrosion control, and coatings. With over **36,000 members** across **140 countries**, AMPP provides industry-leading standards, training, certification, and advocacy to safeguard critical infrastructure, industries, and the environment.

About the World Corrosion Organization (WCO)

The **World Corrosion Organization (WCO)** is a non-profit organization committed to increasing global awareness of corrosion and promoting sustainable corrosion management strategies. WCO works with industry leaders, research institutions, and policymakers to drive change in corrosion prevention.

About the European Federation of Corrosion (EFC)

The **European Federation of Corrosion (EFC)** represents over 30 European corrosion societies and thousands of corrosion specialists worldwide. EFC focuses on advancing knowledge, research, and best practices in corrosion science and prevention.

2. Press Release – Global Social Media Campaign Launch

For Immediate Release

Contact: [Your Contact Information]

Date: [Insert Date]

World Corrosion Awareness Day 2025: Global Campaign Spotlights #CorrosionInEverydayLife

[City, Date] – The Association for Materials Protection and Performance (AMPP), in collaboration with the World Corrosion Organization (WCO) and the European Federation of Corrosion (EFC), is launching a global social media campaign in anticipation of World Corrosion Awareness Day (WCAD) 2025, which will take place on April 24, 2025.

This year's campaign shines a light on #CorrosionInEverydayLife—from the rust on your backyard fence to the pipes delivering your drinking water. By showcasing how corrosion impacts daily routines, public safety, infrastructure, and the environment, the initiative aims to engage the public and industry alike in conversations around prevention, innovation, and the shared goal of building a Corrosion-Free Future.

"Corrosion impacts nearly every aspect of our daily lives, from the bridges we drive to the water we drink," said AMPP CEO Alan Thomas. "This campaign is an opportunity to educate the world on corrosion prevention's role in safety, sustainability, and economic savings."

[WCO Representative] commented: *INSERT QUOTE FROM YOUR ORGANISATION.*

OR

[EFC President] added: *INSERT QUOTE FROM YOUR ORGANISATION.*

The campaign will include educational resources, expert insights, interactive social media challenges, and engagement with key influencers in the industry.

To learn more and join the movement, visit: <https://corrosion.org/wcad2025.html>.

ABOUT AMPP

The Association for Materials Protection and Performance (AMPP) is a global leader dedicated to the protection of assets and the performance of industrial and natural materials. Established in 2021, AMPP brings together nearly 150 years of combined expertise from legacy organizations to advance solutions that enhance safety, security, and sustainability across industries. Serving more than 36,000 members in over 140 countries, AMPP is the largest organization of its kind, providing innovative standards, certifications, training, and resources. Headquartered in the United States with offices in Houston and Pittsburgh, AMPP also operates

regional offices in Brazil, Canada, China, Dubai (training center), Malaysia, Saudi Arabia, and the United Kingdom. www.ampp.org

AND

INSERT INFORMATION FROM YOUR ORGANISATION

3. Industry Fact Sheets

Key Facts, Figures & Impacts of Corrosion on Safety, Infrastructure, and the Economy

The Global Cost of Corrosion

- \$2.5 trillion: Estimated annual global cost of corrosion (3–4% of global GDP).
- 30% potential savings: Research shows that up to one-third of corrosion costs can be eliminated through effective prevention, monitoring, and mitigation strategies.
- In the U.S. alone, corrosion costs the economy over \$500 billion annually across industries.

Corrosion and Public Safety

- 266 U.S. Army and Navy aviation mishaps from 1983–2013 were linked to corrosion.
- Water contamination risks: Corrosion in pipes and treatment systems threatens drinking water safety in aging municipal systems.
- Structural failures in bridges, tunnels, and buildings are often caused by undetected corrosion.
- In the maritime sector, corrosion poses risks to ships, ports, and offshore platforms, affecting both safety and global trade.

The Economic Toll of Corrosion

- In the pipeline and oil & gas industries, corrosion leads to billions in lost production, repairs, and environmental fines each year.
- Municipal budgets face strain as corrosion eats away at roads, water systems, and transit infrastructure.
- Every \$1 invested in prevention can save up to \$4–6 in future repairs, environmental cleanup, or liability costs.

Corrosion in Critical Infrastructure

- Bridges: More than 220,000 bridges in the U.S. are at risk of structural issues, many due to corrosion.
- Electric grids and communications towers depend on protected hardware to avoid outages and system failures.

- Transportation: Corrosion affects everything from subway tracks to aircraft and marine vessels, posing safety, maintenance, and reliability concerns.
- Water systems: According to the EPA, corrosion is one of the leading causes of pipeline leaks in public utilities.

Innovation & Materials Protection

- Advanced coatings, cathodic protection, and smart monitoring sensors are leading modern prevention efforts.
- Industries are investing in AI-driven predictive models to monitor corrosion remotely and optimize maintenance.
- Research in nano-engineered materials and high-performance alloys offers longer life spans and resistance to harsh environments.
- AMPP, WCO, and EFC are at the forefront of developing international standards that protect industries and extend asset life.

Workforce and Education

- The corrosion control industry is expected to grow by 6% annually, creating thousands of new technical and engineering jobs.
- Demand for certified professionals in coatings application, pipeline integrity, inspection, and failure analysis is rising.
- Organizations like AMPP and partners offer globally recognized training and certification programs to close workforce gaps.
- Educational outreach through university research centers and technical schools is essential to building the next generation of corrosion professionals.

Sustainability and Environmental Impact

- Corrosion contributes to material waste, increased energy consumption, and pollution due to premature equipment failure.
 - Sustainable infrastructure design that includes corrosion control can significantly reduce environmental footprints.
 - Proper corrosion protection helps meet climate resilience goals by ensuring assets survive longer and operate more efficiently.
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4. Media Outreach Guide for Organizations: How to Plan Your Media Strategy

Engaging Audiences. Amplifying Awareness. Driving Impact.

Planning your media outreach for **World Corrosion Awareness Day (WCAD) 2025** is a powerful way to highlight your organization's commitment to safety, sustainability, and innovation.

Whether you're a multinational corporation, local chapter, academic institution, or government agency, a focused strategy can maximize visibility and influence.

1. Define Your Goals and Audience

Start with the “**why**”:

- Do you want to raise general public awareness?
- Are you looking to influence policymakers or regulators?
- Is your goal to connect with peers, customers, or community members?

Tailor messaging and tactics for each group:

- **Public** – Emphasize corrosion in everyday life, public safety, and environmental impact.
- **Industry Professionals** – Highlight technical innovations, case studies, and standards.
- **Government Officials** – Share how corrosion prevention supports infrastructure longevity and national security.
- **Academics/Students** – Promote research, career pathways, and knowledge sharing.

2. Craft Your Story

Focus on what makes your organization's role in corrosion prevention unique:

- A success story from the field or lab
- A new product, service, or process that improves sustainability
- Your impact on public infrastructure or local communities

Use AMPP's **core campaign themes**:

- ✓ **Public Safety**
- ✓ **Sustainability**
- ✓ **Cost Savings**

- ✓ **Workforce Development**
- ✓ **Innovation in Corrosion Prevention**

3. Prepare Your Assets

Having high-quality, ready-to-share materials is critical. Consider:

- **Press release** using the template in this kit
- **Fact sheets** on corrosion's impact and your organization's role
- **Visuals:** photos of corrosion prevention in action, graphics, or infographics
- **Video clips** or testimonials from employees, customers, or engineers
- **Social media posts** (see toolkit) tailored to your brand voice

Make sure to include:

- WCAD branding and hashtags (#WCAD2025, #CorrosionFreeFuture, #CorrosionInEverydayLife)
- Links to AMPP, WCO, and EFC websites for global context

4. Pitch to the Media

Identify 3–5 media outlets most relevant to your audience:

- Local TV, radio, and newspapers
- Industry publications
- Trade blogs and LinkedIn newsletters
- Higher education or research channels

Pitch tips:

- Send your release 1–2 weeks before April 24.
- Follow up with a tailored email explaining why the story matters locally or globally.
- Offer a spokesperson for interviews (engineer, executive, or corrosion expert).

Bonus: Share the global campaign with local media to align your efforts with an international movement.

5. Engage Online

Join the global social conversation.

Your online engagement should:

- Post regularly from February through April 30, using the toolkit
- Use the campaign hashtags and tag @amppglobal and partners
- Invite staff, students, or customers to share photos of “#CorrosionInEverydayLife”
- Run a mini campaign or contest (e.g., “Find five signs of corrosion in your city”)

Consider going live or premiering a short video on WCAD (April 24) to highlight your participation.

6. Collaborate and Cross-Promote

- Partner with other WCAD participants (use the partner list)
- Invite local chapters, suppliers, schools, or municipalities to co-host an event or amplify your content
- Tag and thank collaborators to increase reach

7. Track and Celebrate Success

Monitor:

- Social media metrics (likes, shares, reach)
- Media mentions
- Website visits and engagement
- Employee or student participation

On April 25 or 26, post a recap celebrating your WCAD efforts. Include photos, insights, and a message of thanks.

Reminder: You don't have to do everything—**consistency is better than complexity**. Even one strong local news story or a few thoughtful posts can make a difference in spreading the message of corrosion prevention.

5. Template Press Release for Organizations

[Company Name]

[Contact Name]

[Phone]

[Email]

[Date]

[Company Name] Joins the Global Fight Against Corrosion on World Corrosion Awareness Day

[City, Date] – [Company Name] is proud to participate in **World Corrosion Awareness Day (WCAD) 2025**, a global initiative raising awareness of corrosion prevention and infrastructure protection.

[Company Representative Quote]:

"We are committed to advancing corrosion prevention and ensuring a safer, more sustainable future for our industry and communities worldwide."

For more details, visit: [Company Website or WCAD Page]

6. Social Media Toolkit

Key Hashtags:

#WCAD2025 #CorrosionFreeFuture #CorrosionInEverydayLife #Sustainability

Sample Social Media Posts:

 **Mark Your Calendars!**

 **World Corrosion Awareness Day 2025 is on April 24!**

Join the movement for a **#CorrosionFreeFuture** 🌍

 [Insert Link]

 **Corrosion Impacts Everything!**

From **bridges** to **phones**, corrosion is everywhere. Let's talk about prevention!

#CorrosionInEverydayLife #WCAD2025

 **Did You Know?**

Corrosion costs the world **\$2.5 trillion annually**.

Proactive prevention saves **lives, money, and infrastructure!**

#CorrosionFreeFuture #Sustainability

Key Hashtags:

#WCAD2025 #CorrosionFreeFuture #CorrosionAwareness #InfrastructureProtection
#Sustainability

7. Key Messages and Talking Points

Public Safety

- "Corrosion prevention is essential to public safety—by protecting our infrastructure, we're safeguarding communities, families, and the resources we rely on daily."
- "Ensuring safe, corrosion-free infrastructure means fewer failures and risks to the public. Together, we can create safer environments for future generations."
- "Public safety starts with prevention. By addressing corrosion proactively, we reduce hazards in our communities and protect the infrastructure we depend on."
- "Corrosion costs the U.S. over **\$276 billion annually** in infrastructure repairs and failures—proactive prevention means safer communities and fewer risks to public safety."

Sustainability

- "Corrosion prevention is a sustainable choice—extending the life of infrastructure reduces waste, saves resources, and supports a healthier planet."
- "Building a sustainable future requires proactive maintenance. Corrosion protection minimizes environmental impact and preserves valuable assets for the long term."
- "Between **25 and 33% of the annual steel production** is destroyed by corrosion. Investing in protection helps reduce waste and conserve natural resources, promoting a sustainable future."
- "Through sustainable corrosion management, we can make smarter choices today that protect our planet and infrastructure for tomorrow."

Cost Savings

- " Preventing corrosion isn't just about protection; it's about saving billions. Corrosion control practices can **save between 15% and 35% of the total cost** of corrosion, translating to savings of between **\$357 and \$875 billion annually** on a global basis."
- "Preventing corrosion is a smart, cost-effective choice for long-term savings. Corrosion prevention can cut infrastructure costs by as much as **30% over an asset's lifetime**. By investing now, we prevent costly future repairs and ensure taxpayer dollars are used efficiently."
- "Corrosion prevention is a cost-effective solution that saves taxpayer dollars and extends infrastructure life—an investment that benefits everyone."
- "Addressing corrosion early saves money in the long run. It's a powerful way to prevent breakdowns, minimize repair costs, and maximize the value of our infrastructure."