

Ian Timis Urges Immediate Action to Meet Soaring Demand for Critical Metals Powering AI and Green Technologies

People overlook a simple truth: without mining, there is no big tech, no electric vehicles, no renewable energy, and no modern life as we know it.

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EINPresswire.com/ -- [Ian Timis](#),
Founder of Eco Future Metals, is calling
for urgent global collaboration to
address the rapidly increasing demand
for critical metals essential to artificial
intelligence, renewable energy, and
advanced green technologies. With

over two decades of experience managing multi-billion-pound mining, oil, and gas projects across Africa and Europe, Timis underscores that sustainable mining practices are pivotal to the global technological revolution and decarbonisation efforts.

As the world transitions to a low-carbon economy, the demand for minerals such as lithium, nickel, copper, and rare earth elements is accelerating. These materials are indispensable for electric vehicle batteries, smart grids, semiconductors, and renewable energy technologies such as solar panels and wind turbines. Yet, the mining sector faces underfunding and undervaluation despite its central role in powering the green and digital revolutions.

Recent studies from the International Energy Agency (IEA) and World Bank highlight staggering projections: demand for materials like lithium, cobalt, and nickel could rise by 500% by 2050. Lithium alone may see a 40-fold increase in demand by 2040 to support electric vehicle production. Meeting these demands will require over \$1.39 trillion in investment by 2030, according to the World Economic Forum.

However, outdated perceptions of mining as unsustainable continue to hinder progress. "Investors are captivated by technology but often overlook the raw materials enabling these innovations," says Timis. "Without sustainable mining, the AI revolution, renewable energy



Ian Timis - CEO (Eco Future Metals Capital Partners LLP)

infrastructure, and green transportation would not be possible.”

Ian highlights the stark contrast in valuations between the mining and technology sectors. In 2023, the world’s top 50 mining companies had a combined market capitalisation of \$1.39 trillion, dwarfed by individual technology giants like Apple, valued at \$3.59 trillion. He calls for a reframing of mining’s narrative as a key enabler of innovation and sustainability.

Environmental, Social, and Governance (ESG) principles are essential to the modernisation of mining, according to Timis. “Transparency, environmental stewardship, and community engagement are critical for attracting investment. By adopting cutting-edge technologies and prioritising sustainability, mining can align with global climate and energy goals.”

Advances in automation and artificial intelligence offer pathways for the sector to minimise environmental impacts while improving efficiency. For example, AI-driven mining solutions can reduce waste and enhance resource management, improving productivity by up to 30% according to McKinsey & Company.

Copper, dubbed the “metal of electrification,” exemplifies the urgency of the challenge. As renewable energy grids expand, copper demand is expected to grow by 50% by 2035. Delays in mine development and insufficient investment pose significant risks to meeting this demand.

Ian calls on private equity firms, institutional investors, and ESG-focused funds to lead the charge in transforming the mining industry. “This is not just about financial returns but about shaping industries that will define the future,” he states. “Sustainable mining is the foundation of a connected, green, and technologically advanced world. Bold investors willing to support this transformation will achieve extraordinary rewards.”

ABOUT IAN TIMIS:

Ian Timis is the Founder of Eco Future Metals and a renowned leader in mining and commodities investments. With over 20 years of experience delivering large-scale mining and energy projects across Africa and Europe, Ian remains committed to promoting sustainable practices that align with global technological and environmental goals.

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