

World Corrosion Awareness Day 2026 Media Kit

Did You Know? | The Corrosion Conversation

Event Date: April 24, 2026

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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 **40,000 members** across **150 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.

About the International Corrosion Council (ICC)

The **International Corrosion Council (ICC)**, founded in 1961, promotes global advancement in corrosion science and engineering. It comprises representatives from 66 countries. Members are appointed by national corrosion societies or relevant organizations. The ICC fosters international collaboration and knowledge sharing.

2. Press Release – Global Social Media Campaign Launch

For Immediate Release

Contact: [Your Contact Information]

Date: [Insert Date]

World Corrosion Awareness Day 2026: Global Campaign Sparks “The Corrosion Conversation”

[City, Date] – The Association for Materials Protection and Performance (AMPP), in collaboration with the World Corrosion Organization (WCO), the European Federation of Corrosion (EFC), and the International Corrosion Council (ICC), has announced the theme for World Corrosion Awareness Day (WCAD) 2026, to be observed worldwide on April 24.

This year's theme, "**Did You Know? | The Corrosion Conversation,**" will drive a global campaign to increase public understanding of corrosion and its impact on safety, sustainability, and infrastructure, while highlighting the professionals who protect critical assets.

While corrosion affects nearly every aspect of modern life, it remains widely misunderstood outside technical circles. The campaign will use short-form, social-first content to make corrosion prevention more accessible and relevant to everyday audiences.

"Corrosion is often invisible until something goes wrong, but its consequences are very real," said AMPP CEO **Alan Thomas**. "This theme invites the world into a conversation about what's at risk, why prevention matters, and how global collaboration is essential to protecting the infrastructure and systems society depends on."

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

OR

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

WCAD 2026 will roll out globally from April 1–24, culminating in a synchronized global social media activation on April 24, engaging participants across more than 25 countries and multiple languages.

World Corrosion Awareness Day is observed annually on April 24 to raise awareness of corrosion's impact on public safety, infrastructure resilience, sustainability, and economic performance.

To learn more or participate, visit: <https://pages.ampp.org/world-corrosion-awareness-day-2026>.

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 40,000 members in over 150 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

Driving the Conversation. Engaging the Public. Amplifying Global Impact.

Planning your media outreach for World Corrosion Awareness Day (WCAD) 2026 is an opportunity to be part of a coordinated global campaign designed to spark curiosity and increase public understanding of corrosion.

This year's theme, "**Did You Know? | The Corrosion Conversation,**" invites organizations to help bridge the gap between what people think corrosion is—and what it actually means for safety, infrastructure, sustainability, and everyday life.

1. Define Your Goals and Audience

Start with your objective:

- Raise public awareness through relatable, real-world examples
- Position your organization as a leader in corrosion prevention
- Engage policymakers on infrastructure resilience and risk
- Inspire students and future workforce participation

Tailor your messaging:

- **Public:** Focus on "Did You Know?" insights and everyday impact
 - **Industry:** Share expertise, case studies, and innovation
 - **Government:** Emphasize infrastructure risk, resilience, and cost savings
 - **Students:** Highlight career pathways and real-world relevance
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2. Lead with Curiosity: Craft Your Story

WCAD 2026 is built around **conversation and discovery**.

Use a "**Did You Know?**" **approach** to make your content engaging:

- "Did you know corrosion can impact the water you drink?"
- "Did you know corrosion prevention starts long before failure?"
- "Did you know extending asset life is a sustainability strategy?"

Then connect that insight to:

- A real-world example
- Your organization's work
- Why it matters now

Focus on:

- Real-world impact
 - Human stories (engineers, inspectors, students)
 - Simple, clear explanations
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3. Prepare Shareable Assets

This year's campaign is **designed to be reshared**, not just published.

Prepare:

- Short-form videos (30–60 seconds, vertical format)
- “Did You Know?” graphics or quick facts
- Photos of corrosion and prevention in action
- Short expert insights or tips
- Testimonials or field stories

Make sure to include:

- WCAD branding and theme
 - Hashtags: **#WCAD2026 #CorrosioninEverydayLife**
 - Tags for AMPP and global partners
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4. Pitch to the Media

Focus on **story-driven hooks**, not just announcements:

Suggested angles:

- “What people think corrosion is vs. reality”

- “The hidden risks behind everyday infrastructure”
- “Meet the professionals protecting your world”
- “How corrosion prevention supports sustainability and safety”

Pitch tips:

- Send your release **1–2 weeks before April 24**
 - Localize the story (tie to your region or assets)
 - Offer a spokesperson (engineer, leader, or expert)
 - Reference the global WCAD campaign for added relevance
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5. Engage in the Global Social Media Activation

WCAD 2026 is a **social-first campaign** built around participation and amplification.

Your role:

- Share and repost campaign content
- Contribute your own “Did You Know?” insights
- Highlight your people and projects
- Tag partners and collaborators

Content ideas:

- Split-screen: “What people think vs. reality”
- Quick facts or myth-busting posts
- “My Tool / My Tip” field insights
- Workforce spotlight stories

Encourage your network to engage, comment, and reshare.

6. Collaborate and Expand Reach

- Partner with other organizations, chapters, or universities
- Cross-promote content across networks

- Tag and recognize collaborators
- Share content in local languages where possible

Global participation strengthens the campaign—and your visibility.

7. Track and Share Impact

Measure:

- Social engagement and reach
- Media coverage
- Participation (posts, videos, events)
- Internal engagement (staff, students, partners)

After April 24:

- Share a recap of your participation
 - Highlight key moments and contributions
 - Thank your partners and audiences
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Key Reminder

You don't need a large campaign to make an impact.

One strong story, one clear “Did You Know?” insight, or one meaningful post can help shift understanding and contribute to a global conversation about corrosion.

Core Messaging Themes for WCAD 2026

Use these consistently:

- **Public Safety**
Corrosion prevention protects people before failure occurs
- **Sustainability**
Extending asset life reduces waste and resource use

- **Cost Savings**
Prevention is the most cost-effective strategy
 - **Workforce Development**
The next generation will shape the future of infrastructure
 - **Global Collaboration**
Corrosion is a shared challenge—and a shared responsibility
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5. Template Press Release for Organizations

[Organization Name]

[Contact Name]

[Phone]

[Email]

[Date]

[Organization Name] Joins Global “Corrosion Conversation” for World Corrosion Awareness Day 2026

[City, Date] — [Organization Name] is proud to participate in **World Corrosion Awareness Day (WCAD) 2026**, a global initiative raising awareness of corrosion prevention and its impact on safety, infrastructure, sustainability, and economic performance.

Led by the Association for Materials Protection and Performance (AMPP), in collaboration with the World Corrosion Organization (WCO), the European Federation of Corrosion (EFC), and the International Corrosion Council (ICC), this year’s theme, “**Did You Know? | The Corrosion Conversation,**” is designed to spark curiosity, correct misconceptions, and engage the public in understanding the real-world impact of corrosion.

Corrosion affects nearly every aspect of modern life—from transportation systems and water infrastructure to energy production and manufacturing—yet it often goes unnoticed until failure occurs.

As part of WCAD 2026, [Organization Name] will [INSERT PARTICIPATION: share content / host event / publish insights / highlight workforce / etc.], contributing to a coordinated global effort to make corrosion prevention more visible and understood.

[Spokesperson Name, Title]

“Did you know corrosion can impact [insert relatable example—bridges, water, energy systems]? At [Organization Name], we are committed to advancing corrosion prevention to protect safety, extend asset life, and support a more sustainable future.”

World Corrosion Awareness Day is observed annually on April 24, bringing together organizations, professionals, and communities worldwide to raise awareness and promote solutions.

To learn more, visit:

[Organization Website or WCAD Page]

6. Social Media Toolkit

Theme: “Did You Know? | The Corrosion Conversation”

Core Hashtags

- #WCAD2026
 - #CorrosioninEverydayLife
 - #CorrosionAwareness
 - #Infrastructure
 - #Sustainability
-

Content Strategy (What Makes 2026 Different)

This is **not a broadcast campaign**—it’s a **conversation**.

Focus on:

- Curiosity (“Did You Know?”)
 - Simple explanations
 - Visual, short-form content
 - Human voices (not just organizations)
 - Resharing and amplification
-

Content Types to Prioritize

1. “Did You Know?” Quick Facts

- Short, clear, surprising
- Designed to stop the scroll

Example:

Did you know corrosion can begin long before you see it?

Prevention starts early.

#WCAD2026 #CorrosioninEverydayLife

2. Public Perception vs. Reality

Format: Split-screen or text contrast

Example:

What people think corrosion is: Rust on metal

What it actually is: A risk to infrastructure, safety, and reliability

#WCAD2026

3. “What We Protect”

Show real-world impact

Example:

From pipelines to bridges to clean water systems—

corrosion prevention protects what communities rely on every day.

#WCAD2026 #CorrosioninEverydayLife

4. Workforce Spotlights

Humanize the industry

Example:

Meet the people behind corrosion prevention.

Engineers. Inspectors. Technicians.

Protecting infrastructure every day.

#WCAD2026

5. “My Tool / My Tip”

Short, practical insights

Example:

My tip: Early inspection prevents costly failures.


Corrosion prevention starts with awareness.

#WCAD2026

#CorrosioninEverydayLife

Sample Social Posts

General Awareness


 Did You Know?

Corrosion impacts infrastructure, safety, and sustainability worldwide.

Join the global conversation this #WCAD2026

#CorrosioninEverydayLife


Educational

 Did You Know?

Corrosion prevention helps extend the life of critical infrastructure and reduce environmental impact.

#Sustainability #WCAD2026


Workforce

 Behind every protected asset is a skilled professional.

Meet the people advancing corrosion prevention worldwide.

#TheCorrosionConversation

Participation Call

 Join the global conversation

Share your insights, your work, or what you protect

April 24 | #WCAD2026

Posting Guidelines

- Keep videos **30–60 seconds**
 - Use **vertical format (9:16)**
 - Tag partners and collaborators
 - Use **clear, simple language**
 - Encourage comments and reshares
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WCAD 2026 Quick-Start Guide

What is WCAD 2026?

A global campaign on April 24 raising awareness of corrosion and its impact on safety, infrastructure, and sustainability.

This Year's Theme: "Did You Know? | The Corrosion Conversation"

Your Goal

Help people understand:

- What corrosion is
 - Why it matters
 - What we do to prevent it
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How to Participate (Choose 1–3)

- Share a "Did You Know?" post
 - Post a short video (30–60 sec)
 - Highlight your team or work
 - Share a real-world example
 - Repost AMPP or partner content
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What to Post

- Simple, clear, visual content
 - Real-world examples
 - Short insights or tips
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Use These Hashtags

#WCAD2026

#CorrosioninEverydayLife

When to Post

- April 1–24: Share content

- April 24: Global social media activation
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Pro Tip

You don't need a full campaign.
One strong post can contribute to a global impact.

Get Started

 <https://pages.ampp.org/world-corrosion-awareness-day-2026>