



DEVELOPMENT OF LOCAL PARTNERSHIPS WITH THE NATIONAL ORGANISATIONS OF THE WWF

Following the global partnership with WWF International, many initiatives have been launched on a local scale by the Group's companies with local WWF organisations. These cooperation agreements strengthen the global partnership and, by enabling dialogue in the field with WWF experts, make it possible to step up the actions of both parties to benefit the environment.

Below are some noteworthy examples of these initiatives:

Example of local partnership: China

WWF China and Lafarge China are taking part, together with local stakeholders, in a project to monitor the status of panda habitat in a reserve area near Lafarge's Sechuan cement plant.

WWF is also helping to raise environmental awareness among Lafarge employees and their families by training 26 "green ambassadors" (two per plant) who will act as the focal points for environmental best practice at work and in the local communities.

Example of local partnership: Austria

In the limestone quarry at Mannersdorf, Lower Austria, Lafarge-Perlmooser and WWF-Austria have worked together with local stakeholders to design a permanent monitoring system for restored quarries. A "longterm biodiversity index" will help assess the effectiveness of quarry rehabilitation techniques with respect to improving biodiversity. It will enable Lafarge and WWF to jointly measure the range of plants and animals that can recolonise a quarried site, and their evolution over time.

Example of local partnership: Kenya

Bamburi Cement Ltd (Lafarge's subsidiary in Kenya) and WWF East Africa Programme are working together with local communities and the Kenyan Wildlife Services to develop a forest landscape restoration project in the Shimba Hills, south of Mombassa. The first phase of the project started early May with Bamburi hiring a Project Executant. Lafarge also provides technical support to this project. For the last twenty years, Lafarge's local subsidiary Bamburi Cement, has been developing expertise in landscape regeneration at Baobab Farm, a nature and wildlife park created by René Haller and Sabine Baer on a former quarry site in Mombassa.

Bamburi Cement has become a founding member of *the WWF-Eastern Africa Corporate Club* initiated in Eastern Africa from January 2003. The Club is due to be launched in January 2004 where the partnership will showcase its achievements.

Example of local partnership: Canada

At the World Forestry Congress (September 2003), the two partners announced a new conservation project in the Bow River Valley, in the Rocky Mountains of Alberta, near the Banff national park. This project will begin by identifying key natural sites at Lafarge operating sites which could prove to be suitable habitats for endangered species.