



LAFARGE AND THE WWF: A PIONEERING PARTNERSHIP

The partnership between the WWF, an independent wildlife conservation organisation, and Lafarge, an industrial group that has made the environment a key strategic challenge, falls within the framework of the WWF's "Conservation Partner" scheme, of which Lafarge is a founding member.

Lafarge has committed to a progress-oriented approach with the WWF

In March 2000, Lafarge and the WWF signed a mutual agreement aiming to:

- Increase industry standards
- Strengthen Lafarge's environmental policy, by setting up performance indicators (environmental audits, reduction of the consumption of fossil fuels, waste recycling, limitation of emissions, etc.)
- Improve the environmental performance of Lafarge and, therefore, its competitive advantage
- Contribute to the ecological restoration of forest ecosystems via the WWF's Forests Reborn programme
- Boost local initiatives

Lafarge's annual financial contribution stands at 1.3 million euros and the partnership has been planned for an initial duration of 5 years. Both partners hope to see the agreement become established on a long-term basis.

As the first industrial group to have signed this type of agreement with the WWF, the Lafarge group has developed a strategy for transparent work and external dialogue. It is strengthening its environmental programme in order to keep improving at a swift rate and to help raise the industry standards.

This partnership is part of a determined environmental policy which is an integral part of the Group's Principles of Action. For over 30 years, Lafarge has been rehabilitating quarries, using alternative products to save on natural resources, and has sought to limit the impact of its industrial activity on the environment. The environment is a long-term factor for competitiveness, and is at the heart of the Group's strategy. Annual environment-related investments stand at around 45 million euros and almost 20% of the sums invested for the construction of new Units are devoted to the environment.

The agreement with the WWF is also a progress driver enabling Lafarge's workforce to become even more involved, and to step up environmental management in its industrial sites.