

World Business Council for Sustainable Development (WBCSD)

What is the best way to help the cement industry and the construction industry meet the challenges of sustainable development? The Group has made a commitment by developing ambitious projects working within the World Business Council for Sustainable Development (WBCSD).

The WBCSD is an alliance of 180 international companies which share the same commitment to the three aspects of sustainable development – economic growth, ecological equilibrium and social progress. Lafarge is an active participant in two WBCSD programs.

The Cement Sustainability Initiative (CSI)

The Cement Sustainability Initiative program brings together the majors of the cement industry. Its aims:

- to see the notion of sustainable development through the eyes of cement producers
- to identify and facilitate actions to be taken collectively and individually to speed up the move towards sustainable development
- to provide a framework that allows other cement producers to take part in the project
- to provide for collaboration with all stakeholders

The WBCSD is coordinating the entire project and helping the different cement industry players establish a dialogue.

The ten cement industry members have drawn up a five-year action plan. The emphasis is on: protecting the climate, consumption of fuel and raw materials, workplace health and safety, reduction of toxic emissions, local impacts and internal company processes.

The initiative provides a framework for dialogue between all the sector stakeholders. Seven meetings have already taken place. In Brazil, Thailand, China and the United States, more than 300 people have already got together representing producers, NGOs, development organizations, decision-making bodies, employees, suppliers, customers, etc.

Energy Efficiency of Buildings (EEB)

Buildings today represent one third of world energy consumption. In view of this, Lafarge and UTC launched the EEB project in March 2006.

The aim is to achieve a world in which the net energy consumed by buildings is zero. To achieve this, three phases spread over three years have been put in place:

- identification of current practices and obstacles to green construction
- elaboration of the range of current and future solutions
- in 2009, launch of a call for action to encourage the deployment of these solutions

Nine multinational companies, all industry leaders, have already agreed to take part in the project in the last few months. They include DuPont, the EDF, Gaz de France and Cemex.