



The Lafarge Partnership with WWF International – Sustainability at Work

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In 2000, Lafarge Group entered into a worldwide conservation partnership with World Wildlife Fund International (WWF). Lafarge Group also has global partnerships with Habitat for Humanity International, CARE and the UN Global Compact. The primary objective of the WWF partnership was to assist Lafarge on a

worldwide basis in improving its environmental and conservation management and to ensure that improvements continue to be made over time.

Some of the substantive matters Lafarge and WWF have addressed since the inception of the partnership include climate change, air toxins, quarry restoration, Lafarge's Annual Sustainability

Report and sustainability and environmental performance indicators.

WWF is the largest multinational conservation organization in the world; it works in 100 countries and is supported by 1.2 million U.S. members and close to five million globally. WWF's mission is the conservation of nature. Using the best available scientific knowledge, WWF works to preserve the diversity and abundance of life on Earth and the health of ecological systems by:

- protecting natural areas and wild populations of plants and animals, including endangered species;
- promoting sustainable approaches to the use of renewable natural resources; and
- promoting more efficient use of resources and energy and the maximum reduction of pollution

We are committed to reversing the degradation of our planet's natural environment and to building a future in which human needs are met in harmony with nature. We recognize the critical relevance of human numbers, poverty and consumption patterns to meeting these goals.



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One of the initial matters we cooperatively addressed concerned global climate change and Lafarge's carbon dioxide emissions. In this regard, Lafarge Group and WWF International in 2001 entered into a voluntary agreement to significantly reduce Lafarge's CO2 emissions from its cement-manufacturing operations. Lafarge agreed to an absolute 10 percent reduction from 1990 levels by 2010 in developed countries and a 20 percent concentration-based reduction on a worldwide basis. Lafarge Group is a member of WWF's Climate Savers Program.

A unique aspect of the partnership with WWF International is a financial commitment set aside to support WWF-Lafarge local partnership projects throughout the world. Lafarge North America has several local projects being implemented in the United States and Canada. The initial local project, commenced in 2003, addresses the long-term preservation of large predators such as grizzly and black bears, mountain lions and gray wolves in the Canadian Rockies in the Lower Bow River Valley between

Canmore and Exshaw, Alberta. The project is supporting research into the migration and day-to-day movement of these large predators to develop mitigation strategies – such as overpasses and underpasses, fencing, speed limits and driver education – to prevent vehicular kills of these endangered species. The project is also working with key government organizations, Lafarge's competitors and transporters to take preventive steps to preserve the large predators.

A more recent local project, which was started last year, is a joint study in the United States and Canada to help Lafarge better understand the air emissions – CO2, diesel particulate, NOx, SOx – and the operational impacts of using biodiesel in Lafarge's large ready-mix concrete trucks in Atlanta and Vancouver. This innovative study for the first time used vehicle-based emission-testing equipment (rather than lab-based tests) to test diesel versus biodiesel air emissions when the trucks were going to and from a job. Preliminary results show significant air-emissions reductions of all pollutants with no

reduction of vehicle power or energy efficiency. A final report was targeted for release by April.

A third local project is in the early developmental stages. It will study the viability and air-quality impacts of replacing electricity generated by coal-fired power plants with solar energy at two of Lafarge's manufacturing sites. We are in the process of developing work plans to replace all or part of the electricity needs with solar-generated electricity. One of the sites is a gypsum wallboard plant in Palatka, Fla., and the other is an aggregates quarry in the Front Range of the Rockies outside of Denver. The target is to commence installation of the solar equipment in the second half of 2008 and to be operational shortly thereafter.

Lafarge Group's worldwide conservation partnership with WWF International has become a key element of continuous improvement of Lafarge's environmental and conservation performance. It has resulted in innovative and cost-effective projects at the local level in the United States and Canada. ■