



CASE STUDY

WORKING
TOGETHER
TO INSPIRE
SUSTAINABLE
SOLUTIONS



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GIVE IT BACK TO NATURE

In 2000, Lafarge was the first industrial player to become a WWF Conservation Partner by signing a five-year global partnership, first renewed in 2005 and again in 2009. Through this partnership, WWF and Lafarge work together to reduce the environmental footprint in the construction materials sector.

New life on the Arges River

In 2010, Lafarge in Romania and WWF developed a project for the Fusea-

Mătăsară aggregates quarry in partnership with local stakeholders to reestablish the site's biodiversity. Used as an extraction point for aggregates since 1970, the site is located in the floodplain of the Arges River, a major tributary of the Danube. The project is designed to help nature recover its previous features and minimize the pools and banks left after the aggregates were extracted. Activities include planting 15,000 trees, controlling invasive plant species and creating an island habitat for swans, grey herons and egrets.



“Nature here has been very active reclaiming its own space - we just wanted to help the process. As a first step we focused on the restoration of the area. Two disconnected water bodies were linked to enhance the natural values and ecosystem services of the area. Secondly, we proposed the construction of a training center to be run by Lafarge for educational activities. As a third step, the Fusea - Mătășaru model restoration will now be applied to all sand and gravel extraction sites of Lafarge Romania which comprise around 500 ha.”



Camelia Savoiu

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