



► Pantai Remis quarry at sunset, state of Perak, Malaysia.



► Monkey seated among rocks in Arasmeta rehabilitated quarry, India.

**BIO DIVERSITY:**  
**WHAT YOU NEED TO KNOW**

WWF Conservation Partner LAFARGE



► Environment program to plant trees around Otavalo plant in Ecuador, South America.



► Olive tree branches in Meknes rehabilitated quarry, Morocco.

▲ Reeds in Witbank area, South Africa.

► A natural wetland partnership in Besthorpe, United Kingdom.

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## What is biodiversity exactly?

# 1

**Our planet's incredible riches.** A huge variety of living organisms exist in nature. Biodiversity – short for “biological” and “diversity” – is the term used to describe this natural variety. It includes all the different species (e.g. specific animals, plants and birds) and all the various ecosystems: terrestrial (forests, plains, etc.) aquatic (rivers, lakes, etc.) and marine (coral reefs, oceans, etc.).

### LAFARGE TAKES ACTION

Educating staff about saving biodiversity, and monitoring biodiversity over time to inform and assess biodiversity projects.

## What should I do?

- /01 ► Support local biodiversity projects
- /02 ► Plant only local native species
- /03 ► Don't use pesticides or herbicides
- /04 ► Recycle and/or re-use waste
- /05 ► Use biodegradable products
- /06 ► Buy organic food, drinks and textiles
- /07 ► Buy certified wood products (ideally FSC\*)
- /08 ► Buy only certified seafood (ideally MSC\*)
- /09 ► Reduce consumption of meat products
- /10 ► Don't fish, hunt or collect rare species

\* FSC: Forest Stewardship Council / MSC: Marine Stewardship Council



LAFARGE TAKES ACTION  
Rehabilitating quarries to recreate habitats and provide ecosystem services (e.g. flood avoidance).

## Why does biodiversity matter?

# 2

**Biodiversity supplies human beings with all kinds of things:** much of our food, our fresh water, many of our materials and medicines. What's more, biodiversity helps to stabilize the climate and reduce air pollution, and provides us with fertile, stable soils. It is also a source of enjoyment for so many people who visit or live in natural areas, or who are simply aware that beautiful life forms exist.

# 3

## Why is biodiversity declining?

**Unfortunately, biodiversity has been declining on a massive scale** in recent decades as a result of human activities. For example: intensive farming, forestry and urbanization that destroy natural habitats; overfishing, overhunting and pollution that distress and kill many species; and the introduction of invasive exotic (i.e. non-native) species that endanger many local animals and plants.

### LAFARGE TAKES ACTION

Designing and locating company sites to minimize impact upon both biodiversity and the general environment.

### LAFARGE TAKES ACTION

Managing quarries and other sites to avoid and reduce the negative effects of pollution, land clearance, transporting materials, etc.

## How does biodiversity work?

# 4

**Individual species have evolved over millions of years to be perfectly adapted to their local habitat.** As a result, once a species has been lost, it is lost forever, and once a habitat has been lost, many species may no longer have a place in which they can live and breed. If we introduce invasive exotic species from elsewhere, these may out-compete local species and lead to more extinctions.

## How can we stop biodiversity loss?

# 5

**We all need to act now to stop and reverse biodiversity's ongoing decline.** This means changing individual behavior, company policies and government legislation. If we fail to act now, our lives will become increasingly difficult and we won't leave a living planet for future generations to enjoy. But if we act now, we can still rise to the challenge and safeguard our precious natural heritage. So please help!

### LAFARGE TAKES ACTION

Working with local stakeholders and experts to identify and address local issues and impacts.