



FACTSHEET

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# WWF-LAFARGE

## Conservation Partners



### About the partnership

By signing a global partnership in 2000, Lafarge was the first industrial player to become a WWF 'Conservation Partner'. The partnership was renewed in 2005 and again in 2009 - with the objective of reducing the Group's environmental footprint across all of its operations.

Through this ongoing relationship, Lafarge and WWF have clearly demonstrated their commitment to working together, not only to set an example and catalyse major improvements within the sector but also confirming how the corporate sector can work alongside NGOs to achieve common goals.

The scope of the partnership includes work in the areas of climate change, biodiversity, sustainable construction, water management and persistent pollutants. The goal of the partnership also involves the WWF local offices and Lafarge Business Units working together to develop more joint initiatives in the field.

### Why we have partnered

The cement sector in which Lafarge operates is responsible for approximately 5% of global CO<sub>2</sub> emissions worldwide. We believe that Lafarge, as a leader in this sector, can drive changes within this industry (and beyond) by showing leadership on key issues such as climate change.

## How we work on the ground

This global partnership is also fostering the development of local projects between national WWF offices and Lafarge business units.

The local initiatives developed so far include:

Austria: rehabilitation of Mannersdorf quarry; creation of the Biodiversity Index

Kenya: forest conservation in the Shimba Hills area; development of bio fuels

Canada: extensive mapping program ensuring the protection of large predators

Spain: ecological rehabilitation of the Yepes quarry

Romania: biodiversity and Fusea quarry rehabilitation in a Natura 2000 area

USA: biodiversity and ecosystem valuation in the Presque Isle aggregates quarry

Northern Ireland: quarry rehabilitation and development of a sustainable housing project

Philippines: sustainable construction, assessing the life cycle of blended cements

France: eco-friendly rehabilitation of WWF France HQ; work on existing biodiversity indicator; working group on sustainable construction

Canada: sustainable and economic implementation of renewable biomass fuels

China: low carbon building and hotel construction; waste recycling management in cities to develop the use of solid wastes as an alternative fuel

Lafarge has shown a commitment to reducing its ecological footprint and improving its environmental policy and management practices by setting "Lafarge's 2012 sustainability ambitions". Lafarge has also established clear indicators for assessing its environmental performance related to energy consumption, waste reduction, CO2 emissions and quarry rehabilitation.

## How We Are Working Together


Most of WWF and Lafarge's joint work aims at reducing the ecological footprint of the company's operations. WWF also has an active role in Lafarge's stakeholders panels on sustainable development and biodiversity which gives WWF the possibility to influence Lafarge's strategy in regards of these two topics.

We work together in the following areas:

- Climate change: reduce the footprint of Lafarge's operations worldwide in terms of greenhouse gas emissions by increasing energy efficiency, use of renewable energy as well as the development of the cement to clinker ratio.
- Persistent Pollutants: improve Lafarge's knowledge, understanding and management of Persistent Pollutants through systematic measurement, development and implementation of Best Management Practices, and public reporting on progress.
- Water footprint: reduce the footprint of Lafarge's operations worldwide in terms of water use, by improving Lafarge's understanding of its water footprint and implementing jointly defined best practices.
- Biodiversity: expand the assessment of the biodiversity potential in Lafarge quarries; develop Biodiversity management programs and pilot testing to mitigate the impact of quarrying.
- Sustainable construction: develop activities which will contribute to Lafarge's approach to sustainable construction and its development of a range of sustainable construction systems and materials.
- Local initiatives: implement joint local initiatives to achieve change at the grassroots level and enhance the value of the partnership

For further information:

Panda.org  
Lafarge.com

	<p><b>Why we are here</b> To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p>panda.org</p>
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### For more information

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