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**WWF AND LAFARGE BOOST ENVIRONMENTAL AGENDA
BY RENEWING PARTNERSHIP**

1. Key achievements of the partnership
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Key achievements of the partnership



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In March 2000, WWF and Lafarge launched a global partnership for a five year period, with a mid-term review in 2002. Lafarge was the first industrial player to become a WWF Conservation Partner¹.

For Lafarge, the aim was to work closely with one of the world's foremost conservation organizations to boost and further improve its approach to environmental issues, and therefore strengthen its competitive advantage.

WWF has been committed to a strategy of engaging with business and industry in order to transform private sector behaviour. To this end, WWF has set up partnerships with some of the most progressive leading companies.

The first phase of the partnership included commitments and joint work in the following areas:

- to reinforce the environmental policy of Lafarge, by implementing and monitoring annually performance indicators and targets (environmental audits, reduction of fossil fuel consumption, waste recovery, emissions control, etc),
- to combat the greenhouse effect by curtailing emissions of CO₂,
- to develop a strategy for the ecological rehabilitation of quarries,
- to heighten awareness amongst the widest possible audience on the importance of environmental preservation through local partnerships such as in Kenya, Austria, France and China.

Following encouraging progress and significant results, WWF and Lafarge have renewed their partnership for a further three years.

1 - Jointly defined environmental performance indicators

With the aim of highlighting areas for priority action and monitoring its progress on environmental issues, the Lafarge Group has identified the most relevant environmental performance indicators in conjunction with WWF and defined quantified targets for improvement for each division according to a detailed calendar. These indicators make it possible to assess progress achieved in the protection of the environment, and guarantee the transparency of the actions carried out by Lafarge.

These indicators are publicly reported by Lafarge in its Sustainability Report and CO₂ emissions are monitored and independently verified on an annual basis.

¹ Conservation Partners are multinational companies that contribute substantial funding to WWF's global conservation work. Companies that enter into a partnership with WWF develop a unique relationship that is based on a balance between conservation, joint internal mobilization, joint learning initiatives and investment.

Indicators	Content	Targets	Progress at end 2004
Environmental audits	Percentage of Lafarge sites audited in the last 4 years	100% of sites audited in 2004	90 % of sites have been audited
Greenhouse gas emissions	Direct Cement CO ₂ emissions	<ul style="list-style-type: none"> ▪ 20% reduction below 1990 levels by 2010 in net CO₂ emissions per tonne produced worldwide ▪ 10% reduction below 1990 levels by 2010 in gross CO₂ absolute emissions in developed countries (Annex I of Kyoto Protocol) 	<ul style="list-style-type: none"> ▪ Reduction of CO₂ emissions by 11.2% per tonne of cement worldwide ▪ Reduction of CO₂ absolute emissions by 9.5% in developed countries (Annex I of Kyoto Protocol)
Energy consumption in all divisions	Energy consumption per TOE (tonne of fuel equivalent)	<ul style="list-style-type: none"> ▪ Ensure that energy consumption, wherever significant, is measured in all Divisions by 2003 	<ul style="list-style-type: none"> ▪ Objective achieved by Cement, Gypsum and Roofing Divisions
Energy recycling	Rate (%) of alternative fuels used in the production of cement	<ul style="list-style-type: none"> ▪ Set a target for recycling energy and using renewable energy 	<ul style="list-style-type: none"> ▪ Between 2001 and 2004, the use of alternative fuels rose to reach 8.45% of our energy in 2004.
Waste recovery (external sources of raw materials)	Percentage of substitute raw materials used in production	Incorporate by 2005 <ul style="list-style-type: none"> ▪ 10% of substitute materials in Cement ▪ and 45% in Gypsum wallboards 	In 2004, <ul style="list-style-type: none"> ▪ 9,8% of raw materials used were recycled in the Cement division ▪ and 50,5% in the Gypsum division
Waste minimization	Quantity of waste disposed to landfill in each Division per unit produced	Bring production of waste disposed to landfill by 2005 <ul style="list-style-type: none"> ▪ from 1.4% to 1% in Cement ▪ from 2% to 1.5% in Roofing ▪ from 2% to 1.5% in Gypsum 	Level of waste taken to landfill as a % of total production in 2004: <ul style="list-style-type: none"> ▪ 1.0% in Cement ▪ 2.2% in Roofing ▪ 1.0% in Gypsum



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Quarry rehabilitation	Percentage of quarries with a rehabilitation plan meeting Lafarge and WWF standards	80% of quarries implementing a rehabilitation plan by 2004	In 2004, 80% of our quarries have a rehabilitation plan
Water consumption	Quantity of water consumed per unit produced	Improve data collection on water usage by 2002	Consumption tracking set up for three divisions out of four. Between 2000 and 2004, water consumption in cement production dropped from 435 to 383 litres per tonne of cement
Dust emissions*	Dust emissions in Cement plants	Limit dust emissions to a maximum of 50 mg/Nm ³ by 2010	Objective achieved at 60% in 2004

* Dust emissions has been added as a new indicator.

2 - Establishing high standards for quarry rehabilitation and biodiversity

For over 30 years, the restoration of sites has been an ongoing concern for Lafarge. The Group has developed expertise to integrate into natural landscapes: the creation of original environment and water zones conducive to the development of specific flora and fauna, treatment of quarry surfaces, replanting of land in high agricultural yield sectors, reforestation or ornamental planting and development of recreation areas.

In the context of their partnership agreement, WWF and Lafarge have defined a strategy to promote the re-establishment of the ecological value of its 800 quarries around the world.

Between 2000 and 2002, WWF was a member of the SQRP (Strategic Quarry Rehabilitation Project) working group within Lafarge that developed the principles for quarry restoration: a methodology that has been adopted throughout Lafarge's global operations since then.

As a result of the partnership, biodiversity was included in Lafarge's environmental policy document when it was redrafted in 2003.

By the end of 2004, considerable progress has been made, with Lafarge having implemented plans for restoration of quarry sites, in line with this methodology, in 80% of its operations.



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3 - Committing to ambitious CO₂ reduction targets in cement production

In 2001, Lafarge joined the WWF Climate Savers Programme² and agreed to a set of greenhouse gas emission reduction targets. The company has committed to:

- a) reducing its absolute CO₂ emissions by 10% in industrialized countries below 1990 levels by 2010, which go far beyond the 5.2% target set under the Kyoto Protocol. This figure includes the accounting for burning fossil fuel based wastes such as CO₂ emissions and therefore this is the important target for WWF.
- b) reducing its absolute CO₂ emissions by 15% in industrialized countries below 1990 levels by 2010. (As Lafarge accounting methods consider fossil fuel based waste products as carbon free, this figure includes the burning of fossil fuel based wastes as CO₂ free).
- c) reducing its CO₂ emissions by 20% per tonne of cement produced worldwide by 2010, discounting carbon from burning fossil fuel based waste products.

Results to date³

Since signing the WWF Climate Savers agreement, Lafarge has made significant progress towards its reduction targets. The figures for 2004 show:

- a) an absolute CO₂ emissions reduction of 9.5% in industrialized countries which is on track of the original target of a 10% reduction. The CO₂ emissions reduction should be viewed in the context of increased demand which at the time of setting the targets was projected at 10% for the 1990-2010 period. To date there has been in fact a 0.5% fall in this period in cement production in developed nations, which has helped Lafarge meet its target.
- b) a 11.6% reduction of absolute CO₂ emissions below 1990 levels.
- c) a reduction of 11.2% per tonne of cement compared to 1990 levels, which testifies of Group's performance since this reduction is not related at all with market fluctuations. Lafarge is on track to achieve its target by 2010.

² WWF has established a Climate Savers Programme to cooperate with major businesses prepared to make innovative efforts to mitigate climate change as part of their corporate responsibility. The Programme demonstrates profitable and practical approaches to reducing CO₂ emissions and supports business efforts to implement carbon management strategies.

³ The results are based on 2004 figures, not yet been certified by external auditors.



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Key levers for the reduction of cement CO₂ emissions

Emissions reduction has been achieved through the following measures:

- Reduction of the use of clinker by substitution with cement like materials (such as fly ash and blast furnace slag⁴)
- Increased energy efficiency by modernizing plants and processes
- Reduction of fossil fuel use by increasing use of alternative fuels and biomass⁵ from rice and coffee husks, palm oil waste and increasing the use of renewable electricity for its offices. For example, by the end of 2005 wind turbines will provide 40% of the energy needed at Lafarge's cement plant in Tetouan, Morocco.

The verification process

An independent auditor⁶ checks the accuracy and consistency of reported annual emission data. The results are published in Lafarge's Sustainability Report.

4 - Local initiatives

The global WWF-Lafarge partnership has resulted in a number of local initiatives in countries where the two organizations operate. These joint co-operations strengthen the worldwide partnership and ensure that WWF experts in the field can help Lafarge develop environmentally sound programmes.

Below are some of the most significant initiatives developed to date.

Austria / Biodiversity - quarry rehabilitation

Significant restoration work has taken place at the Lafarge limestone quarry in Mannersdorf to the east of Vienna. Slopes and embankments have been remodeled, trees have been planted and sanctuaries set up. Over 405 different plant species can now be found in the quarry of which 34% of them are part of the Red List of Austria (a list of threatened species). As a result of the restoration, a number of protected plant species (upright spurge, cutleaf teasel, adriatic lizard orchid, etc) and bird species (such as wood lark, black headed gull, Montagu's Harrier, rook and black woodpecker) have moved into the newly created areas.

⁴ Fly ash and blast furnace slag are by products of coal burning power plants and of the steel industry respectively, and both have the same 'hydraulic binding' properties as cement therefore reducing the required production of clinker.

⁵ Biomass fuel is primarily derived from wood and agricultural products

⁶ 2002-2003 = Ecofys and 2004-2005 = Price Waterhouse Coopers



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Together with WWF, Lafarge Perlmöser designed a computerized monitoring system for restored quarries called the "long-term biodiversity index" (LBI). This index helps to assess the effectiveness of quarry restoration techniques by measuring the number of species and their status. It is also hoped that this can be used to limit the impacts of operational quarries on flora and fauna.

The Austrian "prototype" is being tested in Lafarge quarries in Sandrancourt, France with the hope that it can eventually be used in at least 25% of all quarries worldwide.

Canada - Biodiversity

In July 2004, WWF-Canada and Lafarge North America signed a partnership agreement to help conserve large carnivores, such as grizzly and black bears, timber wolves and cougars in the Rocky Mountains. Long term survival of these species is not assured. Fortunately, many Bow River Valley residents and Canadian and international tourists view their preservation as critical to maintaining the unique nature of the area.

Working with local stakeholders and the Alberta government, the partners are also undertaking a tracking project to better understand wildlife movements through various corridors which link up their habitats. Aware of the impacts of its activities on local communities and wildlife, Lafarge has also contributed financially to the conservation project, which is intended to help area companies avoid collisions between wildlife and road or rail transport of raw materials and finished products.

Lafarge has also helped supply cement and construction materials for innovative wildlife underpasses of highways. In the future WWF and Lafarge will test the feasibility of micro tunneling to create new means to minimize collisions between wildlife and road vehicles or trains.

China - Awareness raising

In 2003, WWF-China and Lafarge China, monitored, along with local stakeholders the status of panda habitat in a reserve area near Lafarge's cement plant. Next steps to the project include setting up a monitoring and evaluation system in Longxihongkou Nature Reserve.

In 2003, WWF helped to raise environmental awareness amongst Lafarge employees by training "Green Ambassadors" to act as environmental best practice representatives at work and in the local communities. The second round of training on the ambassadors will be undertaken in 2005.

Lafarge has supported WWF in establishing a children's environmental education website in Chinese. In 2004 the website won the Global Best Non-profit Website Award given by Web Marketing Associate. Further work is scheduled on content improvement and web promotion.



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France - Biodiversity and awareness raising

WWF and Lafarge local teams have developed an initiative to implement a monitoring system for quarries under restoration, by using the methodology developed in Austria and adapting it to the local context. A pilot phase began in the quarry at Sandrancourt, 50 kms West of Paris, and will be extended to a number of other Lafarge sites. The technical expertise is provided by local consultants Ecosphere, under the joint supervision of Lafarge and WWF-France.

Lafarge Business Units in France have started to raise awareness amongst their staff of sustainable development issues. Following the publication by WWF-France of the guide-book "Planète-Attitude- Les gestes écologiques au quotidien" (Editions du Seuil), a 36 page extract was distributed to over 10.000 Lafarge employees.

Kenya - Biodiversity

The former Lafarge Bamburi quarry, close to the East African Coastal Forest, has been converted into a nature reserve. Over the past thirty years, more than 400 indigenous plant species have been introduced into the forests, wetlands and grasslands around the quarry, which lies east of Mombassa. The quarry is also home to 30 coastal species that are on the IUCN endangered list.

WWF East Africa and Lafarge are now embarking on a joint project in the Shimba Hills on the Kenyan Coast with the aim of improving the livelihoods of local communities and restoring the forests on which they depend. The project has brought together key players such as Kenya Wildlife Services, the Kenya Forestry Department and the National Museums of Kenya.

Bamburi Cement, the Lafarge subsidiary in the country, is a founding member of the WWF-Eastern Africa Corporate Club⁷ and is contributing to the Mau Forest project along with other Corporate Club members.

⁷ WWF's Corporate Club exists in a number of countries around the world to offer companies the opportunity to demonstrate that they care about their nation's natural environmental heritage. Companies support WWF by providing funding for conservation, promoting awareness of responsible environmental practice among their customer base, stakeholders, partners and employees and by setting the example for other companies and businesses to follow.

New ambitions for the partnership



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Following encouraging progress, significant results and successes, WWF and Lafarge have renewed their partnership for a further three year period, from 2005 to 2007.

Both partners are striving to make the cooperation more dynamic and ambitious. The scope of the partnership has therefore been broadened to tackle new challenges in the fields of climate change, biodiversity, sustainable construction and persistent pollutants. The ambition also includes further development of joint initiatives between WWF local offices and Lafarge Business Units.

1- Climate change and CO₂ reduction

Climate change is one of the biggest challenges to sustainable development and the equitable future for many communities. As the earth warms due to the release of greenhouse gases such as CO₂ from burning fossil fuels, we can expect more floods, heat waves and droughts. These extreme weather patterns impact ecosystems deeply and widely, from those in the Arctic to those in the Tropics and can jeopardize the food security of the world's poorest people.

New challenges

Lafarge believes that every effort should be made to ensure that the global temperature increase will stay below 2°C. Lafarge has therefore reaffirmed its commitment to reduce its CO₂ emissions.

In line with Lafarge's strategy to grow in emerging markets, Lafarge is committed to finding solutions that will enable these countries to pursue their development while ensuring that the growth in their CO₂ emissions is contained. Lafarge and WWF will set up a working group of internal and external experts to develop ways of how the Group could curb the rise in CO₂ emissions in its developing country operations, and develop sustainable construction programs.

Both partners will also start to work closely together on how to extend the replacement of traditional fuels with sustainable biomass in several cement plants in China, East-Africa and Brazil.

In Europe, Lafarge will shortly start to purchase Green Electricity for approximately 100 offices in France. This electricity will be produced as close as possible to the standards set by the European Green Electricity Network¹. The French electricity company, POWEO will be the supplier. Lafarge will explore the procurement of Green Electricity in other European countries in the near future.

¹ EUGENE (European Green Electricity Network) is an independent non-profit umbrella organisation of NGOs and scientific institutions across Europe working towards harmonisation and standardisation of the various existing and newly upcoming Green Electricity schemes in Europe's power market. EUGENE is commissioning work and agreeing on criteria for different sources of renewable energy.



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Special focus on China

In China, WWF and Lafarge will explore ways of supporting China's development while tackling the issue of CO2 emissions. Lafarge aims to become a benchmark for the industry in this country. The two organizations will also work on promoting sustainable construction, along with the Business Council for Sustainable Development in China².

2 – Global reporting system to monitor and enhance biodiversity

Ecosystems perform vitally important functions. Forests help prevent soil erosion and floods by capturing and storing rain, as well as diluting the impact of climate change by absorbing carbon dioxide and producing oxygen. Wetlands help purify water by trapping sediments and nutrients. While more than half the medicines used today are based on molecules derived from wild plants. We all depend upon biodiversity for our survival.

However, biodiversity is being destroyed as a result of unsustainable use of natural resources. These impacts are outlined in WWF's fifth Living Planet Report³.

By the end of 2004 the Lafarge Group had begun implementing plans for restoration of quarry sites in 80% in line with the target set for the end of 2004.

New challenges

Based on the joint experience in Austria, WWF and Lafarge have decided in the new phase of the partnership, to focus on biodiversity, and to set up a global reporting system to monitor, evaluate and enhance ecological biodiversity in Lafarge quarries around the world.

It will provide a framework for Lafarge employees involved in quarry planning, management, and rehabilitation that will enable them to improve the ecological value of their site.

The new target is then to develop a simple biodiversity enhancement tool kit for the Lafarge staff in charge of managing land before, during and after exploitation, by mid-2006.

This tool will need to be scientifically validated, reliable and easy to use. It will make it possible to assess the biodiversity value of quarries and other sites, and provide a basis for improving their ecological integrity and for monitoring progress.

The aim is to start deploying the process in 25% of Lafarge's 800 quarry sites around the world.

² The WBCSD is a coalition of 178 international companies from 35 countries, united by a shared commitment to sustainable development and the wish to take the lead in this field. Bertrand Collomb, Chairman of Lafarge, is also WBCSD Chairman.

³ The Living Planet Report is WWF's periodic update on the state of the world's ecosystems.



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3 – Towards more sustainable construction methods

Lafarge is committed to sustainable construction, which respects environment and society. As a key player in the construction chain, Lafarge believes that it has a responsibility to promote sustainable materials and solutions, with an emphasis on greater energy efficiency and improved standards in relation to human health and well-being.

WWF has embarked on a joint initiative, One Planet Living, with BioRegional⁴ and private sector partners, that aims to make sustainable living easy, attractive and affordable throughout the world. The objective is to build a worldwide network of communities that will include homes, work space and shared facilities such as schools, factories, health and leisure centres, transport and food networks. This kind of development will show that people can live within their fair share of the Earth's resources.

New challenges

WWF and Lafarge want to work jointly to promote sustainable construction systems and products across the construction chain and to showcase examples of state-of-the-art buildings.

The focus of the joint work will be on the promotion of simple but effective ways to reduce ecological footprint and enhance the ecological efficiency of buildings, and to demonstrate that sustainable construction is achievable today and not in a distant future. The approach revolves around the creation of buildings and materials that have limited impact on the environment, thermal insulation being inextricably linked with energy saving.

WWF and Lafarge believe that if the construction industry is serious about becoming more sustainable, it is important to show that the thinking and practices used to design buildings can be adapted to reduce our use of the Earth's resources. Once a sustainable building has been built, there is also an array of lifestyle choices that can be made to reduce its occupants' ecological footprint⁵ through the responsible use of energy, recycling and the sourcing of goods and services.

Meanwhile, Lafarge will continue to improve the performance of its products to contribute to the construction of buildings capable of even greater savings in energy and materials.

⁴ BioRegional is an environmental organization dedicated to developing practical solutions for sustainable living.

⁵ Ecological Footprint represents the amount of biologically productive land and water a population requires for the resources it consumes and to absorb its waste, using prevailing technology.



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So far, we have a few initiatives jointly developed. WWF, BioRegional and Lafarge have worked together to identify former quarry sites for the construction of ecological housing and leisure facilities. To date, a site has been selected in Northern Ireland, Magheramorne. This site will be part residential, part leisure areas and is currently at the stage of master plan development. The teams are working towards planning permission by 2006.

In France, Lafarge is also involved in the renovation of WWF-France's new headquarters in Longchamp, Paris and is providing sustainable building materials. Work is scheduled to finish in October 2005.

Further activities will also include the joint promotion of sustainable construction principles and systems at world exhibitions and forums.

4 - Persistent pollutants

Persistent pollutants may be found in inputs to, and emissions from cement plants, coming from raw materials, fuels and alternative fuels being used. Their production is of great interest to many different stakeholders. Persistent pollutants are receiving specific attention from WWF and Lafarge, who have decided to monitor performance, identify best management practices throughout the full lifecycle of cement production, and plan their progressive implementation globally in order to limit these emissions by improving production processes.

To date WWF and Lafarge have worked together to:

- Better understand and document the flow of persistent pollutants ;
- Identify and implement operational best practises ;
- Identify the steps needed to integrate the effective management of persistent pollutants.



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New challenges

Over the next two years of the persistent pollutants project, WWF and Lafarge will be working together to, among other things:

- Identify all aspects of Lafarge's business that contribute to effective management of persistent pollutants, particularly the use of alternative fuels and raw materials, and set environmental performance indicators and targets for improved knowledge, performance evaluation and improved management of persistent pollutants by April 2006.
- Develop practical best practices and quantify benefits that would be delivered through their implementation by September 2005.
- Identify priority plants by October 2005 and act rapidly to improve their performance by applying best practice at each of them by the end of 2007.
- Roll out the implementation of best practice at all plants.
- Measure and report externally on performance on a yearly basis, including in Lafarge's annual Sustainability Report.

5 – Local initiatives

With the renewal of the partnership, both organizations are encouraging the development of new local initiatives on reducing climate change, promoting biodiversity and sustainable construction. After a selection process to identify the most appropriate and strategic projects, local WWF and Lafarge teams will be allocated funds to carry out ambitious action plans related to the jointly defined fields.



FACTSHEET

WWF

The global conservation organization

WWF is one of the world's largest independent conservation organizations, with over 5 million supporters and a network active in more than 100 countries on five continents. Since its creation in 1961, it has maintained a constant record of success. Today, WWF funds close to 2,000 projects and employs almost 4,000 people worldwide. It has a global income of about CHF 600 million.

Mission and priorities

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- **conserving the world's biological diversity**
- **ensuring that the use of renewable resources is sustainable**
- **promoting the reduction of pollution and wasteful consumption.**

To achieve its mission, WWF:

- works in partnership with governments, local communities, international agencies, and business and industry, identifying realistic solutions to the world's most pressing environmental problems
- reinforces its programme of field projects with policy work specifically designed to address the root causes of environmental degradation

- uses a rational and science-based approach to conservation, which focuses on key issues and priorities
- carefully stewards all funds received and, through global leadership, endeavors to obtain maximum value from these donations through leveraging the support of conservation partners
- promotes the replication of its conservation achievements through education and local capacity building, in partnership with other organizations, and through worldwide communications.

Through its Global Conservation Programme, WWF has contributed significantly to the development of the world conservation movement and to sustainable development in a period of great pressure on the planet's natural resources.

In carrying out its work, WWF cooperates with many partners, including UN organizations and IUCN–The World Conservation Union, as well as development agencies such as government aid agencies or the World Bank, with which WWF has formed an alliance to address forest issues.

WWF Network income originates from individuals (58.2%), governments and aid agencies (20%), trusts and foundations (10%), corporate donations (9.7%), and other sources (2.1%).

Programmes

WWF's Global Conservation Programme covers the full spectrum of conservation activities, both at field and policy level. It encompasses ecoregion conservation in the "Global 200" – areas that WWF scientists have identified as the Earth's most biologically outstanding terrestrial, freshwater, and marine habitats – and global thematic programmes on key issues. This is supported by a series of

"cross-cutting" initiatives (for example on trade, agriculture, etc.) to eliminate the root causes of biodiversity loss.

Ecoregion conservation is achieved through Ecoregion Action Programmes (EAPs), an ambitious, broad-scale and integrated approach where WWF, together with many partners, aims to conserve and, where necessary, restore the biological diversity of an entire ecoregion.

WWF's thematic programmes address key biomes (forest, freshwater, and marine), global threats (climate change and toxics), as well as priority endangered species.

Finally, delivery of conservation results is assisted by WWF's high-visibility international campaigns, which help spotlight crucial environmental issues and influence national and international policy decisions.

WWF online

www.panda.org is the organization's global website: an information backbone providing a wealth of data, news and publications about WWF's work both on the ground and in the corridors of power. The site is also home to WWF's global campaigning tool "Passport". It gives visitors the licence to take action around the world on environmental issues from their homes, in their offices, at their desks.

WWF's presence worldwide

Australia, Austria, Belgium, Bhutan, Bolivia, Brazil, Canada, Caucasus (Georgia), Central Africa (Cameroon), Central America (Costa Rica), China, Colombia, Danube/Carpathian (Austria), Denmark, Eastern Africa (Kenya), European Policy Office (Belgium), Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indochina (Vietnam), Indonesia, Italy, Japan, Macroeconomics for Sustainable Development (USA), Madagascar, Malaysia, Mediterranean (Italy), Mexico, Mongolia, Nepal, Netherlands, New Zealand, Norway, Pakistan, Peru, Philippines, Poland, Russia, South Africa, Southern Africa (Zimbabwe), South Pacific (Fiji), Spain, Sweden, Switzerland, Tanzania, Thailand, Turkey, United Kingdom,

United States, Western Africa (Ivory Coast and Senegal).

Associates: Argentina (Fundación Vida Silvestre), Ecuador (Fundación Natura), Nigeria (Nigerian Conservation Foundation), Venezuela (Fudena)

WWF International

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DR CLAUDE MARTIN
Director General of WWF International

Claude Martin was appointed Director General of WWF International in October 1993. Prior to this he served as Deputy Director General from 1990 to 1993, overseeing the field, policy, education and communications programmes of WWF International. In this capacity, he led an organization-wide effort to focus WWF's worldwide programmes by establishing global priorities and strategies.

Before joining WWF International, Claude Martin was Director and Chief Executive of WWF-Switzerland from 1980 to 1990. Under his leadership WWF-Switzerland emerged as one of the strongest of the national organizations within the WWF network – both in terms of achieving conservation objectives and generating membership and financial support.

Claude Martin's career with WWF started in the early 1970s, when he lived in Central India, studying the ecology of the barasingha deer in Kanha National Park. While fewer than 100 animals of this threatened deer survived at the end of the 1960s, his findings led to a revision of habitat management and a subsequent increase in the population size and range of the barasingha deer.

He was educated in Zurich and holds an MSc in biology from the University of Zurich, and in 1975 he graduated with a Ph.D. in wildlife biology from the University of Zurich. The status and ecology of the barasingha deer in Central India was the subject of this thesis.

From 1975 to 1978 Claude Martin worked for the Wildlife Department of Ghana and served as Director of the Bia National Park and other tropical rainforest areas in the Western Region of Ghana. In addition to his planning and administrative duties as parks manager, he was also responsible for research programmes on primates and the forest elephant.

Over the years, he has carried out numerous field missions on behalf of WWF and IUCN – The World Conservation Union, primarily on forest conservation issues in African countries, and published large numbers of articles on conservation.

Since becoming Director General of WWF International, Claude Martin has initiated several new approaches in conservation such as the WWF Target Driven Programmes, as well as partnerships, for example with the World Bank and business/industry groups. He is a member of the China Council for International Cooperation on Environment and Development (CCICED) – a high level advisory body to the Chinese Government, a Board member of the Ghana Heritage Conservation Trust (GHCT), a member of the Advisory Board of the Swiss Federal Institute for Environmental Science & Technology, and other environmental bodies.

A Swiss, Claude Martin was born in Zurich in 1945. He is married with four children and is fluent in English, German and French.



World leader in building materials

With top-ranking positions in each of its businesses – n° 1 in Cement and in Roofing, n° 2 in Aggregates & Concrete and n° 3 in Gypsum – the Lafarge Group is today the world leader in building materials. It employs 77,000 people in 75 countries. In 2004, the Group posted sales of €14.4 billion. Several of its activities rely on the transformation of raw materials such as limestone or gypsum into construction materials.

Concrete is the most used material worldwide as it shelters human beings. It is also very much linked to growth, particularly in emerging markets which often need more infrastructures and houses. To make concrete, cement is needed as it plays the role of 'glue' to stick together the different components involved i.e. aggregates, sand and water. The cement making is based on the extraction of limestone and clay which are then burnt in the kiln of the cement plant at very high temperature. At that stage a chemical transformation occurs : CaCO_3 (limestone) becomes CaO (lime) + CO_2 which is released, meaning that 60% of our CO_2 emissions come from the chemical transformation of limestone at high temperature, while 40% depend on combustion. Therefore cement industry is at the origin of 5% of total worldwide CO_2 emissions, below transports which account for 20% or power industry which accounts for 35% of CO_2 emissions. Almost 40% of total emissions come from the lifecycle of housings (heating, cooling, lighting...) and not much has been done about it.

Lafarge strongly believes that its materials well associated can help lowering these last emissions. Sustainable construction aims at promoting construction systems and solutions which respect both environment and mankind. This is why Lafarge is one of the official supporter for Paris candidate host town of the Olympic games of 2012, in order to encourage more sustainable construction methods.

Sustainable development

Lafarge firmly believes that there can be no sustainable economic performance without social progress and protection of the environment, and its commitment to sustainable development dates back many years. Beyond economic considerations, the human, social and environmental dimensions are an integral part of the Group's performance programs and management processes. Lafarge approaches sustainable development in a demanding, open, transparent and receptive manner.

In 1977, before anyone was talking about sustainable development, Lafarge published its Principles of Action. These established the fact that people are at the heart of the company as well as the importance of cultural diversity, transparency and the notion of the common interest.

In 1995, the Group publicly declared its environmental policy, clearly defining its commitments and, in particular, its firm belief of the need to pay attention to the environment. More than that, the Group was determined to derive a competitive edge from this outlook.



In recent years, Lafarge's policy has increasingly emphasized the development of long-term dialogue with its stakeholders and the establishment of a genuine partnership with society. The best illustration of this is the pioneering partnership it signed in March 2000 with WWF, the aim of which was to improve its environmental performance and contribute to raising standards in industry.

Besides, Lafarge has been committed, at the Group level, since the beginning of the 2000s, to the fight against HIV/AIDS. In 2003, Lafarge signed a partnership with CARE for five years. CARE is a NGO committed to the fight against all forms of poverty in the world. Its experience in the fight against HIV/AIDS in the workplace, its pragmatic approach and its decentralised international structure, which is close to that of Lafarge, made for an ideal partnership. Lafarge and CARE work together to enforce Lafarge HIV/AIDS programme, which combines prevention, anonymous screening and access to care with the guiding principles of non-discrimination and confidentiality. The Group HIV/AIDS policy was first applied in Sub-Saharan Africa and is now deployed in the Asian region.

Lafarge also signed a global partnership with Habitat for Humanity, which helps families in need by building simple and decent houses for them.

Each year, Lafarge's Sustainability Report gives an account of the Group's environmental and social performance, and highlights significant year-on-year improvements. This report is elaborated within dialogue with all our stakeholders who are gathered within a Stakeholder panel, among whom are people from unions, from WWF, from CARE, architects...



Bernard Kasriel
Group's Chief Executive Officer

Bernard Kasriel (born 1946, married, 3 children) is Chief Executive Officer of Lafarge.

A graduate of the Ecole Polytechnique (1965) and INSEAD (1969), he also holds a MBA of Harvard (1970).

From 1970 to 1977, he held several management positions within industrial companies.

Bernard Kasriel joined Lafarge in 1977 in the Sanitaryware Division, of which he became CEO until 1981. Appointed Group Executive Vice President in 1982, he was seconded from Lafarge to serve as President and Chief Operating Officer of National Gypsum (North-American Gypsum wallboard producer) in Dallas between 1987 and 1989. He became Lafarge Group Managing Director in 1989, was appointed Vice Chairman and Chief Operating Officer in January 1995 and Chief Executive Officer in May 2003.

He is a director of Sonoco Products Company, Hartsville (South Carolina, USA) and L'Oréal. He is also Vice-Chairman of Lafarge's Board of Directors.