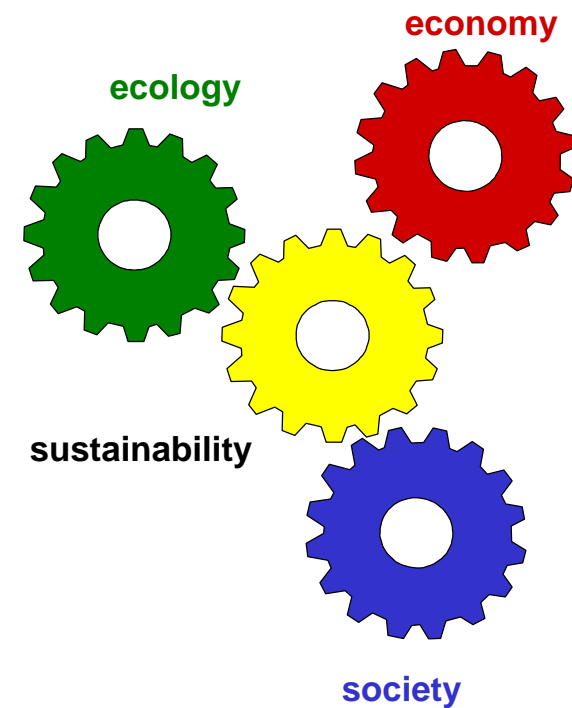


## ■ Building on sustainability

- **Balance between economy, ecology and social responsibility**
- **assure that future generations can meet their own resource needs**
- **HC's first sustainability report – milestone on SD journey**



**HEIDELBERGCEMENT**

# Sustainability report



## ■ Sustainability as business case

- **Meeting stakeholders' expectations by**
  - responsible use of natural resources
  - long-term growth and increasing profits accordingly
  - social responsibility for employees and locations
- **Growing importance for reputation**
- **Maintaining licence to operate**

## ■ Sustainability program

- **Environmental targets**
  - implementation CSI
- **Employment and social standards**
  - qualifications
- **Health & safety**
  - increased strength
- **Internal/external reporting**
  - monitoring
- **Stakeholder involvement**
  - ongoing dialogue

## ■ **Local responsibility – global engagement**

### **Initiatives beyond the company**

- **CSI-initiative – WBCSD**
  - **Sustainable cement project initiated by international cement industry**
- **Econsense**
  - **Network initiated by German industry leaders**
- **German cement industry initiative**