

Lafarge and World Wildlife Foundation (WWF) - Celebrating 10 years of partnership

01.08.2011

In 2000, Lafarge signed a partnership with World Wildlife Foundation (WWF) with the aim of improving its environmental performance and contributing to raising standards within the construction industry. Within this partnership, Lafarge set target areas in:

- Reducing CO² Emissions,
- Biodiversity restoration at quarry sites,
- Water management,
- Reduction of persistent pollutant emissions and
- Development of sustainable building materials and systems.

In Kenya, Bamburi Cement Limited and World Wildlife Foundation (WWF) have been working together with the local communities to develop a forest landscape restoration project in the Shimba Hills area located in Mombasa and the cultivation of renewable biofuels.

The objective of these local partnerships is to improve the management and conservation of biodiversity and natural resources at a local level, in order to meet the needs of people and support sustainable development.