

Bamburi Cement, Better Globe Forestry and KenGen Foundation Launch Green Initiative Challenge

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In a unique partnership with Bamburi Cement, Better Globe Forestry and KenGen Foundation will today launch phase II of the Green Initiative Challenge (GIC). The GIC is an afforestation project that involves schools to participate in environmental activities by developing small forests and woodlots within their compounds for multiple benefits.

Speaking during the launch of the programme, Bamburi Cement's Director Corporate Affairs, Communications & Sustainable Development, Susan Maingi recognized the need to ingrain children with environmental conservation habits early in life to build a sustainable future.

"We need to realize the massive scale of the economic damage deforestation brings and the important role children play in the conservation of the environment," she said.

The GIC project is part of Bamburi's wider strategy to work with local communities to raise environmental awareness, contribute to economic prosperity and support local health, social and environmental initiatives.

Through its subsidiary Lafarge Eco Systems, the environmental and rehabilitation division of Bamburi Cement that was set up in 1971, the Company has built its capabilities and capacities in management of the Biodiversity agenda. This is through restoration of numerous quarries and through these efforts, has won international acclaim and awards for its rehabilitation work as well as for best practice. One of its environmental pride is managing a World Class nature and environmental park (Haller Park and Forest Trails) that it developed through rehabilitation of various quarries in Mombasa.

"Apart from the continuous preservation of its rehabilitated quarries, Lafarge Eco Systems embarked on a number of projects to recreate coastal ecosystems of forests, lakes and grasslands for biodiversity conservation and sustainable utilization through eco tourism and education." Said Ms. Maingi. "It included the greening of the Company's plant in Mombasa to create an ecosystem rich in biodiversity through the planting of indigenous trees, shrubs, fruit trees as well as food plants and flowering plants. Today, with guidance from Lafarge Eco Systems more than 1,200 ornamental shrubs, over 100 indigenous trees and numerous fruit trees have been planted at all the disused areas of the Plant. Among them about 53 listed on the IUCN red list of endangered plants. Lafarge Eco Systems is also engaged in wildlife conservation that contributes to the ecological restoration processes in the rehabilitated quarries through integration. So far there are over 15 large mammals and over 180 bird species in the ecosystems." She added.

Statistics by the United Nations Environmental programme (UNEP) show that deforestation deprived Kenya's economy of approximately 5.8 billion shillings in 2010.

"We appreciate that projects focusing on reversing these events have been proven as better methods to address the impact of climate change caused by depletion of land cover and The Green Initiative Challenge is one such project as it aims to reduce vulnerability to climate change effects," said Ms. Maingi

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Notes to editors

With a well-balanced presence in 90 countries and a focus on Cement, Aggregates and Concrete, LafargeHolcim (SIX Swiss Exchange, Euronext Paris: LHN) is the world leader in the building materials industry. The Group has 115,000 employees around the world and combined net sales of CHF 33 billion (EUR 27 billion) in 2014. LafargeHolcim is the industry benchmark in R&D and serves from the individual homebuilder to the largest and most complex project with the widest range of value-adding products, innovative services and comprehensive building solutions. With a commitment to drive sustainable solutions for better building and infrastructure and to contribute to a higher quality of life, the Group is best positioned to meet the challenges of increasing urbanization.

Bamburi Cement Limited, a subsidiary of LafargeHolcim, is the leading cement manufacturing and marketing Company in the Eastern Africa region. It has three subsidiaries Hima Cement Ltd (Uganda), Bamburi Special Products Ltd and Lafarge Ecosystems Ltd.

More information is available on LafargeHolcim's
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