

A FUTURE ANCHORED ON Sustainability



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Welcome to the 2018 edition of our **Corporate Social Responsibility and Sustainability** newsletter. This issue aims to introduce you to our CSR & Sustainability Agenda while also highlighting the key pillars and programs that fall under it in addition to detailing some of the initiatives we have recently undertaken in our communities.

With nearly 70 years of experience in community social investment activities and the evolving practice of CSR, we are progressively steering away from mere acts of “giving back to the society”. Our CSR/CSI agenda is now anchored on strategic engagement with communities to create “shared value”, that is value for the communities and value for the business. CSR is therefore an important and strategic lever for improved business performance and strategic community engagement practice.

On the other hand, our Sustainability Plan is premised on our vision of delighting our customers with innovative construction solutions while committed to sustainability. Our Sustainability Agenda looks beyond the business model to the wider industry in a move that we anticipate will better livelihoods, create jobs and sustain communities with whom we operate and work with.

As we share our story, we hope that you will also feel motivated to support these initiatives through goodwill, creating awareness or through feedback. We are under no doubt that collaboratively through sustainability practices, we will positively contribute towards meeting the challenges faced by communities across the country.

This newsletter and those that will follow will draw out our commitment to future generations. We also hope that the consequent newsletters, this one being the first, will share with you success stories as we roll-out more activities under our programs. Don't forget to check the Events Calendar section or upcoming activities in your community.

We look forward to your support.

In this issue...



Reusing and recycling of waste oil for a safer environment Pg7



GIC: A green environment a better future Pg4



Innovation aids kenya in achieving road safety for truck drivers Pg5

2018 Events Calendar

NOVEMBER

- Affordable housing partnership kick-off
- B-Zawadi award program
- Diwali celebration with our customers
- NCA Conference
- Contractor dinner
- Geocycle/Vivo partnership launch
- Ground breaking of the GIC infrastructure projects

DECEMBER

- Road safety ceremony
- Release of the CSR Impact Report
- Release of the NAI capacity increase project booklet

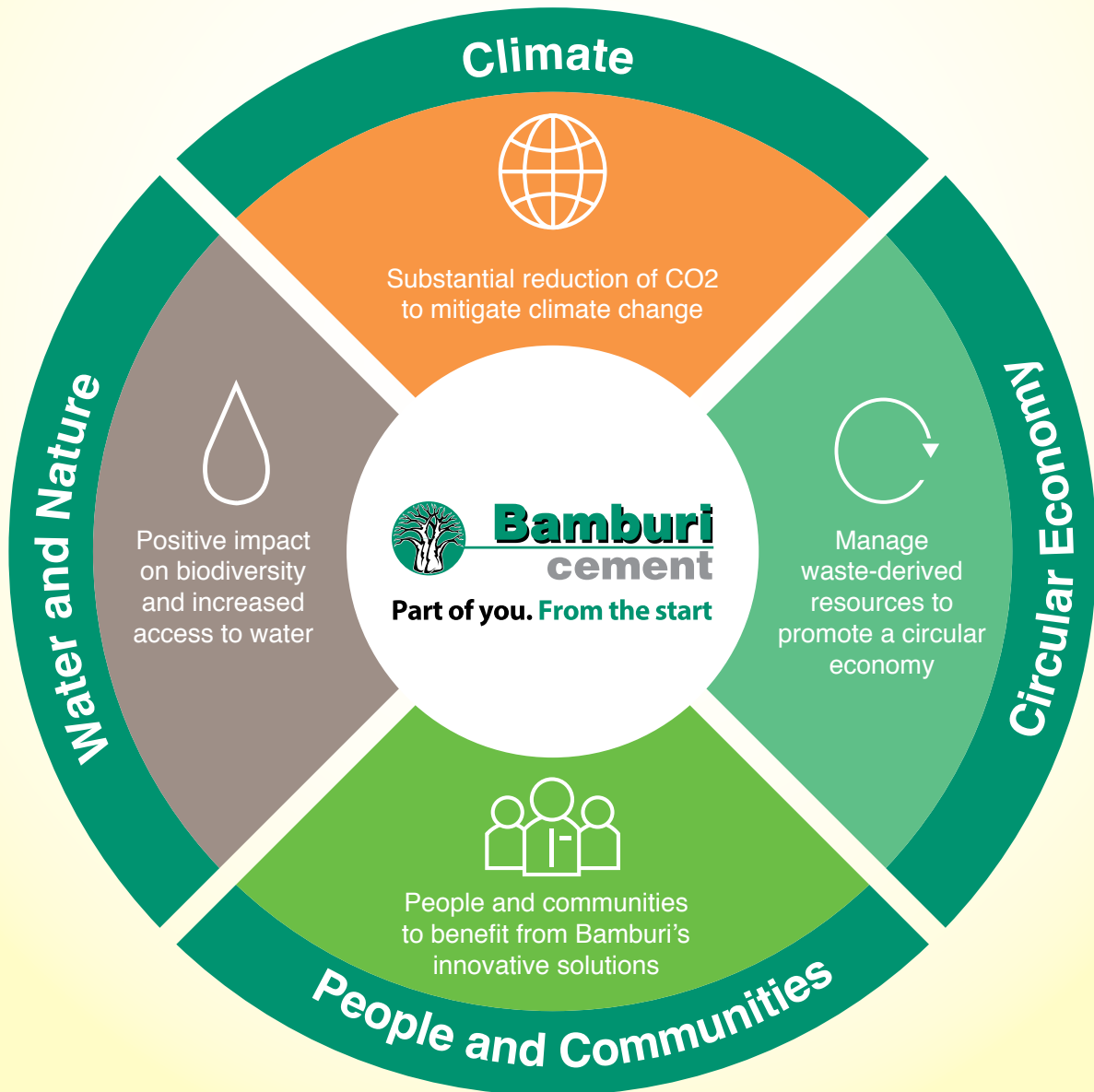


Bamburi
cement

Part of you. From the start

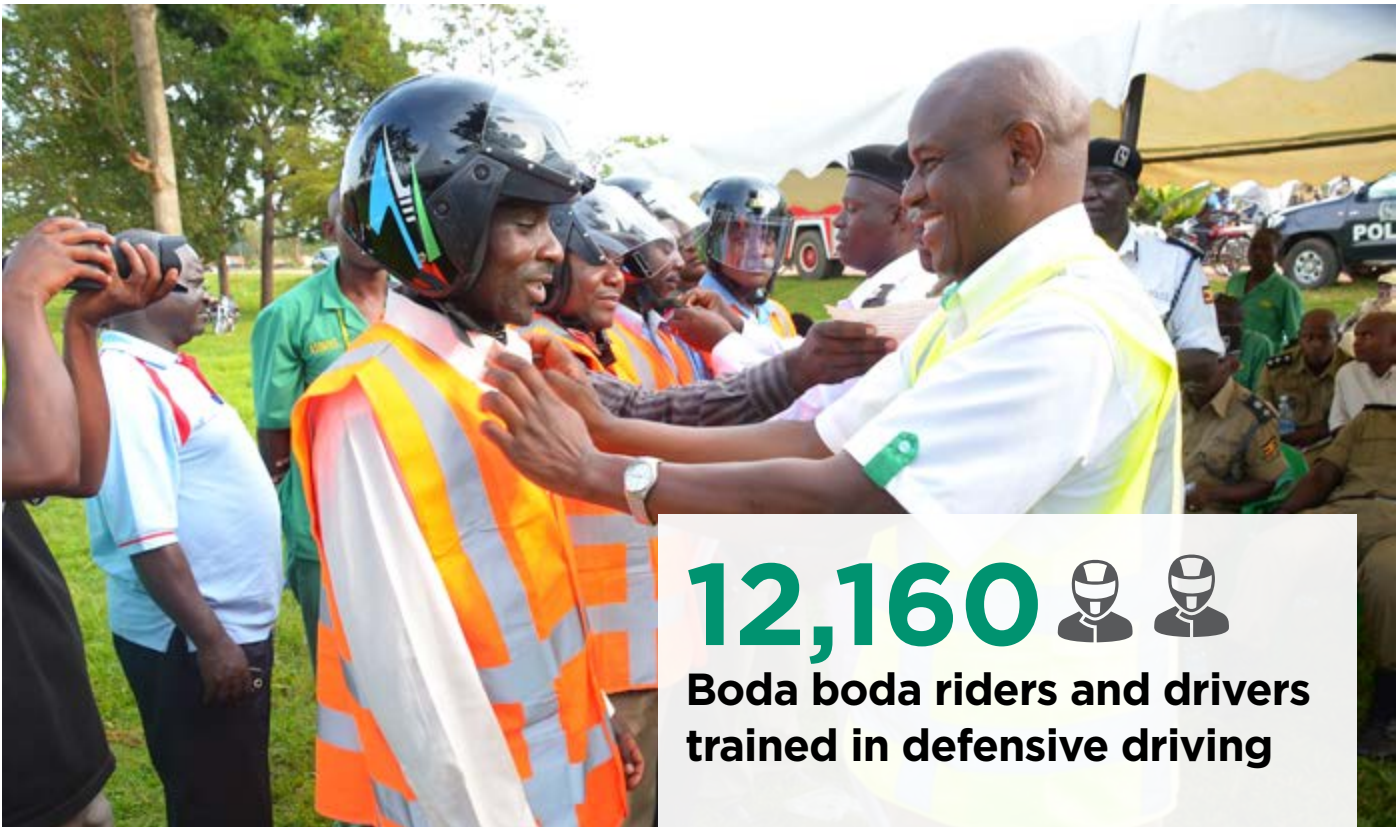
Bamburi CSR & Sustainability Agenda

Since our establishment in **1951**, we have been a leader in Corporate Social Responsibility/Investment (CSR/I) in the East Africa Region, with a cumulative investment of over **Ksh 3 billion**. This experience and the increasing recognition of the Sustainable Development Goals motivated us to redefine our CSR Strategy in 2016. Our CSR & Sustainability programs purpose to forge strategic engagements with communities to create **“shared value”**, that is value for the communities and value for the business.



CSR focal areas:





12,160  

Boda boda riders and drivers trained in defensive driving

400  

Schools enrolled in Phases 1 to 4 of GIC

319  

Green Teachers trained across Phase 1 to 4 of GIC

OVER

60%  

Fuel substitution rate using rice husks

OVER

600  

Treatments done at the Cost General cancer centre since its launch

95%  

Overall Compliance Level in Road Safety amongst contracted fleet drivers

OVER

300  

Hectares of quarry land rehabilitated

A Green Environment a Better Future



The Green Initiative Challenge (GIC) program is designed to encourage and enable schools to participate in environmental activities by developing small forests and woodlots within their compounds for multiple benefits. Under the Kes 120 Million, 10-year program, the target is to plant a total of 460 acres with 300,000 commercial and wood fuel trees and 113,956 fruits trees in 919 new schools over that period. The objective is to boost

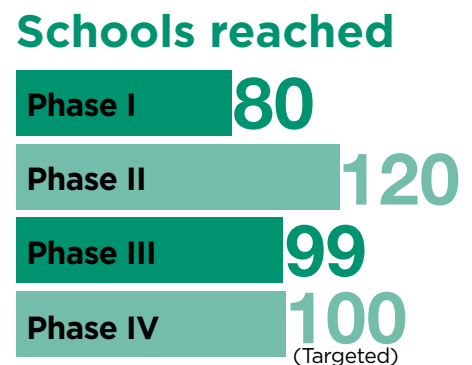
awareness and participation of school children in environmental conservation via sustainable management and harvesting of tree seedlings, provide schools with renewable source of wood fuel thereby reducing pressure on surrounding forest resources, contribute to reduction of green house gases through carbon sequestration by growing woodlots, and with the aim of securing the catchment area around the hydro generation dams.

Participating schools plant multi-purpose tree species called Cassia Siamea and Melia Volkensii tree seedlings for their 0.5 acre school plots. Cassia Siamea is a fast growing tree that provides almost immediate benefits through coppicing provides wood while Melia Volkensii gives highly commercially valuable timber.

GIC Program Summary

Direct Impacts	
Schools and students	Bamburi Cement
<ul style="list-style-type: none"> The trees are grown in schools and institutions of higher learning. The students are encouraged to tend the trees so that from an early age they appreciate the value of environmental awareness. Trees will provide shade for the children. Timber can be sold as an alternative income source for schools. Program can be used as part of learning especially in subjects that revolve around the environment and nature. 	<ul style="list-style-type: none"> Reduction in carbon footprint. Opens up new avenues for partnerships with the community and county. Builds sustainable and mutually beneficial relationships with the community. Provides a platform for members of staff to engage with students and school leadership, participate in the tree planting and mentorship. Securing in the mid and long term the catchment area of hydro dams - a cheaper and renewable source of energy
Social Impact	Financial Impact
<ul style="list-style-type: none"> Creates a conducive environment for students and society that promotes better standard living. Improves community sensitization and awareness in matters relating to the environment. 	<ul style="list-style-type: none"> Monetary value received upon sale of the mature trees (Makao) Source of food (Fruit trees)
Environmental Impact	
• Climate amelioration • Soil erosion control • Aesthetic value • Carbon footprint reduction	

Six bright children from underprivileged backgrounds have been awarded full high school scholarship under the GIC programme





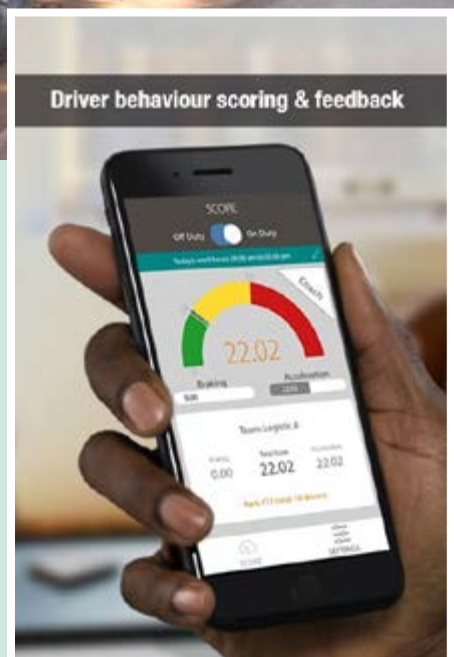
Innovation Aids Kenya in Achieving Road Safety For Truck Drivers

2,200 
Boda boda riders and drivers trained in defensive driving since 2017

We recognize that road safety is an issue of utmost national concern, and this is reflected in our investments over the last fifteen years in our standards, practices and procedures.

To enhance this commitment, we launched a new vehicle management system from the fleet tracking system, which resulted in our transporters undertaking an In-Vehicle Monitoring System (iVMS) upgrade. The iVMS includes speed and iVMS digital mapping, driving hours monitoring, ability to perform geo-fencing and web based data transfer via cellular or satellite networks. By close of the year 2017, implementation was at 22% of transporters against a target of 15%.

iVMS (In Vehicle Monitoring Systems), monitors driver behavior such as harsh braking, freewheeling, rest breaks and fuel monitoring. This helps develop the driver's scorecard which leads to rewarding or sanctioning of the drivers. Recognition has shown to build on driver's confidence and job satisfaction. The system is currently at 95% deployment with an objective of finalizing end 2018.



Bamburi Cement has for the last ten years conducted annual road safety awareness campaigns in December to sensitize road users of road safety issues ahead of the festive season, a period traditionally associated with high incidences of accidents on Kenyan roads.

The theme for 2017 was 'Makinika Barabarani, Okoa Maisha' that simply translates to 'Drive Safely, Save Lives'. In the campaign, more than 1,200 drivers and 1,000 boda-boda operators benefited from defensive driving / riding training and as well as improved awareness on road safety.

The sustainability agenda of reclaiming and restoring land for economic use

Where it all began

Coastal forests covered much of the Kenya coast up to around 300 years ago. The forests were cut down, and only a few patches remain. East African coastal forests have high biodiversity value and are classified as one of the 21 global biodiversity hotspots. By the time Bamburi acquired the land; it consisted mostly of the secondary coastal bush- and scrubland of low economic and biodiversity value.

Lafarge Eco Systems on sustainability

Lafarge Eco Systems, the environmental arm of Bamburi Cement drives the land restoration and rehabilitation agenda for the organization. For over forty (40) years, Lafarge Eco Systems have been systematically rehabilitating and restoring quarried land into tropical ecosystems bursting with life, which also serve to address the forest cover and land degradation effects.

Its ecological showcases Haller Park and Forest Trails have been reformed systematically and have over time grown to become resource centers for environmental education and conservation.

Haller Park

A nature park in Bamburi, Mombasa, on the Kenyan coast. It is the transformation of a quarry wasteland into an ecological paradise. Haller park holds a variety of plant and animal species which serve as a recreation hot spot for tourists and locals. Up to March 2007, it held the famous attraction of Owen and Mzee – the friendship of a hippopotamus and a tortoise.

The park was the first recipient to be honored with the United Nations Environmental Program global 500 rolls of honor award for the unique, ecologically sound and successful rehabilitation undertaken.

The park hosts a game sanctuary, reptile park, small demonstration fish farm area, palm garden, crocodile pens and a giraffe viewing platform; offering a variety of attractions to educate and entertain the over 150,000 visitors received every year.

Over the years, various orphaned and hand-reared animals found a home in the rehabilitated quarry, starting with a hippo (Sally), then antelopes, buffaloes, giraffes, and crocodiles. Many animals found their way into the developing forest – birds, butterflies, reptiles, amphibians, and even small mammals like bushbuck and other small antelopes, mongoose, bushbabies

etc. As the areas surrounding the quarries were being developed, many small animals looked for refuge in the rehabilitated areas.

Forest Trails

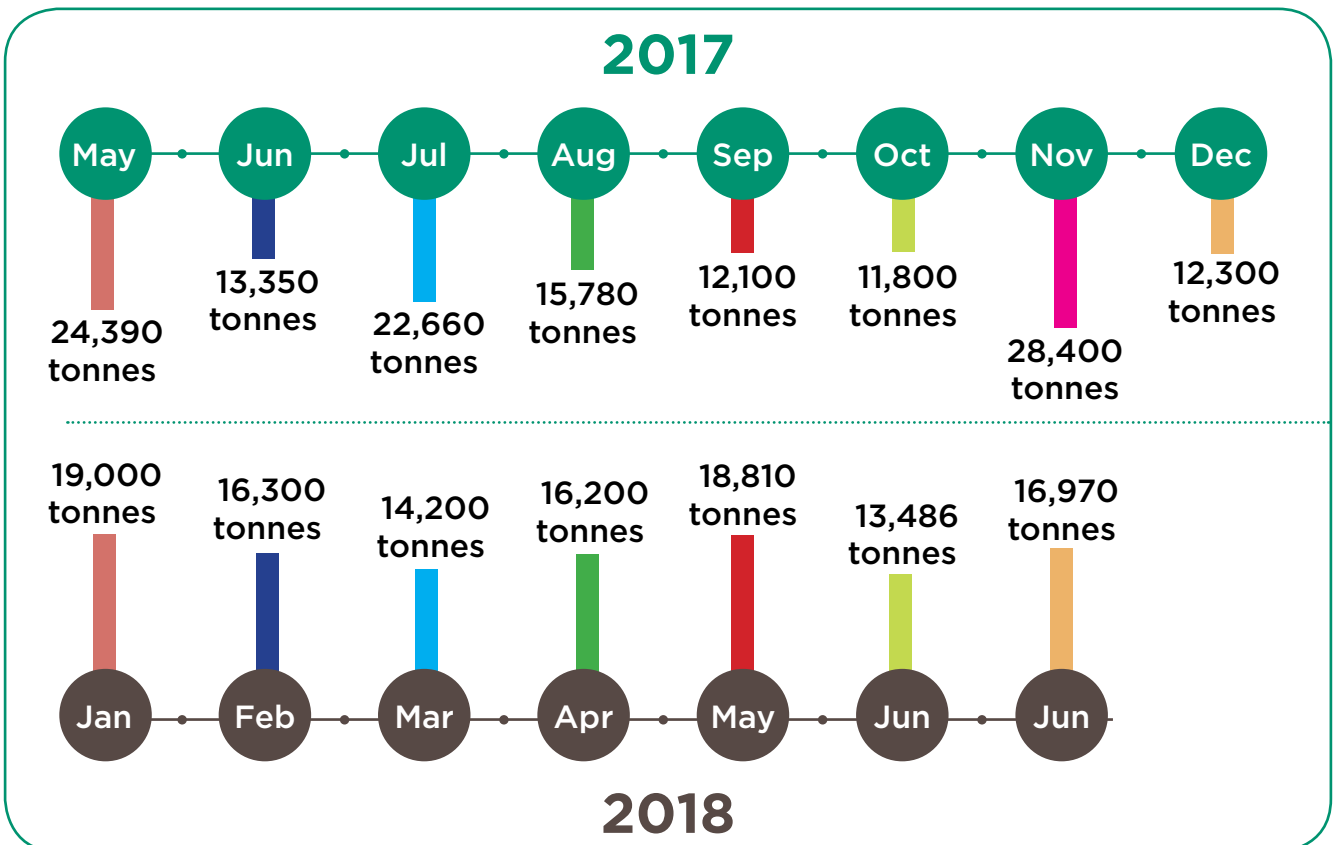
Forest Trails is a mined out quarried landscape that has been transformed into a lush, green forest with open grasslands. It offers a cool, serene and fresh ambiance where visitors enjoy a leisure walk as they revel in the solitude that the trails provide. Forest Trails is ideal for all open air events such as picnics, weddings amongst others.



Reusing and recycling of waste oil for a safer environment

In early 2017, Petroleum Institute of East Africa (PIEA) started a program called SWOD - Safety Waste Oil Disposal. This is the proper disposal of the used oil by licensed, reputable, waste management companies. PIEA contacted Geocycle to do the disposal of the used oil for it's members. The agreement and commencement of the proposed program from PIEA brought about the agreement between Geocycle and Vivo to start the collection from it's fuel stations.

Waste oil collection



Total Collection todate (15 months):

255,746 tonnes

Average per Month

17,049.73 tonnes

2017 at a Glance...



The Fight Against Cancer

Bamburi Cement in partnership with Mombasa County unveiled cancer treatment center, the first in Coast Region.

Eyarat Borehole Groundbreaking

Bamburi Cement restores hope for Kajiado County by tackling water shortage problem.



Promoting environmental awareness and conservation through schools participation



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