

HEIDELBERGCEMENT

Company Profile

Headquarters: Heidelberg, Germany
Major products: Building materials
(aggregates, cement and concrete)
Further information: www.heidelbergcement.com

In more than 40 countries across the world, the name HeidelbergCement stands for competency and quality. Heidelberg Cement is the global market leader in aggregates and a prominent player in the fields of cement, concrete, and other downstream activities, making it one of the world's largest manufacturers of building materials. In 2011, Group revenue amounted to €12.9 billion. Around 52,500 employees in more than 2,500 locations make sure that HeidelbergCement's slogan "for better building" is brought to life.

Challenges and How HeidelbergCement Takes Responsibility

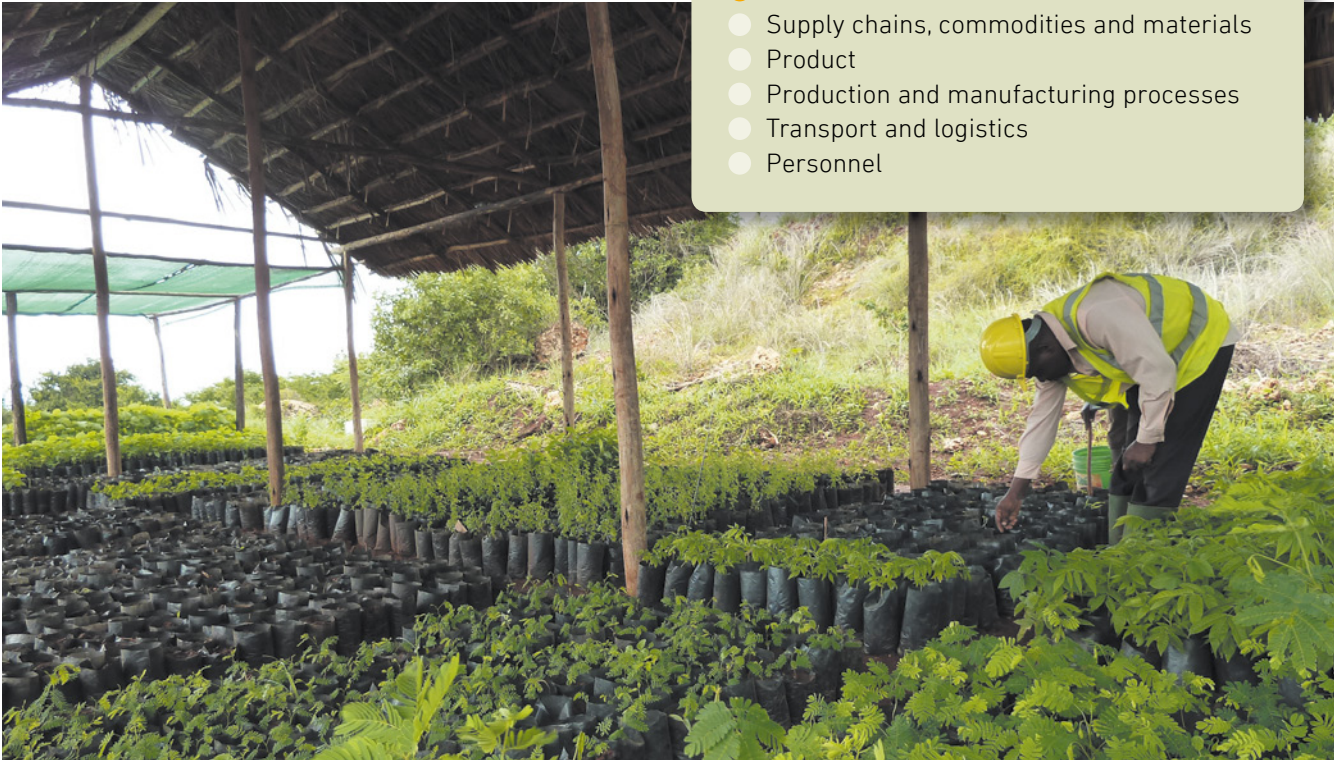
Quarries and gravel pits completely transform the existing landscape, destroy local habitats and alter the morphology of the surrounding area. Therefore, HeidelbergCement develops feasible approaches for minimising its interventions and offsetting subsequent consequences. Moreover, the Group adheres to a complex permit process before it opens a new quarry or expands an existing one. This process includes an environmental impact assessment and specialised biodiversity studies.

HeidelbergCement's business operations are based on having long-term local access to mineral raw materials. Therefore, the Group views the proper securing of raw materials as a central strategic task, and places great value on long-term planning, sustainable quarrying and subsequent utilisation of extraction sites. This is its license to operate.



Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel



Best Practice: Sustainable Land Management

The Issue

Deforestation and mismanagement of land is a very serious challenge for the Dar es Salaam region in Tanzania, Africa. Dar es Salaam is Tanzania's commercial hub and one of the fastest growing cities in the country. The majority of inhabitants depend largely on charcoal as the primary source of household energy. Surrounding forests have been nearly destroyed by this activity and reforestation and recultivation have not yet become a priority.

The Response

In order to promote sustainable land management around the mining sites of its subsidiary Tanzania Portland Cement Company (TPCC) in the region of Dar es Salaam, HeidelbergCement initiated a Public Private Partnership project together with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The establishment of a tree nursery in the former quarry is at the centre of the project. It produces plant material for rehabilitation of the old extraction site, which currently covers approximately 73 hectares.

The project started in October 2010 within the framework of the German program for development partnerships (develoPPP.de), where the GIZ and private companies jointly design, finance and implement projects that benefit all parties involved.

The Results

The tree nursery is run by local staff and supports the creation of an urban forest in the periphery of Dar es Salaam, serving for future production of fire wood and lumber, as well as recreational purposes.

Additional foresting contributes to the reduction of surface erosion and the formation of new ground water. Furthermore, trees are being distributed to smaller settlements near the cement plant, in order to promote the greening of the landscape. Seed and seedlings are sold, for instance, to other companies. The tree nursery will have produced 100,000 plants and sold 50,000 seedlings by 2013; 50,000 trees will have been planted in the new urban forest by 2013 as well.

In the future, both the new urban forest and the surrounding areas of the extraction site will serve as nature parks for education or recreation, as a habitat for endangered fauna and flora and as an example of sustainable land management. Parts can also be used for sustainable cultivation and production of firewood and lumber.

In order to ensure the transfer of knowledge about sustainable land management and quarry rehabilitation, workshops and training sessions on sustainable land-use are offered for stakeholders such as universities, schools, NGOs as well as national and local authorities.