



SUSTAINABLE DEVELOPMENT

Business Unit:

Submitted by:

In which category do you submit:

Stakeholder Relationships

Environment

Title of the Initiative

Lafarge Cement Egypt Corporate Social Responsibility Efforts Consistent with UN Millennium goals

Main Objective/ Problems to solve

Objectives

Focus on empowering Health, Education & Environment sectors that serve deprived people in an attempt to accomplish sustainable development for those benefiting from Lafarge Cement Egypt CSR efforts

- Strive to alleviate the suffering of the more deprived segments of society
- Improve living conditions for less privileged segments of society
- Empower the less privileged segments of the society to lead a better life on the long run; to achieve sustainable development
- Advertise through media, press and networking, the efforts of Lafarge Cement Egypt to serve the Egyptian society in accordance with United Nations international standards

Problems to solve

- Set clear strategies and detailed plans of action to be monitored and followed up by a strict implementation policy.
- Ensure this strategy is consistent with Lafarge global vision.
- Accomplish CSR goals in collaboration with Civil Society institutions and the Executive system and with their total support
- Being an active partner in initiating vital projects to benefit the Egyptian society; not just donating money towards these projects
- Publicizing LCE CSR efforts to the Egyptian society and decision makers



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Description

- Health:

* **3 Public awareness campaigns** about swine and bird flu, material for the campaigns was obtained from the WHO. The campaign served a total of 150 Students in the academic year 2009, through an informal approach of playing games, indirect messages and distributing hand outs.

* **Signing a protocol of Cooperation with the 'Magdy Yacoub Foundation'**: focusing on extending medical care to poor children suffering from heart conditions in upper Egypt (Aswan Hospital). Lafarge donated a piece of highly advanced medical equipment for diagnosis through genetic analysis to the hospital. No similar device can be found in any other Egyptian hospital. The protocol also included full training for surgeons on how to use the new equipment.

* **Empowering Mubarak Charity Hospital**: the hospital is located in an area that is on its way to modernisation. It is turning from a slums area to a more modern one with urban facilities. Lafarge donated equipment for an entire unit of Micro Processed Infant incubators & Kidney units to the hospital.

* **Supporting children with hearing problems**: the initiative was in collaboration with Adsa; an NGO located in Alexandria. Lafarge provided children with the medical care, tools and facilities that would enable them to reach their full potential, thus allowing them better chances for integration with the society around them and motivating them to reach better educational levels.

* Allowing media and press access to full coverage of Lafarge Cement Egypt's CSR initiatives for the society.

- Education:

* **Collaborating with the Ministry of Planning and Family, Governor of Suez and the UNICEF** in building two schools dedicated to educating girls who had never been given a chance to receive education.

- The Governor of Suez donated two pieces of land on which the schools would be built of 200 meters each in remote deprived areas.

- The Ministry of Planning and Family in cooperation with the Ministry of Education acted as mediators to convince the families of the girls in those areas to allow their daughters to join the schools.

- UNICEF contributed by offering the methodology of educating girls of different ages in the same class room

- Environment:

* **Plant & green squares in Suez where LCE factory is located**: Lafarge planted a variety of plants to provide much-needed oxygen and improve the look of the area.

- Putting up banners carrying the company's name in the squares that had been planted expressing Lafarge's commitment and respect for the environment.

Main Benefits / Results

- **Empowering deprived communities on the short and long run to attain sustainable development** through

* Increasing public awareness among school children about epidemics.

* Offering illiterate girls the chance to be educated; thus increasing their chances for better work and life opportunities on the long run.

* Offering children with hearing problems the chance to lead a normal life, by supplying them with the tools they need to be more positively involved with their society.

* Donating much-needed medical equipment to Mubarak charity hospital allowing the hospital to serve



an area that was previously disadvantaged and offering inhabitants of this area better healthcare.

*Supplying a hospital in Upper Egypt with the first equipment of its kind in Egypt; thus helping to save the lives of many children by providing early diagnoses of their heart problems.

*Planting main squares in Suez; enriching the environment and offering people in the area more beautiful scenery.

*Being positively portrayed in press and media conveys a constructive image about Lafarge Cement Egypt's efforts and contributions to the Egyptian society among decision makers, and local communities, giving the company a further leverage tool.

-Gaining the community's respect

-Guaranteeing free positive exposure in media and press:

* In 2009, eight highly viewed TV channels covered LCE CSR efforts.

* Fifty articles were written about LCE CSR efforts often accompanied by photos.

*Around 50 websites have posted LCE CSR efforts.

-LCE was chosen among the most reputable corporations in the Arab world by CNBC Arabia (The main Arabic financial channel), to feature in a 20-minute program discussing Corporate Social Responsibility.

Persons to contact for more information:

-Noha Bakr

-Yasmin Samy

Contact details for them?



You can attach some pictures if you wish but ensure they are fully aligned with our Safety Standards

- Public Awareness Campaign:





- Cooperation with the Magdy Yacoub Foundation:





- Plant & Green squares in Suez City:

