

Today 33.2 million people are affected by HIV/AIDS, 68% of whom are in sub-Saharan Africa. Lafarge has a strong presence in the region and so is confronted by this serious public health issue as well as a frequent lack of infrastructure. The Group wants to raise its employees' awareness of the risks related to the virus and make them realize that AIDS is not a disease affecting just a few countries but really is everyone's concern.

Sustainability Ambitions 2012

Lafarge is particularly involved in the fight against AIDS in sub-Saharan Africa. As part of its *Sustainability Ambitions 2012*, the Group has set itself the target of extending its best practices already developed in this region to other countries in which it operates where the disease has a significant impact.

Lafarge and its partners have therefore developed a "Health Guide". This will make it possible to provide support to local BUs that want to build their own programs to combat HIV/AIDS, inspired by actions already carried out.

An economic and social challenge

Because it affects Lafarge employees, AIDS is also a business challenge. The Group's success relies on the combination of everyone's skills and motivation, which necessarily involves health. Lafarge, aware of its role as a responsible employer, makes a commitment to care for its employees, their families and, increasingly, local communities.

A multi-partnership approach

In order to combat HIV/AIDS, Lafarge takes a multi-partnership approach involving relations with the public sector, NGOs, the healthcare sector and local players.

- Since 2003, Lafarge and **CARE** have been working on rolling out the expertise developed by Lafarge in the fight against AIDS to other BUs.
- In 2002, Lafarge teamed up with the Global Business Coalition against AIDS (**GBC**) which includes more than 225 business leaders. Bruno Lafont has become a member of the consultative committee in 2009.
- Finally, every Lafarge BU has its own **local partners** to improve implementation of health and social policies.



A long-term commitment

- 2001:** Lafarge recognizes HIV/AIDS as a business issue
- 2002:** Lafarge teams up with the GBC (Global Business Coalition)
- 2003:** Signature of a partnership with CARE
- 2004:** Implementation of the AIDS roadmap in Africa
- 2005:** Extension of programs to local communities in Africa
- 2006:** First publication by the Group of its *Sustainability ambitions* with a public health aspect
- 2008:** Publication of the Healthcare handbook
- 2009:** Renewal of the partnership with CARE

Results in sub-Saharan Africa at the end of 2008

- Lafarge has devoted **1.8 million euros** to the fight against AIDS and malaria
- **100%** of employees receive regular information about the HIV virus
- **75%** of employees have taken part in voluntary and anonymous testing programs
- **More than 2000 people** (employees, families, community members) benefit from free antiretroviral treatment
- The mortality rate among African employees was **halved** between 2003 and 2008



FOCUS ON... Peer-educators

Peer-educators are employees who have volunteered to receive training about the HIV virus. As key players in the program to combat HIV/AIDS, their objective

is to build awareness among colleagues of the risks related to the epidemic. They encourage responsible action and combat discrimination. In Kenya or in Zambia for instance, peer-educators chair discussion groups of around 15 people who meet for an hour a week to discuss the disease and its risks, as well as ways to promote prevention methods and encourage greater involvement.



Lafarge South Africa: "The clock is ticking...act now!"

For World's AIDS Day on December 1st, 2008, Lafarge South Africa organized a day to raise awareness of the fight against the disease based on the theme "The clock is ticking...act now!"

A prevention and information campaign was set up, as well as demonstrations to raise employees' awareness of practices and attitudes to adopt in the event of a positive test. The BU successfully involved all employees by organizing a range of activities (a competition, plays, gifts, etc.). The initiative earned it an award from the GBC.