

A role

Our plants and other facilities are located in communities where our employees and their families, and many of our suppliers and customers live. Our commitment is to contribute to building a better world for them, by contributing to economic, social and environmental progress. We also want members of our communities to know more about our operations and the way we conduct our business.

and a relationship

Our community focus

In supporting community organizations and causes, we know that we can be more effective if we direct our attention to particular issues which are close to our business values. The areas we have identified are health and safety, education and environment, and infrastructure. Continuity of support is also important, particularly in the current economic climate.

Health and safety in the community

We have an ongoing commitment to raise awareness of road safety issues in the communities surrounding the Halkis plant; the road accident rate in this part of the Evia region is a major concern which we share. Our campaign, which we are running in partnership with local organizations, encompasses pedestrian safety, traffic circulation in the city, the safety of older drivers and the links between health and driver safety. This year, in June about 60 people attended a training day on the topic of safety for older pedestrians and drivers; in September the plant hosted a workshop organized by the Halkis police service on the subject of safe access to schools. There was briefing on the work of the school traffic wardens, vehicle management and circulation, and appropriate safety infrastructure. The Halkis plant also organized a sea rescue training exercise for local coaches and athletes, given by the local diving school.

Environment and education

School children local to the Halkis plant have been taking part in the environmental improvement program there; the plant is undergoing refurbishment, redundant land is being planted with trees and local plant species, and a way-marked trail is being created inside the plant, where visitors can observe the plants and read about their origin and characteristics. In December 2010, at the opening of the trail, the children were invited to adopt certain trees along the way and had a presentation on biodiversity from an expert botanist from the Goulandris Museum of Natural History. Also in 2010 we continued our support of the Primary and Secondary Education Departments of Evoia for the delivery of their teachers' seminars on health, environment and culture.

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**FOCUS AREAS - HEALTH AND SAFETY,
ENVIRONMENT AND EDUCATION,
AND INFRASTRUCTURE**

Infrastructure for community benefit

Donations in kind, which form part of our community investment, often include the loan of machinery and tools and the donation of materials for community projects.

Our PRAXSI program, created after the devastating fires in the Evia region in 2007, supports local fire prevention programs, rehabilitation and maintenance of the natural environment, environmental education and development initiatives to stimulate business. In 2010 the fund supported training for fire-fighting volunteers at the Milaki plant; the training was given by the Halkis Fire Brigade in cooperation with the Aliveri Fire Service. The fund also gave support to those affected by flooding in the south of the Evia region where the Milaki plant is located. In 2011 the fund will pay for many of the improvements in safety infrastructure around schools that were identified at the workshop on safe access to schools described above.

Open Days

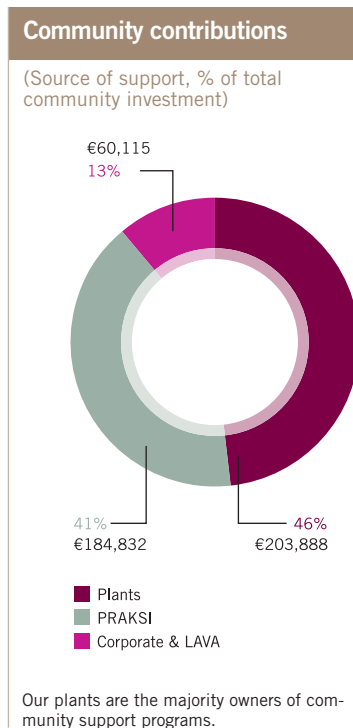
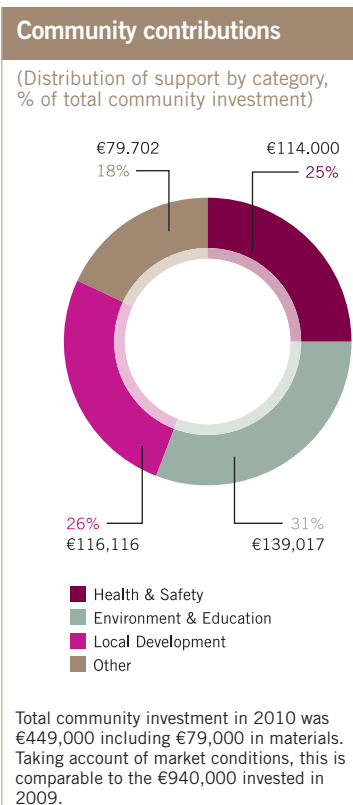
We believe that visits to our plants should enable members of the community have a better understanding of our business. For instance, they are opportunities to learn about our management of health, safety and the environment, and to see our operations and processes. Our plant managers have personal targets to ensure that school visits and other tours take place.

In December 2010, the Milaki plant organized an Open Day for the community. More than 150 people visited the plant and the new desalination unit and attended the presentation by the Hellenic Marine Research Institute (see page 30).

Assessing our socioeconomic footprint

Our operations, because of their size and their nature, are significant for the communities in which they take place. Our socioeconomic impact is therefore important. Each major site, as part of its local integration plan, already undertakes an assessment of the primary and secondary value that is created by its operations.

In 2010 Lafarge developed, in cooperation with the non-governmental organization CARE, a tool for the measurement of socioeconomic footprint. Using this tool can help sites understand better their employment impact (direct, indirect and induced), economic contribution and contribution through their value chain. We will be making use of this tool at our major sites in 2011.



example

AMBULANCE FOR ALIVERI

The community of Aliveri has only a small health center and several times in recent years it has been obliged to ask Heracles for loan of the company's ambulance because its own vehicle was not in operation. We have decided this year to fund the purchase of a new ambulance for use by the community. The vehicle is being designed and fitted prior to delivery in 2011.

