

**Geocycle Hellas Honored at the
Bravo Sustainability Dialogue & Awards 2024**

Geocycle Hellas, a member of the HERACLES Group, reaffirming its commitment to a more sustainable future, was honored at the “Bravo Sustainability Dialogue & Awards 2024” under the Environment Pillar, in the category of “Waste Management & Circular Economy.”

This recognition highlights the company’s initiative “Energy Recovery of Plant Waste by Geocycle Hellas” — an innovative action with multiple benefits for both the environment and society.

Specifically, the “Energy Recovery of Plant Waste” program involved the proper management of plant residues such as prunings and green waste collected from public and private areas. Through this initiative, more than 70,000 tons of plant waste were diverted from landfilling during the period 2021–2022, contributing significantly to environmental protection.

The initiative delivers important benefits, as it helps prevent natural disasters, such as wildfires, by removing hazardous combustible material from parks, forests, and residential areas — and converting it into valuable energy. By engaging with local communities, municipalities, and environmental authorities, Geocycle Hellas sets an example of innovation in plant waste management.

Lena Belsi, Head of Geocycle Hellas, stated:

“This distinction is a testament to our commitment to a sustainable future. The recognition of our efforts encourages us to continue making a meaningful contribution to environmental protection and to improving the quality of life in the local communities where we operate.”

Ms. Belsi also participated in a panel discussion held during the event, where key sustainability issues were addressed across the pillars of Governance,



Market, Environment, Society, and Partnerships, through dialogue and the presentation of best practices.

HERACLES Group

HERACLES Group, member of Holcim, is the largest cement, concrete and aggregates producer in, having more than 110 years of presence in the market. With a network of more than 50 production and commercial sites all over Greece, the Group is leading the transformation of the building materials industry into a low carbon sector, applying the principles of circular economy regarding the use of resources. HERACLES Group offers the Greek and international market innovative products and sustainable solutions that cater for the diversified needs of its customers and the requirements of modern sustainable constructions

For further information, please visit: <https://www.lafarge.gr/>

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About Holcim

Holcim builds progress for people and the planet. As a global leader in innovative and sustainable building solutions, Holcim is enabling greener cities, smarter infrastructure and improving living standards around the world. With sustainability at the core of its strategy Holcim is becoming a net zero company, with its people and communities at the heart of its success. The company is driving the circular economy as a world leader in recycling to build more with less. Holcim is 70,000 people around the world who are passionate about building progress for people and the planet through four business segments: Cement, Ready-Mix Concrete, Aggregates and Solutions & Products.

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