

**“LEARN TO DO IT RIGHT”: A recycling information and awareness campaign
by Attica Region and HERACLES Group**

A new information and awareness-raising campaign on the promotion of good recycling practices with the motto “LEARN TO DO IT RIGHT” is run by the Attica Region and HERACLES Group, a member of Holcim.

The initiative was launched by the Regional Governor of Attica, Mr. Nikos Hardalias, and the CEO of HERACLES Group, Mr. Dimitris Chanis, during a press conference held at the Athens Capital Hotel today, March 19, 2025.

The campaign will provide citizens information about the value of recycling, highlighting the benefits of proper and responsible recycling of waste for people and the environment.

The “LEARN TO DO IT RIGHT” campaign comes in a simple and playful language to prompt the public to take small everyday actions that have a major impact on all our lives and the environment. The goal is to establish a solid foundation for a new national recycling culture and enhance Greece’s recycling performance within the EU.

The Regional Governor of Attica, Mr. Nikos Hardalias, stated: “Environmental protection is a proven priority and a firm commitment for the Region. In this light we seek clear plans that create value for citizens. The Region will assist and play a leading role in these plans. I think this synergy sets a good example of Social Corporate Responsibility for all large companies to follow. It also proves that where there is structured cooperation between private operators and the Public Administration, the citizens always win.”

In his speech, HERACLES Group’s CEO, Mr. Dimitris Chanis, focused on the importance of recycling for sustainability, noting: In our environmentally risky times, recycling provides immeasurable benefits, contributing decisively to the reduction in environmental pollution and contaminants, the preservation of natural resources, energy saving, job creation and sustainable economic growth. Through this campaign in cooperation with the Attica Region we aim to turn the page on recycling, provide information and encourage good recycling practices, as recycling is a condition of life for all of us and applies everywhere - businesses, households, public places. Thus, the State, businesses and society can jointly restart waste management and recycling, giving every material a second life.”

The action has two principal pillars: information and education; the main rationale is that the adoption of recycling practices and their incorporating into everyday life are essential for a sustainable planet that we will leave as a legacy for future generations.

For the purpose of becoming familiar with good recycling practices, immerge app is being developed in collaboration with the Institute of Communication and Computer Systems (ICCS) of the National Technical University of Athens (School of Electrical and Computer Engineering) and its spin-off company, CogniSensus. immerge app - available for iOS and Android - uses Extended Reality (XR) to bring all kinds of information and content about recycling to life. Constantly enriched with new content, immerge app delivers up-to-date and abundant material, while its AI-driven scanner recognizes everyday items and improves the overall learning experience.

Visit www.tokanoumesosta.gr

HERACLES Group of Companies

Heracles Group of Companies, member of Holcim, is Greece's largest cement, aggregate and concrete producer and has been serving the market for more than 110 years. With a network of more than 50 production and commercial sites across Greece, the Group is leading the transformation of the building materials industry into a less carbon-intensive one that applies the principles of circular economy in terms of resource use. Heracles Group offers innovative products and sustainable solutions to the Greek and international markets that meet the diverse needs of customers and the requirements of modern sustainable construction.

For further information, please visit: 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.

For further information, please visit www.holcim.com.