FIRST DRAFT RELEASE

AFRISAM WINS M&G *GREENING THE FUTURE* AWARD

Leading black-controlled construction materials group AfriSam has won a prestigious *Greening the Future* award.

For the past eight years, the Mail & Guardian (M&G) newspaper's annual *Greening the Future* Awards have honoured innovation and action in environmental sustainability. This year the awards built on past successes and reflected the latest thinking, trends and practices to combat climate change, reduce impacts on water, preserve biodiversity and improve eco-efficiency.

In an interview with the M&G, AfriSam South Africa's Chief Executive Officer, Stephan Olivier said the Company had committed itself to reducing its burden on the environment long before it was fashionable to do so. Today, AfriSam is an industry leader in emissions reduction and energy management, with the distinction of creating the world's first carbon dioxide (CO_2) measurement rating for its products, setting new benchmarks in the construction industry, since cement production is a key source of carbon emissions.

"We realised that a delicate balance must be maintained between our emissions and the

imperative to protect the planet," Olivier said. "Our focus on CO_2-reduction and energy-reduction initiatives has put us at the forefront in balancing economic progress and due care for the environment."

The company began monitoring its greenhouse gas emissions in 1990 and published an Environmental Policy four years later. In 2000 it implemented a fully fledged CO_2 reduction programme and set ambitious targets to reduce emissions associated with its products. AfriSam took its first major step towards CO_2 reduction by launching Project Green Cement that same year.

AfriSam's environmental manager, Claudene Moorgas, also told the M&G that by using carefully selected by-products from the steel, energy and other industries to extend cement, AfriSam has been able to reduce the amount of clinker without compromising on quality.

Raw clinker — the main ingredient of cement — is highly energy-intensive and has a significant CO_2 footprint. Blending it with other materials means a reduced carbon footprint and a significant saving on energy consumption.

From 2002 to 2005 AfriSam became the first Southern African cement producer to install sophisticated emission-measuring equipment in all its kiln stacks. This, coupled with the installation of the first bag-house filters for the cement kiln stacks, enabled its

Dudfield factory to have the cleanest kiln emissions, from a particulate emissions perspective, in the region.

"Between 1990 and 2010, we reduced our CO_2 emissions per ton of cement by more than 30%," Moorgas said. “In 2009 we introduced a world-first CO_2 rating system on all our cement bags, which means that the carbon footprint of each AfriSam product, relative to the world average, is printed on every bag.”

“As customers become increasingly aware of climate change and other threats, they look to make environmentally responsible purchasing decisions. We want them to be assured that we are making environmentally responsible production decisions," Moorgas said.

AfriSam launched its Eco Building Cement in 2010, which uses more slag instead of clinker to extend cement. This product has a carbon footprint of 414 g per kg — half the world average of 890 g per kg for cement, as calculated by Cembureau, the European Cement Association. Its latest product, Eco Readymix concrete, has an even lower carbon footprint.

"We've achieved this reduction without compromising on quality," Moorgas told the M&G. "Our Eco Building products meet SABS standards for their strength class and are competitively priced.."

Advanced fuel- and energy-efficient technologies play a major role in reducing emissions. "We were the first South African Company to install an energy-efficient vertical roller mill for raw material preparation and grinding of cement."

"When we began Project Green Cement, we installed state-of-the-art blenders, which allowed us to blend cement with extenders. By using these extenders we consume 60% less electrical and thermal energy in the cement production process," she said.

The Company has also invested in major energy-efficient upgrades of equipment at its production plants and employed a team of process engineers to get maximum energy efficiency out of each plant component. These measures, alongside behavioural, educational and staff advocacy initiatives, have yielded significant energy savings.

Using 2000 as its base year, AfriSam has reduced its electrical energy consumption by 25% and its thermal energy consumption by 40%. Moorgas told the M&G that AfriSam prides itself on "leading the pack" when it comes to CO_2 emission reduction and energy management in the industry.

Greening the Future **Awards**

The M&G says this year's *Greening The Future* entries all reflected the tremendous variety of ways in which environmental sustainability can be achieved in business. The

winning entries were those that could clearly demonstrate the link and benefit to the company's core business activity. The winners and finalists were fêted at a gala dinner in Johannesburg in June at which endurance swimmer Lewis Pugh gave the keynote address.

ENDS … JUNE 2011