

UK CEMENT INDUSTRY NATIONAL STAKEHOLDER FORUM 2007 SUMMARY REPORT



Table of contents

1. Introduction.....	2
2. Forum for the future review	2
3. Conclusions.....	3
Appendix A: Notes from the discussion and analysis presented at the follow up meeting	5

1. Introduction

The UK cement industry held its third National Stakeholder Forum on 18 July 2007 at the Lafarge Cement UK works in Hope, Derbyshire.

The forum was chaired and facilitated by Jane Forshaw, Chief Executive of CL:AIRE¹ (Contaminated Land: Applications in Real Environments).

The objectives of the 2007 national stakeholder forum were to:

- Provide and update to the national stakeholders on progress of the UK cement industry on its Sustainable Development initiative since 2005. The BCA publication “*working towards sustainability 2*” had been published shortly before this;
- Gauge the perception of the stakeholders on the performance of the UK cement industry and the progress of its sustainable development agenda;
- Promote active stakeholder engagement for improving communication on sustainable development issues, through a discussion on potential meaningful measurements for sustainable development and construction.

The output of these discussions was captured by Forum for the Future² in bullet point format. These are reported in **Annex A**, which also includes an analysis of the issues most important to participants.

2. Forum for the future review

The discussion at the forum revolved around a number of specific issues, including the stakeholders’ perception of the cement industry’s progress towards sustainable development, and how best the cement industry should report/reflect its economic, social and environmental performance. Forum for the Future provided an overview of the feedback given by the industry’s stakeholders:

Previously, the Environment Agency (EA) sector plan had been considered a good way to pull the industry together in terms of reporting and to collectively set some criteria relating to environmental improvement. However, opinion had now shifted and it was felt that the EA remit did not cover the full agenda of sustainable development. It was considered that, the reporting indicators required review. Actions suggested included:

Taking the opportunity afforded by the EA Sector Plan review to review the effectiveness of the current indicators, and possibly add some new ones, and

for topics not covered under EA’s remit, the BCA would need to consider adding new indicators that address the wider picture of sustainable development. The BCA has already scheduled work to Forum for the Future to investigate and address new Key Performance Indicators for sustainable development.

There was clearly a demand at the stakeholder forum to expand the current Key Performance Indicators/Performance measurements to cover additional aspects of sustainable development for topics not covered under EA’s remit. Topics that were mentioned consistently as potential new indicators included:

¹ CL:AIRE (Contaminated Land: Applications in Real Environments): an independent not-for-profit organisation established in 1999 to stimulate the regeneration of contaminated land in the UK by raising awareness of, and confidence in, practical and sustainable remediation technologies

² Forum for the Future: a UK independent non-profit organisation which works in partnership with business, higher education, central, regional and local government to accelerate the progress toward sustainable development. The BCA is a corporate partner of Forum for the Future since 2005.

Transport
Water
Land use
Biodiversity
Community engagement

The current strategic vision for BCA is: ‘Through performance to reputation. The UK cement industry’s performance on sustainable development is continually improved until it is recognized as leading the way by 2010’. Underpinning this vision are a number of objectives covering environmental performance, stakeholder engagement, communications and contribution to society and the built environment. However, the vision does not offer any articulation on what the future for cement could look like beyond continual improvement of the existing industry.

There was a general desire for a clear vision for the future of the industry: progress that had been reported was good, but there was now a need to understand the direction of progress. The BCA Sustainable Development Group must create a clear vision for the industry and how this fits into the context of the built environment/sustainable construction.

The debate on who should report on the benefits of the product appeared as a unanimous request for clarification. It was felt that the BCA should clearly establish and communicate its role within the UK Concrete Platform Sustainable Construction Task Group. The work programme currently being managed by The Concrete Centre, involving the development of a Sustainability Strategy, should bring some clarification into the role of cement in sustainable concrete. The role of BCA would be to present the business case of what this may be and provide solutions for the desired changes.

It is noted that prior to any further communications with stakeholders, BCA needs to clarify its own position in terms of how these communications might fit within the concrete platform. Clearly there is a future for cementitious concrete, but there are also many new products and processes joining the market which the BCA should acknowledge. Questions need to be answered such as ‘Is there still benefit in the cement industry segregating itself from concrete?’, and ‘Is the cement industry prepared to make radical change as opposed to steady improvement?’

This appears to be a discussion that should be held between the BCA and The Concrete Centre as to how the benefits of cementitious materials within concrete will be reported and how this will be translated throughout the cement and concrete industry.

3. Conclusions

The BCA and its member companies analysed the outcomes of the event with Jane Forshaw and Forum for the Future, industry partners and advisers on sustainable development. This section reports the main conclusions that will drive future development of the sustainable development activities and strategy of the UK cement industry. Preliminary conclusions and outcomes from the event are:

- The overall perception of the stakeholders on the performance and progress of the cement industry’s sustainable development strategy is positive
- The communication strategy on sustainable development issues could be improved. Input/feedback provided by the stakeholders during the forum will form the premise for future improvement. There was a general view that the annual *Performance* report could be improved through the use of simpler language and charts and graphs to indicate performance
- The priorities on sustainable development for the cement industry are well perceived but need to be changed in the coming years. More attention to transport and water
- More meaningful measurements for sustainable development and construction need to be developed, by simplifying and expanding, eventually, the KPIs of the EA Sector Plan and by a better reporting on the

social and economic benefits of the cement industry, as well as on the contribution of cement and concrete to sustainable construction

- It was agreed to maintain contact with stakeholders and to engage with them throughout the development of meaningful KPIs for sustainable production and construction
- It was agreed to meet again at the fourth annual stakeholder forum of the UK cement industry in 2008

Appendix A:

Notes from the discussion and analysis presented at the follow up meeting



DISCUSSION I - “POINTS OF CLARITY”: STAKEHOLDER PERCEPTION OF INDUSTRY PERFORMANCE

What the cement industry can celebrate from these results

- Comprehensive sustainable development strategy and framework
- Reformation of the sustainable development task force
- Clear commitment and progress in sustainable development
- Reduction of CO₂ emissions
- Reduction in pollutants
- Met CCA target
- Achievement of most EA targets
- Waste minimization
- Stakeholder engagement
- ‘Joined-up’ thinking and working framework within the concrete sector
- Maintain UK production and employment

Stakeholder perception on the cement industry’s performance (overall and specific)?

- Depends on the stakeholder groups – public, professional, designers: often focus on building/concrete don’t look at cement
 - Professionals have a good perception of performance achievement
 - Public still views a dusty, dirty industry with high traffic impact
- Poor visual impact of quarries and cement works
- Stakeholder engagement can be hit and miss (different at each site)
- Transparency and clarity sometimes lacking
- Communication not good to those not directly involved in the industry
- Need to differentiate between drivers i.e. regulations or more than compliance?
- Improved environmental performance, particularly CO₂ emissions and resource efficiency – but risks of certain fuels and waste still evident

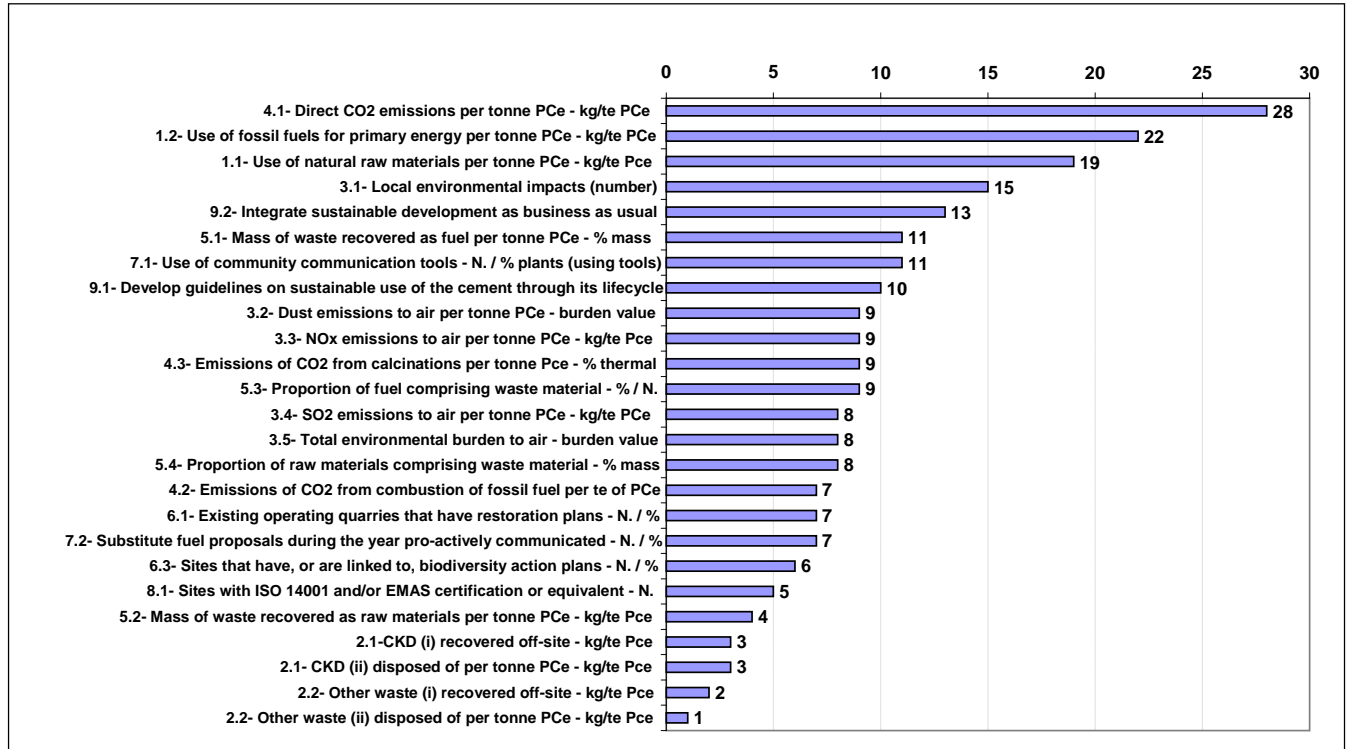
Areas where the cement industry still need to improve communications – particularly to the wider public

- Review the time frame
- Include graphs in *Performance* report
- Need a clear vision of the future (rather than reporting the past)
- Need easily comparative targets for competitors
- Need to decide if regulation driven – or aiming for a truly sustainable industry
- A food label for the concrete industry?
- Increase transparency
- Report the benefits of concrete in use
- Report economic benefits of the product
- Need consistency between sites

DISCUSSION II - ENVIRONMENTAL PERFORMANCE

Meaningful measurements for sustainable development and construction: Discussion A: environmental performance

Stakeholders were asked to rank the Environment Agency KPIs by placing 10 sticky dots on the item(s) they considered to be most meaningful.



Is the indicator being reported in a meaningful way? Can you suggest better wording?

- Yes, but too much jargon to the lay-person
- Too many indicators – more explanation needed
- Is the EA sector plan fit for purpose?
- Need clear headlines – with info underneath
- Technical language with a technical unit of measurement
- Need per site data
- Use of graphs not tables
- Purpose of report?
- Make it simple to understand

Other environmental impacts stakeholders felt should be reported on?

- Delivery miles – cement miles?
- Environmental complaints per tonne
- Transport
- Water pollution
- Land use – biodiversity
- Primary energy
- Toxicity
- Total heavy metals
- Noise
- Shareholders / stakeholders

Particular areas the industry should place greater focus on in the future

- User-friendly communications
- League tables of plants
- Use of absolutes? Instead of per tonne
- Responsible sourcing
- Resource efficiency
- Embodied impacts – life cycle impacts
- Highlight benefits (rail, UK based)
- Clarify public perceptions
- Reflection on climate change
- FAQ on the website

Comments

- EA sector plan – was written for the industry
- Transport not included in EA remit
- Water not seen as a key issue for the industry
- Land use – also outside EA remit
- EA plan due for review – must all agree to measure and reach the same targets

DISCUSSION III - SOCIAL AND ECONOMIC CONTRIBUTION TO SUSTAINABLE DEVELOPMENT AND CONSTRUCTION

Meaningful measurements for sustainable development and construction: Social and economic contribution to sustainable development and construction

Areas stakeholders considered appropriate for the cement industry to report on in social and economic terms?

- All issues upstream – cradle to gate
- Implications of import? International context
- Need to report on benefits – but need joint thinking with concrete
- Most of the list appropriate

Top 5 measures from the list provided plus others

- Near-miss H&S accidents
- Gender and age of employees
- H&S incidents
- Number of employees
- Complaints (total number, not responses)
- Turnover
- Employment rate
- Contribution to communities
- Nuisance factor
- Amount of product produced
- Stakeholder engagement
- CSR – communities

Other appropriate measures for the cement industry to assess the benefits of cement in sustainable construction

- Debate over cement / concrete industry – where do you define the line?
- Confusion about who reports the benefits, and who needs whom more?
- Use of concrete in combination with materials
- Carbon footprint of concrete in buildings? Against other materials?

- Is this for BCA or Concrete Centre?

Comments

- Need clarity on the message
- Downstream results – label? How does this relate back to cement?
- Setting meaningful targets on sustainable development
- Transport, water and biodiversity to be reported
- Think outside the ‘EA sector plan box’
- What is the value of cement of to a building?
- BCA measure upstream, joint venture for downstream?
- Performance is unchanged in style – need to reach out to further audiences
- Feedback from stakeholder events?