



# Concrete Summit on Sustainable Development

Hosted by the  
**Strategic Development Council**  
as part of SDC Session #21  
March 29-30, 2007  
Washington DC

# Concrete Summit on Sustainable Development

- American Concrete Institute's SDC
- American Society of Concrete Contractors
- Cement Association of Canada
- Concrete Reinforcing Steel Institute
- Federal Highway Administration
- National Concrete Masonry Association
- National Precast Concrete Association
- National Ready Mix Concrete Association
- Portland Cement Association
- Precast/Prestressed Concrete Institute

# Concrete Summit on Sustainable Development

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- Purpose:

to identify a *common industry vision*

for the *concrete industry*,  
the architectural community,  
and the public.

# Concrete Summit on Sustainable Development

- **Robert Cassidy**, Editor-in-Chief, Building Design & Construction
- **Michael Deane**, Operations Manager-Sustainable Construction, Turner Construction
- **Patrick Dolberg**, President and CEO, Holcim (US)
- **King Gee**, Associate Administrator for Infrastructure, FHWA
- **Mike Gilbert**, CEO, British Cement Association
- **Scot Horst**, President, Horst, Inc
- **Howard Klee**, Director, World Business Council for Sustainable Development
- **Claude Lorea**, Technical Director, CEMBUREAU
- **Russell Perry**, Vice President, SmithGroup
- **Ed Pinero**, Federal Environmental Executive, Office of the (White House) Fed Environ Exec



# Concrete and Sustainable Development

# What are we here for today?

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- **Impact of Sustainability on the Design and Construction Industry**
- **Impact of Sustainability on the Concrete Industry**

# ACI Activities

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- **ACI's Board Advisory Committee on Sustainable Development**  
(populated with industry representatives)
  
- **Developed a "White Paper on Sustainable Development"**  
(Feb 2005)

# Where are we going?

- **Concrete Summit – May 29-30, 2007**  
Roadmaps/tactics/actions
- **BAC-SD in Atlanta, April 22, 2007**
- **Validity of White Paper and ACI's role**
- **Conference on Sustainability, Poland, May 2007**
- **Concrete and Masonry-Related Associations meeting (CAMRA) in late May 2007**
  - **Endorsement of the industry?**

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# Concrete and Sustainable Development

# The Game: Sustainable Development

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**“A paradigm tells you that there is a game, what the game is, and how to play it successfully.”**

(Joel Barker)

**“A paradigm shift is a change to a new game, a new set of rules.”**

(Joel Barker)

# The Game: Sustainable Development

Sustainable development for the concrete industry is a new paradigm. We are here to try to define it (the game) and define the new rules for playing it.

There is never enough data to allow one to make a risk-free decision.

# The Game: Sustainable Development

**CAUTION:** “When a new paradigm appears, everyone goes back to zero.”

(Joel Barker)

“Paradigms don’t have to be true, they just have to solve problems.”

(Joel Barker)   
The Concrete Industry's  
Strategic Development  
Council

# The Game: Sustainable Development

**Significant competitive advantage lies with those organizations and individuals who anticipate well in turbulent times."**

**What is impossible to do in your business, but if it could be done, would fundamentally change it."**

(Peter Drucker)

# The Game: Sustainable Development

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The keys to the future are:

**Anticipation**

**Innovation**

**Excellence**