

# Vision: Concrete's Role in Sustainable Development

## Industry Goals for Sustainable Development

### Foreword:

The purpose of this document is

to outline a common industry vision that broadly defines sustainable development as *meeting the needs of the present without compromising the ability of future generations to meet their own needs*. For the concrete industry this includes

- Continual improvement of concrete's environmental footprint
- Education of the concrete industry and other stakeholders
- Advocating the benefits of sustainable concrete
- Developing and implementing a communication Strategy
- Workforce

to define common goals among stakeholders in the concrete industry (cement, aggregate, SCMs, reinforcing, designers, admixtures, manufacturing means)

to develop a detailed roadmap for the industry

**The vision endorsed by the concrete industry is to transform the way concrete is designed, specified, produced, installed and applied enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.”**

To move toward this vision, the concrete industry will strive toward

### 1. Continually improve concrete's environmental footprint

*Optimize restorative benefits and minimize negative impacts of concrete, concrete products, and its components to environmental, social and economic*

#### a. Demonstrate progress through metrics

Define measurement protocol (based on LCA and expanded as the industry needs)

- a. Address Life Cycle Assessment (LCA) and sustainability initiatives

Obtain fact based information/data

Report

#### b. Establish key performance indicators and set targets (report via GRI)

#### c. Develop support tools

- a “concrete green calculator”

Rating/branding

#### d. Integrate sustainability into the industry culture

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Practice "green" in operations (walk the talk)

- e. **Collaborate with global partners on successful strategies, best practices, innovative technologies**
- f. **To identify and facilitate implementation of innovative solutions**

## 2. Educate the concrete industry and other stakeholders

- a. **Conduct research in support of sustainable concrete solutions**
- b. **Foster industry operational excellence**
- c. **Understanding sustainable construction practices and rating systems**
- d. **Educate owners / architects engineers / building specifiers / public agencies regarding concrete**

Prioritize resources

- e. **Participate to influence a change in curriculum in academic institutions**

## 3. Advocate the benefits of sustainable concrete

### a. Monitor and interpret key sustainability initiatives

On going engagement with other groups working on sustainable development (e.g. WBCSD)

Active grass-roots participation in USGBC, Green Building Initiative, Green Highway Partnership and other environmental groups (identify and prioritize)

### b. Develop a comprehensive advocacy strategy

At Federal level,  
**e.g. new Highway re-authorization act**

At State/Provincial level,  
**e.g. lobby for law changes to reduce barriers to implementation of sustainable solutions and technologies**

Work with government agencies,  
**e.g. building codes, FHWA, Green Highway Partnership, State/Provincial DOTs**

### c. Remove regulations that inhibit environmentally beneficial solutions

### d. Influence standards and code development

Influence the harmonization of standards

Define and drive acceptance of performance-based codes and specifications

*(facilitate their implementation and use)*

## **Vision: Concrete's Role in Sustainable Development**

- e. **Supplement volunteer efforts with additional financial and human resources**
  - f. **Provide leadership in the public policy process**
- 4. Develop and Implement a Communication Strategy**
- a. **Leverage the fact base to craft a core set of messages and a positioning based on social, environmental, economic (“triple bottom line”)**
    - Address concrete strengths, innovations, and alternative solutions
    - Address public and private audiences in plain language
  - b. **Develop a long term communications plan**
  - c. **Develop communication vehicles and tools**
  - d. **Implement an annual communications campaign**
- 5. Attract, develop and retain a skilled workforce**
- a. **Establish a culture of sustainability**
  - b. **Workforce capacity**
  - c. **Support for industry specific programs in educational institutions**

### Outline:

- Vision
- Goals
- Objectives – (Measureable)
- Strategies – (How)
- Tactics – (How)