

FOR IMMEDIATE RELEASE

Greening architecture and construction with AfriSam

AfriSam signalled its seriousness about its environmental conscience over 15 years ago with the introduction of its environmental policy, long before “green”, “sustainability” and “environmentally friendly” became universal buzz-words. It was, in fact, the first cement producer in the world to develop an environmental policy of this kind.

AfriSam operates this drive towards “greening” in its industry at several different levels simultaneously, making it a leader in South Africa, and probably the first cement and concrete manufacturer in the world to promote the green evolution in this way.

“Actions always speak louder than words,” Victor Bouguenon, marketing manager at AfriSam, says. “And we prove our environmental intent through significant investment in research and development of processes and technology, resulting in considerable improvements. These include using less coal, reducing dust emissions, enhancing energy utilisation and introducing technology which enables us to produce environmentally friendly products.”

The most recent achievement in this drive has been the production of Eco Building Cement, an environmentally responsible product with less than half the world's average carbon footprint for cement. "This complements our overall policy of reducing CO₂ levels," continues Bouguenon, pointing out that since 1990, AfriSam has reduced the CO₂ content per ton of cement by more than 34%.

The company is also capable of assessing the ongoing carbon footprint of every one of its 40 readymix operations, 16 aggregate plants and each cement product from every plant. "We believe this is a world first in the industry," adds Bouguenon.

However, not content with this already notable achievement, AfriSam has thrown its weight behind two additional projects that promote sustainability and environmental issues in architecture and construction.

Enthusiastic about the greening trend in architecture, Bouguenon explains that it is a natural progression of AfriSam's philosophy to support such initiatives. "The South African Institute of Architects' (SAIA) Awards for Sustainable Architecture provides a natural vehicle for AfriSam to promote its own greening impetus," he says. "There is a great global awakening of the importance of incorporating human and environmental needs and issues, integrating human activities with

natural systems. AfriSam strongly supports the evolution through green, sustainable and restorative design to whole system integration, which seeks to optimise the relationships among key systems and entities in the service of desired objectives. We welcome this opportunity to recognise and promote excellence in architecture and also create public awareness and debate on architectural issues.”

AfriSam’s support of the Construction World Best Projects Awards is founded on a similar philosophy. “Our Award for the Sustainable Construction category considers innovative construction and building methodologies through the use of concrete, particularly with reference to a concern for the environment, aesthetics and the socio-economic impact of the project,” he continues.

The Freedom Park project was last year’s winner of this award. “Former President Mandela envisaged this as a shrine for the people,” he says. “We were impressed by the extremely inventive use of concrete to produce rounded and curved building planes which blended into the environment, forming undulating surfaces for walls and roofs. It has successfully merged daily human activities with the natural environment.”

Bouguenon believes that South Africa is well in the forefront of the global greening trend in architecture and construction. “We need to harness our well-

known South African ingenuity and entrepreneurship to promote the trend to create a more environmentally harmonious world for the present as well as for future generations.”

CAPTION PIC 01 : Victor Bouguenon, marketing manager, AfriSam.

CAPTION PIC 02 : AfriSam Eco Building Cement bags being checked prior to despatch.

ENDS ... JULY 2010

FROM : CORALYNNE & ASSOCIATES
P O BOX 16336
ATLASVILLE 1465
TEL : +27 011 422 1949
FAX : +27 086 634 6991
EMAIL : coralyn@onwe.co.za

FOR : VICTOR BOUGUENON
AFRISAM
P O BOX 6367
WELTEVREDENPARK 1715
TEL : +27 011 670 5520
www.afrisam.com