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**AFRISAM SUPPORTS CONSTRUCTION WORLD'S BEST PROJECTS  
AWARDS AGAIN**

AfriSam has reiterated its support for the 2009 Construction World's Best Projects Awards by agreeing once again to sponsor the Innovation Award for Sustainable Construction. AfriSam has sponsored both this category and the Best Projects Awards function since 2006.

AfriSam's sponsorship of the Sustainability category forms part of its ongoing commitment to the environment and sustainable construction. The company has a record, pre-dating the 1980s, of consciously pursuing an environmental responsibility programme. In 1994 the company was the first cement and aggregate producer to publish an environmental policy establishing its commitment to promote the principles of sustainable development.

This legacy was given further impetus as part of the Holcim Group's initiatives. "The Holcim Awards for Sustainable Construction is a global initiative which adjudicates almost 5 000 projects from 90 countries in a competition which aims to promote sustainable responses from the building and construction industry to technological, environmental, socioeconomic and cultural issues," AfriSam's Victor Bouguenon says.

Today, the company is more than ever devoted to its core values of 'People, Plant and Performance' by providing the environment and the communities within the region with a sustainable future. "As an industry leader we pride ourselves in supporting sustainable construction and view it as one of the foundations of our society's future. AfriSam pioneered cement kiln emission improvement in southern Africa and, since 1990, has reduced its CO<sub>2</sub> emissions per ton of cement produced by more than 34%. We are also very involved in the drive towards utilising alternative fuel sources," Bouguenon says.

"Our sponsorship of the Construction World's Best Projects Awards is firmly in line with our responsible attitude towards community and environmental stewardship," Bouguenon concludes.

CAPTION FOR BEST PROJECTS: Victor Bouguenon, marketing manager, AfriSam.

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