

Afrisam Sponsorship Of Biodiversity Award Category In 2018 Eco-Logic Awards Reflection Of Company's Value Of 'Planet'

Conserving the earth for future generations has always been part of AfriSam's DNA. The sponsorship by this leading concrete materials group in southern Africa of the Biodiversity Category in the 2018 Eco-Logic Awards speaks to the essence of what the business is all about, and is in line with the company's mission of creating concrete possibilities.

The Enviropaedia Eco-Logic Awards, introduced in 2011, are designed to recognise individuals, organisations and communities that positively contribute towards a sustainable world. The awards have grown in popularity over the years and present an opportunity for individuals and organisations to submit entries covering services, projects or products to compete in 13 environmental categories.

With one of its core values as "Planet", AfriSam works hard to minimise its carbon footprint through various initiatives and has demonstrated its commitment to sustainability through significant investment in the research and development of processes that enable it to produce products efficiently. The company continues to set the standard in terms of sustainable business practices and is considered the 'green' leader in the industry.

The 2018 Eco-Logic Awards gala event will be held on 5 June 2018 and will be an opportunity for eco-logical leaders, professionals and innovators to network and learn from each other. Prior to the event, all projects entered into the competition will be evaluated by a panel of esteemed judges who are experts on environmental matters. From these assessments, winners will be chosen for each category and this will culminate in the announcement of the prestigious Lifetime Achievement Award winner.

The award in the Biodiversity Category, sponsored by AfriSam, recognises an organisation's success in a protection, rehabilitation and mitigation programme and applauds the work in contributing positively to the environment. It is closely linked to the organisation's own in-house efforts and the work it has done over the years.

As a leading supplier of construction materials, AfriSam recognised the importance of a focused approach in conservation efforts and its role in leading key initiatives in the industry. The company published its first environmental policy in 1994; an industry first at the time and since then has made significant strides towards environmental sustainability. Much effort has

gone into initiatives in the areas of energy optimisation, emission reduction, a clear focus on the optimal use of resources as well as the rehabilitation of its old mining sites to a self-sustaining state.

“This event is perfectly aligned to our value of ‘Planet’ that defines who we are and what we are passionate about as a business,” says Richard Tomes, Sales and Marketing Executive at AfriSam. “Recognising the importance of all role players in creating an environment in which we can all make a difference on the environmental front is key to our success. The awards give us a platform from which we can showcase our efforts, learn from each other and encourage more action from all stakeholders. There is no denying that we are in a global warming crisis and we need to intensify our efforts to address issues of climate change. We are the custodians of this earth and we need to do all that is in our power to advance this cause and mitigate the damage already done.”

At the Eco-Logic Awards gala dinner, finalists are invited to join an exclusive group of thought leaders and Green VIP’s in celebrating their efforts while networking with like-minded people. AfriSam looks forward to attending this event as a source of inspiration and continues to drive its own initiatives that will enable sustainable development.

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Captions:

ECO-LOGIC PIC 01 : Richard Tomes, AfriSam sales and marketing executive.

ECO-LOGIC PIC 02 : AfriSam recognises the importance for all role players to create a sustainable environment.

Note to Editor:

AfriSam is the leading black-controlled concrete materials group in southern Africa and the only established cement manufacturer to hold a Level 4 B-BBEE rating. Since establishing its first cement plant in 1934, the company has grown into a formidable construction materials group with operations in South Africa, Lesotho, Swaziland and Tanzania. From its seven cementitious manufacturing facilities, 17 quarries and 43 readymix operations, the group has the capacity to produce in excess of 5 million tons of cement, 10 million tons of aggregate, 800 000 tons of slagment and 2 million cubic meters of readymix concrete annually.

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