

Sustainable RMX Plants—An Innovative Approach to Managing Biodiversity and Ecosystem Services

NRMCA-WHC Sustainability Webinars 2010

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Biodiversity Webinar--Introductions

David Carroll

- a. Retired Corporate Vice President, Environment and Public Affairs, Lafarge North America Inc.
- b. Consultant/Senior Advisor, Lafarge North America Inc.
- c. Past Chairman of the Board of Directors, Wildlife Habitat Council, 2005-07

Josiane Bonneau

- a. Director of Program Services, Wildlife Habitat Council

The Wildlife Habitat Council

- a. 501(c)(3) – Not for Profit Corporation
- b. Headquarters in Silver Spring, MD
- c. Coalition of corporations and conservation organizations
- d. Independent 3rd party review, validation, certification and recognition of biodiversity/wildlife enhancement and/or education programs/accomplishments



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Introduction Continued

- April 2010--The NRMCA Sustainability Conference focused on the new NRMCA Sustainable RMX Plant Guidelines:
 1. Materials Acquisition
 2. Product
 3. Construction
 4. Product Use (includes biodiversity and worker safety)
 5. Materials Reuse and Recycling
 6. Other matters
- NRMCA and the Wildlife Habitat Council entered into a Memorandum of Understanding with the goal of providing NRMCA member companies assistance and direction on the biodiversity/ecosystem services/wildlife habitat enhancement section of the new sustainable RMX Plant Guidelines.



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Background

- 2010 is Declared by the United Nations as the Year of Biodiversity
- Many Corporations' Sustainable Development Programs and Annual Reports include Biodiversity and Ecosystem Services
- The World Business Council for Sustainable Development (WBCSD)
 - A Global Association of 200 Companies Dealing Exclusively with Business Matters and Sustainable Development
 - WBCSD has made Ecosystem Services One of its Four Focus Areas
 - WBCSD has determined that Ecosystem Services is the Second Most Critical Global Environmental Issue after Climate Change



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Background Continued

- Lafarge Group has established Sustainability Ambitions (Targets that Include):
 - Health and Safety
 - Biodiversity
 - Environment—Air Quality, Water Use and Quality
 - CO2 Mitigation
 - Stakeholders Relations
- Lafarge Biodiversity Ambitions:
 - 2010—Screen all Sites
 - 2010—Develop Management Plans
 - Post-2010—Implement Management Plans
 - Track and Report on the Number of Sites that Complete Implementation of Biodiversity/Wildlife Habitat Management Plans



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Primary Biodiversity Tool

- Wildlife at Work Program
 - Habitat Creation, Protection, Biodiversity Enhancement and Environmental Stewardship on Corporate Properties:
 - Wildlife Biologist visit to location
 - Establishment of goals in engaging in voluntary biodiversity projects
 - Opportunities report – options tailored to needs
 - Program implementation with Wildlife Management Plan
 - Team training and mentoring
 - Community Outreach and Involvement
 - Program certification and recertification
 - Awards



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Primary Biodiversity Tool

- Corporate Lands for Learning
 - Community Conservation/Biodiversity/Wildlife Habitat Education Activities or Corporate Sites:
 - Development of biodiversity/wildlife habitat education programs on site with local schools, boy and girl scouts, conservation groups, and other community groups
 - Opportunity Reports
 - Program implementation
 - Significant community outreach and involvement
 - Program certification and recertification
 - Awards



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Biodiversity Tools

- Beyond Primary Programs: variety of services to complement sustainability strategies, EMS and community outreach efforts
 - Corporate strategy establishment
 - On-site consultation for biodiversity and education opportunities
 - Preparation of habitat and curriculum reports
 - Wildlife management plan redaction
 - Mentoring of team leaders
 - Facilitation of volunteer recruitment and team meetings
 - Certification assistance (submission preparation, assessment visits)
 - Employee workshops
 - Fauna and flora inventories with employee training
 - Presentations to introduce programs to EHS groups
 - Participation / organization of earth day events or open houses



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WHC Program Benefits

- Protect, Reclaim, and Enhance Biodiversity and Wildlife Habitat Opportunities on Corporate Properties
- Enhance Educational Opportunities at all Levels on Corporate Sites
- Put in Place a Potent Community Outreach Element
- Strengthens Overall Stakeholder Relations
- Enhances Company Image and the Value of Internal and External Communications Activities
- Helps Preserve the Site's License to Operate



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LNA-WHC RMX Study

- LNA-WHC Study to Develop a Modified WHC Program to Cost Effectively be Implemented at RMX Sites
 - 2006 LNA and WHC Cooperative Study Commenced
 - Objective—Develop a more Cost Effective and Simpler Approach to Implementing Wildlife Habitat Projects at RMX Sites
 - Less than 10 acres
 - Initially Only RMX Sites
 - This Model is now being Successfully Applied at LNA's Cement Terminals
 - Test Run at 2 LNA GA RMX and 2 MD RMX Plants
 - RMX Small Sites Approach:
 - Lower costs
 - Streamlined process
 - Team Approach
 - Common Wildlife Habitat Approaches and Opportunities
 - Relevant Information on How to Implement
 - Certification Remains an Option



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WHC Biodiversity Tool Kit

- WHC RMX Biodiversity Tool Kit Approach—WHC Brochure on Wildlife Habitat Options, Benefits, and How to Proceed
 - Guide to RMX Operations for Developing Simple, Cost Effective Biodiversity Enhancement Projects that includes:
 - Identification and Better Management of Invasive Species (exotic, non-native species)
 - Avian Management (raptors, eastern bluebirds)
 - Habitats for Pollinators (bees, butterflies, hummingbirds, bats)
 - Enhancing Visual Berms (native trees, wildflowers, wild grasses)
 - Active Management of Wetlands and Structural Enhancements
 - Native Landscaping, Beautification



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WHC RMX Tool Kit Use

- Use of the WHC RMX Biodiversity Tool Kit—how you and your Company can get Involved:
 - Review the WHC Tool Kit opportunities, process and benefits
 - Complete a Short WHC RMX Partner Survey for Applicable Interested Site(s)
 - WHC will Develop and Forward (for a small fee) Site-Specific Information to Complement the Standard Implementation Brochure (“team formation, how to information, wildlife plan “template”)
 - Some Form of Site Related Training will be Needed and will be Provided (workshops at NRMCA and/or WHC Events, conference calls, webinars, site visits)
 - Program Certification Remains an Option after a Site Visit by a WHC Biologist



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Tool Kit Benefits

- Benefits, Process Simplification, Cost Minimization
 - Development of a Uniform Wildlife Habitat Approach for RMX Operations
 - Development and Selection of Common Wildlife Habitat Specific Recommendations and Implementation Information
 - Development of Common Training Approaches
 - RMX Simplified Wildlife Habitat Tool Kit Approach--\$250 fee per site
 - Normal WHC Approach/Costs for Larger Sites is Approximately \$4-5,000
 - Does not include Costs of Actual Implementation—materials, food/drinks for volunteers, or certification costs
 - Many Local Conservation Groups, Community Organizations, State Governmental Organizations have Donated Materials, Services and Food/Drinks



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Lafarge Case Studies

- Lafarge Present WHC Experience:
 - 107 Active Programs and Growing
 - 61 WaW Certified Programs
 - 9 CLL Certified Programs
 - Three Year Targets:
 - 200 Active Programs
 - 100 WaW Certified Programs
 - 25 CLL Certified Programs



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Lafarge Case Studies Cont.

- ARGO RMX Site (Outside Birmingham, AL):
 - The ARGO Site was a test case on how to more cost effectively and more simply implement the WaW program. It has implemented:
 - A wildlife habitat enhanced storm water settling pond
 - A wildlife habitat enhanced entrance and roadway to a set back plant
 - Use of an automated sprinkler system to mitigate fugitive dust (a major community concern)
 - Subsequently sold to another RMX Company
- Cement Division (manufacturing plants and distribution terminals):
 - Manufacturing plants use the full WaW approach
 - Distribution terminals are using the new toolkit approach and have already certified several site programs



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Case Studies Cont.

- Implementation of WHC WaW and CLL program have proven:
 - Outstanding and effective community outreach tools
 - Effectively changed how Lafarge is viewed by the Community
 - Alpena Cement Plant Experience
 - Ravenna Cement Plant Experience
 - Presque Isle Aggregates Quarry Experience
 - Silver Grove Gypsum Wallboard Plant Experience



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RMX Tool Kit: Next Steps

- If you are Interested in Becoming Involved in the WHC's RMX Wildlife Habitat Tool Kit Program, you should:
 - Complete the WHC/NRMCA Partners' Interest Survey
 - Implement the Site Specific Recommendations and Document your Results Over the Next Year
 - Start your Program Slowly at First to Test the Model—It's not Expensive and it Works
 - Grow your Program over Time and Reap the Benefits
 - Contact WHC—Josiane Bonneau, NRMCA—Lionel Lemay or Erin Ashley, or David Carroll about how to get involved



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RMX Wildlife Habitats

- RMX Operations' Wildlife Habitat Creation and Enhancement:
 - Most RMX and Industrial Sites, in general, have some Opportunity for Wildlife Habitat Creation and/or Enhancement
 - The Challenge is to Identify the Opportunity and Implement a Site Specific Program
 - The WHC RMX Tool Kit Approach Simply and Cost Effectively Achieves this Result
 - WHC and NRMCA's Commitment is to Work with You to Implement this Innovative, Simpler and Cost Effective Biodiversity/Wildlife Habitat Approach



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Comments / Questions?



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