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

NRMCA-WHC Sustainability Webinars 2010

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Biodiversity Webinar--Introductions

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c. Past Chairman of the Board of Directors, Wildlife Habitat Council, 2005-07

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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
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.

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
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

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
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

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
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

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
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

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
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

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
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
  - Ravena Cement Plant Experience
  - Presque Isle Aggregates Quarry Experience
  - Silver Grove Gypsum Wallboard Plant Experience
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

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
Comments / Questions?

http://www.nrmca.org/sustainability/Biodiversity