

DIL Sustainability Group

A Triple Bottom Line Approach for the Ready Mixed Concrete Industry

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What is Sustainability?

- Sustainability? That means we used recycled products!
- Sustainability? That means our products last a long time!
- Sustainability? Yes, that means we’re LEED Certified and have EPD’s!
- Sustainability? Sure, we’re lowering our carbon footprint!

PLANET



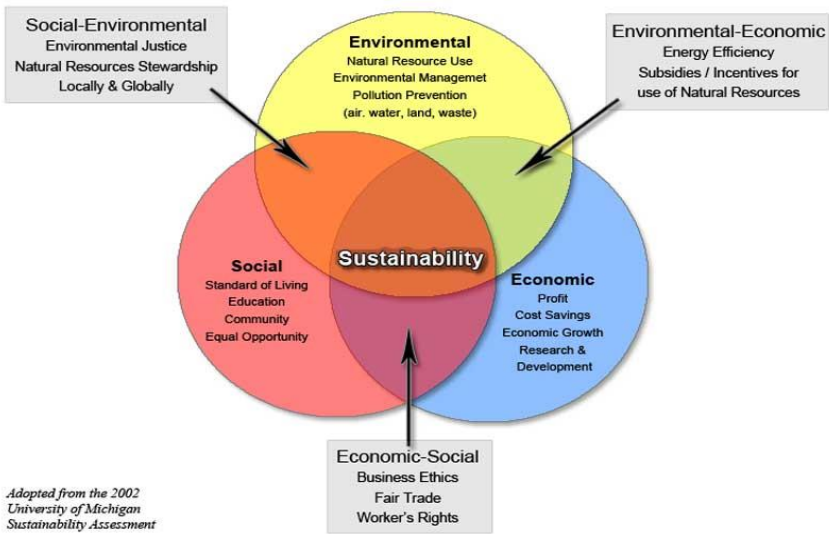
PEOPLE



PROFITS



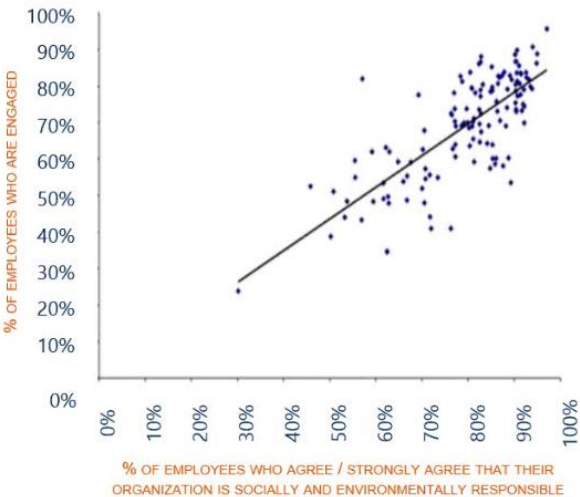
The Triple Bottom Line



Why? Stakeholders Expect It.

And, a lot of the stakeholders are going to be...millennials

- Employees Desire It
- Customers Desire It
- Investors, Owners and Legislators Desire It



How do our competing Industries promote themselves as being the best sustainable solution, and preferred building material?



Steel

“Worlds most recycled material with 65 Million tons of steel recycled annually.”



Asphalt

“Asphalt is the most sustainable paving material for constructing pavements and can be used for many applications including highways, airport runways, parking lots and driveways.”



Wood

“Wood has a carbon footprint that’s 75% less than that of concrete or steel.”

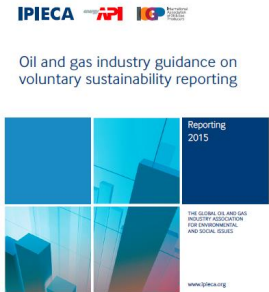


Let’s Say....No Actions Are Taken...

- Towards transparency in Corporate Sustainability Reporting
- Our industry deems no risk on revenue nor on opportunity
- TRUCOST analyzed 100 companies in three sectors:
- Follow the old adage “If It Ain’t Broken Don’t Fix It”.
- Automobile Sector – 30% of profits at risk by 2050.
- So we elect to stay behind our competitors (Like Steel)
- Chemical Sector – 60% of profits at risk by 2050.
- Energy Sector – 150% of profits at risk by 2050.



REALLY 150% ???





The Triple Bottom Line for Us...

- Our industry as a whole should adopt a broader, more holistic definition of sustainability which is the TBL (Triple Bottom Line) approach.
- By taking a TBL approach and being transparent about it, we will realize a **Competitive Advantage** over competing industries (and within our industry, those companies who do this will realize a competitive advantage over those that don't), because this is what stakeholders are demanding to an increasing degree.



So, what do we do now?

1. Understand the landscape
2. Set the direction
3. Engage stakeholders
4. Tell the story

What can NRMCA do?

- The NRMCA can promote a TBL approach to corporate sustainability to its membership.
- The NRMCA can develop training and resources to help companies adopt TBL strategies and evaluate themselves within a TBL framework.