

Jens Diebold: An ambition to drive change

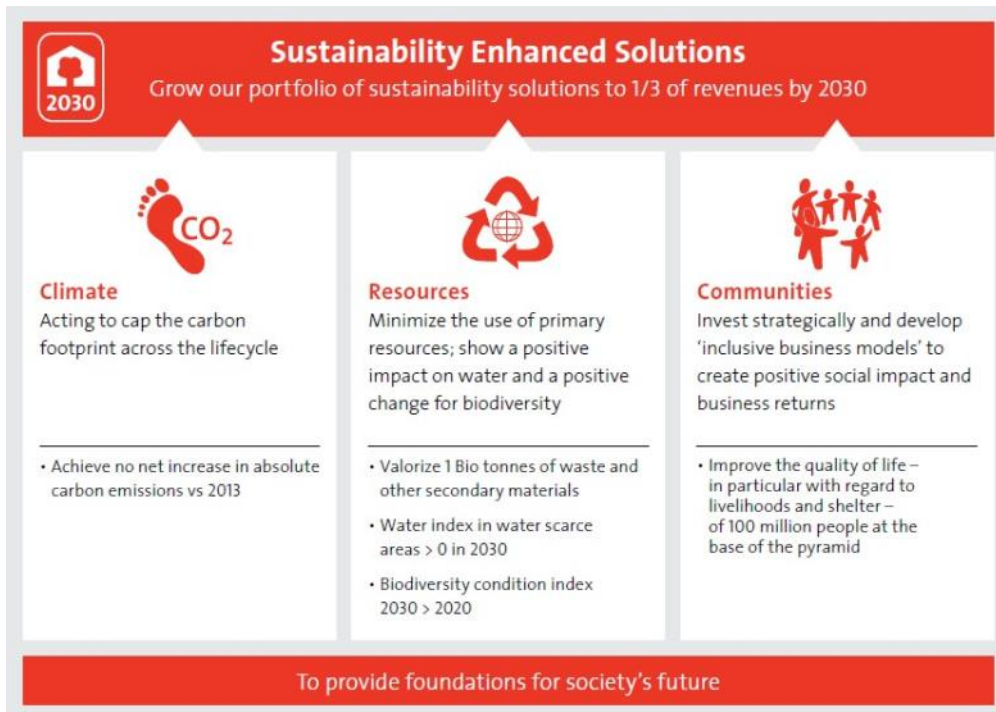
Zero seems a significant way off, as many things still need to fall in place to achieve ‘zero material consumption’. In addition, zero may not be the goal to strive for if material is abundantly available and produced in a sustainable way. However, this should not serve as an excuse to stick to old models.

While a lot of good, innovative work has been done and is being done, the construction industry still lacks the direction, information, know-how and incentives at the decision levels to achieve the scale required to truly make a difference in material consumption.

To address these issues:

- Data and information on material flows needs to be measured, gathered, validated and shared.
- Knowledge regarding how to make a sustainable difference needs to be packaged and shared at all decision levels of the industry (e.g. by following up on the Holcim foundation projects).
- Material cost has to reach a level which makes the use of know-how and design time needed to reduce its use attractive.

With the Holcim Sustainability Ambition we have stated our will to change and dematerialize the way we operate and interact with the environment around us. As a consequence we have to address the issues above in cooperation with all stakeholders to achieve our targets and make a difference.



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