

# Magazzino

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## Our values and people

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**EVELYN MARAGOUDAKIS**  
HR General Manager



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## Our values and people support our success

This Magazine issue is dedicated to our values and people, as well as the way our people act and develop in this environment of values. This qualifies our identity and differentiates us as a company.

In the next pages, our equal opportunities policy and women's potential to develop are illustrated through examples of female employees, who talk about their careers in Heracles.

The priority given to our people's development, across hierarchy levels, and the improvement of knowledge and skills to match the challenges of their business environment are described in the interviews given by our people.

We try ceaselessly to keep our values alive and strong in our day to day business. A typical example are the training meetings with all the company employees on the implementation of the Code of Business Conduct, presented in this issue.

Thanks to these values and the team spirit our company grows and we are able to achieve positive results in difficult conditions, remaining focused on our priorities. In the relevant article, you will read how our employees often achieve more with less and adopt the "winning spirit".

We are convinced that by cultivating such an environment of values within our company we have a positive effect around us. The voluntary activities undertaken by numerous many of our employees of ours enhance our positive contribution in the best possible manner. We are proud of them and present their activities in this issue. Enjoy your reading!

A handwritten signature in black ink, appearing to read 'Evelyn'.

Evelyn Maragoudakis

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## HERACLES NEWS

**Informative meetings on the H1N1 pandemic were organized in all HERACLES sites.** Occupational doctors across our sites informed our employees and responded to questions about the transmission patterns and symptoms as well as vaccination and ways of treating the new virus.

**The Milaki Plant was awarded a commemorative plaque**

by the Sailing Club of Aliveri for the support of a training program for sea safety.



**The intermediate stage of the traffic design at the Thessaloniki Terminal was completed in June.** The key design stages consisted in the new independent entry gate for silo trucks, relocation and construction of a new control room and machine shop, separation of the silo trucks and pallet trucks flows and creation of pedestrian ways for the safe circulation of pedestrians.



**Employees of the Volos plant have participated** in a series of landscape protection and tidiness activities in the surrounding area of the plant in recent months. A crew from the General Maintenance Department was involved in the cleaning of the beach close to the plant and removal of machinery from the national road outside the plant site in October. Moreover, on 5 June, World Environment Day, ten employees volunteered for the cleaning of the national road edges and part of the beach in front of the plant.

**The engineers of the company participated in a training on «Building Performance» in September** in the context of the Cement Professionals program. The training was organized in cooperation with the HQ Cement Division. Speakers included Pachappan Muniandy (Cement Division), Vicky Gazidelli, Vassilis Katerelos, Spyros Samaras, Thomas de Charette, Francois Lemaire, Thomas Papaefstathiou and Antonis Kontoleon.

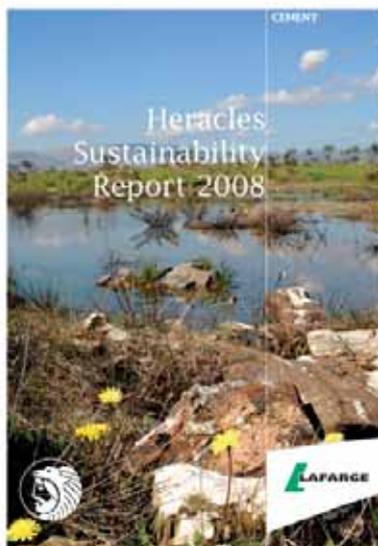


**A First Aid & Rescue Training**

delivered by the the Red Cross "Samaritans Rescuers" was organized in the Volos plant. It is a 20h training at the end of which the trainees receive a personal card certifying their knowledge and skills to form First Aid and Rescue teams at the plant. This training will be repeated next year for more employee teams.



**An information event about the importance of Breast Cancer Prevention and Early Diagnosis** was held at the Head Offices in November. The event was organised together with the Panhellenic Association of Women with Breast Cancer "Alma Zois". The keynote speakers were Eleni Faliakou, Breast Surgeon, MD, Christiana Mitsi, Psychologist-Psychotherapist and Kleopatra Gavriilidou, President of the Association, who provided significant information about the health of breast and treatment of the disease.



**Accounting Rating Greece 2009 placed for the first time Heracles among the top ten of its index of companies** as per the quality of their social and environment reporting. Accountability Rating Greece rated the 100 biggest companies in turnover in Greece, evaluating their social and sustainability reports, as well as the publicly available information on their social and environment performance.

**An integrated road safety program with the support of Heracles** was performed in all the schools of Evia from 2 to 23 November. The program was organized by the Prefectural Government of Evia in collaboration with the Primary and Secondary Education Directorates.

**MILAKI PLANT**  
Marina Eleni Stavrou,  
Process Engineer,  
Optimization Department



## A culture where women can succeed

On women's career development, Heracles applies an equal opportunities policy, giving priority to employees' professionalism and skills. Women with ambition and capabilities are holding job positions that used to be considered "male-dominated" and manage to establish themselves.

The company offers development opportunities to all female employees and shares the Lafarge Group Sustainability Ambitions 2012 target of 20% of women in senior executive management by 2012.

Two female colleagues working in Heracles production, Marina Eleni Stavrou, Process Engineer, Optimisation Department of Milaki plant and Panagiota Apergi, Health & Safety Supervisor in Volos plant, talk about their difficulties, challenges and career development potential working in Heracles plants.

### **Marina Eleni Stavrou, Process Engineer, Optimisation Department of Milaki Plant.**

#### **You work in the plant production, which is typically male dominated. How were you initially treated by your colleagues?**

To tell you the truth, when I first came to Milaki as a young engineer, I was mainly concerned with learning the plant and its operation, deepening my knowledge and developing the skills required, in order to

respond to my duties and contribute with my performance. My colleagues, which are male in their majority, have been most supportive in this effort of mine.

#### **What made you choose a profession that is not so typical of women?**

There were three reasons behind my choice. My love for mathematics that led me to the Technical University; my decision to acquire experience in the vertical structure of the

chemical industry production; and my mother who taught me to have self esteem and try hard to meet my goals, even if it seems difficult and strenuous.

#### **What are, in your opinion, the main prejudices that women have to face when choosing their profession?**

Considering that the profession choice begins with the selection of university studies, this process occurring at a very early age in



our country and the labelling of some professions as typical male and female are serious prejudices.

Then there is the question of “family or successful career”, applying of course only to women, because men have the self-evident capacity to manage both equally well!

**Do you believe that the company helps in women’s promotion to management positions?**

As far as I know, up to a certain level in the corporate hierarchy, several women have broken the “glass ceiling” for areer advancement.

I certainly want to believe that LAFARGE is among those companies that try to give equal career opportunities to both men and women.

**Table of female employees in Heracles GCC**  
**Women in Heracles GCC**

%	06	07	08
Executive Committee	0	0	33
Senior managers	12	23,1	53,5
Managers	15,3	16	19,1
Employees	8,9	9,3	9,8

**Panagiota Apergi, Health & Safety Supervisor in Volos Plant.**

**How were you initially treated by your colleagues?**

I was hired by Heracles two years ago. To be honest, in the beginning my colleagues treated me with reservation as they had not worked before with a female engineer in the plant area. Younger colleagues accepted me easier than older ones, who were a little bit cautious. After a while, and some efforts on my part, co-existing and working together at the plant became more harmonious.

**What made you choose a profession that is not so typical of women?**

My criteria for choosing to become an electrical engineer were the wide scope of technical knowledge and challenges, as well as career opportunities. Working with men or women was not a concern. Nowadays, we realize that this is a profession chosen by increasingly more women and tends to be less male-dominated.

**What are, in your opinion, the main prejudices that women have to face when choosing their career?**

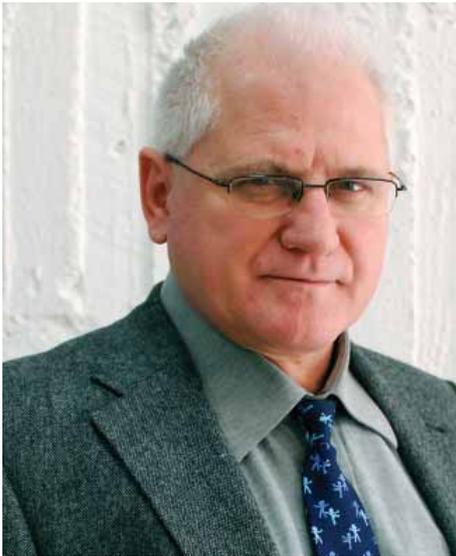
It is true that there are still some social prejudices regarding women’s career orientation. There is, for instance, this perception that women should get an “easier” job, because they have to share their time between family and work. I believe that modern women have proved that they can successfully meet the requirements of both personal and professional life.

**Do you believe that the company helps in women’s promotion to management positions?**

It is certainly evident that, unlike other companies in Greece, Heracles offers to women opportunities for testing their skills in a tough area, such as the production process of a plant. I believe that the company’s criteria for career development and its people promotion to management positions are technical capabilities and skills, not their gender.

**VOLOS PLANT**  
 Panagiota Apergi,  
 Health & Safety Supervisor





**Thanassis Babos, Manager of Milaki plant**, shares his experience of working with female managers in the industrial environment of the plant.

**Are there challenges for women employed in the industry?**

I believe that the greatest challenge is the recognition and the fulfilment of their ambitions in a tough productive environment which is predominately considered "male". Our experience shows that what matters most are capabilities and personality rather than gender. Balancing family life with the reality of the plant is another challenge. This is where the challenge rises. Understanding the difficulty and specificity of working in a plant is a prerequisite in order to strike the necessary balance.

**What are women attributing to their everyday work?**

What comes first at work is the person's professionalism and responsibility regardless of gender. As plant manager, I believe that when women are established in a working environment they may act as a catalyst, because their presence contributes to the improvement and development of this working environment.

**How do the company plants welcome women?**

Experience has demonstrated that it takes some time for the organisation to adjust and strong management commitment in order to overturn stereotypes about women employed in the heavy industry environment.

**Do you think that HERACLES favours the career development of women?**

I believe there is no issue of gender discrimination. In recent years, actions have been taken in plants as well for the career development of women in production and senior management position. ■



**Eleni A. Zenakou, President of the Management Board of the Research Centre for Gender Equality (KETHI),**



describes for HERACLES Magazine women's position in modern society and their professional participation.

In contemporary societies, women's employment is such an important and dynamic field that signals essential social changes. It is true that the most **visible and intriguing changes in women's social status** in the past thirty years have occurred mostly in the realm of economy and, specifically, the labour market. Nonetheless, it is observed that **gender discriminations persist** and that specific measures have to be taken so as to ensure gender equality in all sectors: economy, education, access to healthcare systems, employment and participation in decision-making centres, etc.

Moreover, it has been established that there are major differences between men and women in terms of their access to economy in general and the labour market in particular. Specifically, the following are observed:

- Absence of women from all economic decision-making centres, where economic, monetary and other policies are designed.
- Major increase in women, who claim a position in the labour market, and concurrent rise in female unemployment.
- Job segregation per gender (horizontal and vertical).
- High rates of dismissals among the female population because of restructuring in the economy's production base.
- Women's career stagnation and lack of or scarce female presence in senior and management positions.
- Increased female participation in informal employment.
- Sexual harassment at the work place.
- Discriminations in women's education and vocational training, which raise

barriers to their participation in employment.

- Unequal distribution of family obligations and responsibilities and lack of family social support infrastructures, etc.

It is very important to stress that salary difference between men and women, regardless of skills, experience, education, training and position, is one of the major problems that we are called to manage, so as to actively contribute to eliminate discrimination at the work place. We have to point out that the salary gap also results from the **vertical job segregation**, whereby women find themselves in an inferior hierarchy position versus men. The **"glass ceiling"** effect, the barriers to women's access to high responsibility positions, and the lack of women's representation in the high income brackets are the most significant issues.

The issues of equality between men and women, as well eliminating discriminations at the work place are **one of the key priorities and challenges. Equality at the work place is not only an objective** for a just and fair society, **but also a precondition for the foundation of democracy**, as it appears at all levels of economic, political, cultural and social life.

I believe that company criterias for career advancement of employees and promotion to executive positions should be competencies and skills and not gender.



Rescue operation of the Korydalos Volunteer Rescue Team, where Christos Avramousis belongs

## Offering their time, helping others

Voluntarism is widely disseminated in modern societies, as there are numerous organisations that have been engaged in environment protection, preservation of the cultural heritage, local development and social solidarity. Volunteers' contribution, individually or collectively, in various formal and informal ways, is matter that concerns us all, as it enhances our active involvement in public life and profoundly indulges the human need for contribution and assistance.

In our work place there are colleagues who respond to volunteer initiatives and are pleased and proud to offer themselves for various actions and charity organisations. They also volunteer for actions in support of local communities that are often organized by all company sites.

Heracles Magazino talked to colleagues-volunteers about their activities and they prompted us to adopt voluntarism as a way of life.

### **Christos Avramousis, IT**

#### **Which team have you joined and what is your specific voluntary action?**

The Korydallos Volunteer Rescue Team is a civil protection non-governmental organization, which provides assistance in emergencies, such as natural or other disasters, and healthcare services in events, such as conferences, concerts, sports games. Our team

is also a member of the Voluntary Corps of Greek Firemen and Replanters with 50 stations around Greece, over 300 vehicles and 3,000 volunteers.

#### **Is some training necessary before joining the group?**

The training includes a First Aid course delivered by physicians and nurses, working experience in the emergency department of hospitals, emergency drills using proper equipment provided by the team and field trips, such as scuba diving, climbing, search and rescue operations in mountainous areas.

#### **Are there any criteria for becoming a member?**

All volunteers of our team are sensitized citizens, who devote their free time to acquire knowledge and skills that will enable them to provide help to society.

#### **What is the most significant experience that you have earned as team member?**

I will never forget the first day we went to offer our voluntary services to a hospital. I had to handle real-life incidents and needed to stay calm and support people, who were totally strangers. It is a time when the pain of other people becomes your own.

## OUR VOLUNTEERING COLLEAGUES

### What is your main source of funding?

The funding sources of the team are donations of citizens, who recognize the value of volunteering.

### Do all volunteer members stay with the team?

A lot of people remain volunteers; there are others however who leave for personal reasons. Our team does not remove volunteers from its records even if they are not often involved. We simply distinguish members into active and inactive ones.

### Do you think that the idea of volunteering is widely spread in our time?

In our country, we're still quite behind. Comprehensive information hasn't been given and the state doesn't provide any incentives or support.

### Is volunteering a process taught and learnt, or does it come from within?

It comes totally from within. However proper information and encouragement of the public would motivate more people to undertake such activities.

### Volos Plant

**Nicos Zygouris, IT**

**Alexandros Chatzicharalambous, Chemistry Laboratory**

### Which team have you joined and what is your specific voluntary action?

**N. Z.** I am a regular member of the Greek Rescue Team of Magnessia and hold First Aid certification. I am also an open water diver, forest fire-fighter and trained in disaster management, such as earthquakes and floods and humanitarian aid, such as collecting medicines, food and clothing.

**A. CH.** I am the president of the Greek Rescue Team of Magnessia with First Aid certification. I am a trainer in mountain rescue – climbing and take part in water rescue operations, fire fighting and natural disaster operations (rescue 3), as well as humanitarian aid.

### How can somebody become member?

The will and wish to become a volunteer brings you in contact with other people of this mentality. You may call 2421063835, 6978443183, or find out more on our site <http://www.hrt-magnisias.org>

### Are there any criteria for becoming a member?

Team spirit, self-discipline and compassion; everyone can provide significant work. The group operates in so many areas and undertakes so many activities that any volunteer can find an area of interest and offer valuable services.

### Is some training necessary before joining the team?

Any qualification is useful because of the multiple activities of the team. However, the group cares for its members' training in activities that are considered necessary, such as First Aid or any other that the new member is capable of undertaking.

Cornerstones of volunteering are selflessness and spontaneous will to contribute, as a collective and permanent stance in our daily life.



Nikos Zygouris participating in operations of the Greek Rescue Group of Magnessia

**What is the most significant experience that you have earned?**

**N.Z.** The fires in the prefecture of Ilia. It was there that I realized how "little" I am before the power of nature, regardless of any training, will, mental power or physical stamina.

**A. CH.** The fires on mount Pelion and in the prefecture of Ilia in 2007 and the 2007 World Disabled Sailing Championship have been two experiences that made me understand on the one hand the human power to destroy and on the other the power to exceed oneself.

**What is your main source of funding?**

The source of funding is membership fees. Once a year we receive some of the equipment we use from the Ministry of the Interior via the civil protection service. All expenses for missions and training are covered by the participating members.

**Do all volunteer members stay with the team?**

Unfortunately, not everybody stays. It is not

easy, although volunteering is one of the soundest social activities that people engage in.

**Is volunteering a process that is taught and learnt, or does it come from within?**

We can teach it to our children; adults can learn it. But if someone is not sensitive to such messages, cannot be truly reached.



**Milaki Plant**  
**Antonis Katsimedes, driver**  
**Dimitris Kalkounis, electrician**  
**Giorgos Lambrou, foreman**

**Which team have you joined, and what is your specific voluntary action?**

We are members of the voluntary fire fighting team of Aghios Ioannis, which was set up by local villagers after the fires of 25 August 2007, when Aghios Ioannis village was totally destroyed. Since then, and for the past 2 consecutive summers, our group has been active in eliminating any potential fire. Our group has sixty members in total.

**Are there any membership criteria, and how can somebody become member?**

Wishing to be a member is enough. Volunteers need to love their homeland and the environment. As this is a small, self-made organization, the members are available to provide information to anyone who is interested.

**Is some training necessary before joining the group?**

Occasional training courses are conducted in collaboration with the Fire Service.

**What is the most significant experience that you have earned as group members?**

Our involvement in the fire fighting operation in August 2007, when the fire destroyed completely our area and our contribution to the containment of the fire was an imperative need.

**What is your main source of funding?**

All expenses are covered by us, and we provide all the necessary means, be it vehicles or other special equipment.

**Do all volunteer members stay with the team?**

So far, no one has left the team. We aim to motivate more people to become members of our team.

**Is volunteering a process that is taught and learnt or does it come from within?**

The main motive for someone to become involved with voluntary action is will to offer help and time. ■

**Volos Plant**  
**Theodora Loubrinou, Nurse**



**Is some training necessary before joining the group?**

I had a six-month training by the Hellenic Red Cross at the General Hospital of Volos.

**What is the most significant experience that you have earned?**

During my training, when I attended a caesarean section surgery and several emergency cases at the General Hospital of Volos.

**What is your main source of funding?**

Both individuals and organizations support the work of the Red Cross.

**Do all volunteer members stay with the team?**

As far as I know, the majority stay with their teams. The history of the Red Cross goes way back, and I am pleased to see the people's sensitivity has not vanished today despite the difficulties of our times.

**Is volunteering a process that is taught and learnt or does it come from within?**

It first and foremost comes from within us, but without proper training and education it cannot bring the desired results and volunteering is incomplete.

**Which team have you joined and what is your specific voluntary action?**

I am a member of the Red Cross and I volunteer for activities other than fund-raising.

**How can somebody become member?**

If somebody wants to become a voluntary member, they can contact the local branch of the Hellenic Red Cross. For further information, you may visit the Hellenic Red Cross branch in Volos, at the corner of Analipseos and Garveta streets.

**Are there any criteria for becoming a member?**

The only prerequisite is the willingness to offer to fellow beings.

# Children volunteer for the environment

Thalia Kalambaliki, Head of Environmental Education, Primary Education Directorate of Evia, suggests voluntary environmental programs for children, which help them to understand their personal responsibility and creatively contribute to environment protection.

Environmental programs for children rely on awareness, active collaboration and offer. Children have the opportunity to participate in programs through:

- membership in the environmental group of their school or class
- visits to an Environmental Education Centre
- involvement in campaigns (tree planting, beach cleanup etc.) organized by local authorities, parents' associations and other organisations.

Programs organized by non-government organizations (NGO's), museums and other organizations are coordinated effort to raise the awareness of children and young people and mobilize them.

## HELP MONACHUS - MONACHUS AND WILDLIFE



With the slogan "Become a young ally", MOM invites children aged 4 – 18 years to join information and education actions along with other children of their age, who share the same concerns and interests.

### INFORMATION:

email: support@mom.gr

Address: 18 Solomou street, Athensfax +30 210 – 5222450

Every member is provided with information material, the newsletter "Stories for Seals" and the opportunity to participate in activities, contests and trips.

On the Mom website [http:// www.monachoulis.gr](http://www.monachoulis.gr), there is information about the "School of Seals", an environmental summer camp on Alonissos island that is open from June to September.



Information: <http://climate.wwf.gr>

The WWF campaign on climate change provides important information, activities and proposals for children's actions for the purpose of changing daily habits to decrease CO2 emissions.

'**Tips for children and teenagers**' suggest simple ways to become clever consumers and take actions in school, at home and in the area where they live.



### "ADOPT A THREATENED SPECIES!"

The symbolic adoption of a threatened species is one of the best ways for children to contribute to its protection.



Info: WWF World Wildlife Fund,  
26 Philellinon street, Athens 10558, Tel. +30- 210-3314893  
Fax +30-210-3247578, email: support@wwf.gr



Children of the Attica Prefecture can visit the Education Ecological Theme Park of the Municipality of Neo Psychico. They can find out information and participate in a packaging recycling program. The Theme Park is open from Monday to Sunday, 10 am - 1 pm and 4 pm - 6 am.

**Info:**  
<http://oikologikoparco.cityofnewpsychico.gr>

### School contest for the construction of wooden bird nest



Pupils are invited to take part in 13th School Contest for the Construction of a Wooden Nest for birds, as an indication of their love for our winged friends. The Contest ends on 27 May 2010.

**Info:** 2nd Technical High School of Galatsi  
 Tel. & fax +30 210-2288340  
 Email: [mail@2epal.galats.att.sch.gr](mailto:mail@2epal.galats.att.sch.gr)



### «Recycling - Stuff»

In order to be initiated in the secrets of recycling and understand its role in environmental protection, learn the difference between recycle and reuse and nurture their imagination, pupils aged 4 – 12 years can borrow the museum kit “I recycle” from the Hellenic Children’s Museum.

**Info:**  
 Hellenic Children’s Museum  
 14 Kydathineon, Plaka, Athens 10558  
 Tel.: +30 210 – 3312995



Every year, HELMEPA Junior gives the opportunity to young pupils, who become voluntary members, to be informed and take action for the protection of the marine environment. Organised in groups of ten and supervised by a volunteer teacher, pupils choose and perform activities under the program for one school year.

**Info:**  
<http://www.helmepajunior.gr>

### Composting: An environmental action

An environmental action that can be adopted by children of all ages is composting at home.

Collecting every day in a special bin all the peels and skins, salad and fruit leftovers, leaves, branches and other materials they can produce their own compost in a few months. If we all composted, we would generate 1/3 less litter.

Following the instructions below, children can make their own organic compost that they can use to grow their own plants. ■

#### Follow the guidelines and make an organic manure!



#### Step 1

Use a large flower pot and put 10 cm of earth

#### Step 2

Then add leaves, scales of fruits, branches, coffee dregs



#### Step 3

Cover the material with soil.  
 If it is summer remember to water the soil every 3-4 days



#### Step 4

The organic manure is ready after 4 months. You can either take it from the pot and add it to the plants of your house or add soil in the pot and plant something there.





## Code of Business Conduct

### The philosophy and values of Heracles GCC

With the initiative of Internal Audit and in collaboration with the Human Resources Direction, a series of training courses have been initiated for all employees on the principles and rules of the Code of Business Conduct, which reflect the values of Lafarge Group and the commitment to sustainable development.

Anastasia Katraki, Internal Audit Manager, responds to questions regarding the high standards of business conduct and corporate governance adopted by Heracles and the values applied for the company's progress and sustainable development.

#### What is the Code of Business Conduct and does it include?

The Code of Business Conduct sets a framework of principles and rules within which employees operate, act, decide.

The Code addresses issues that all of us think every day:

#### At a personal level:

What I am doing or decide:

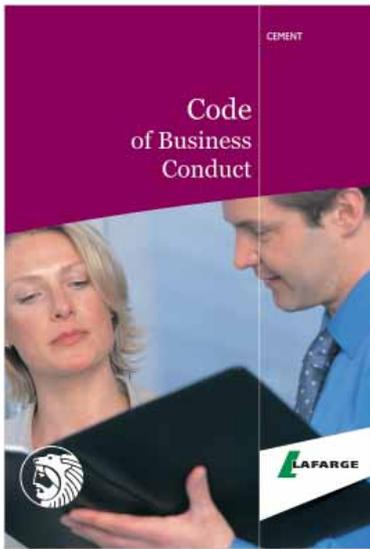
- is consistent with the legal and regulatory framework?
- is there, can there be or may it appear as conflict of interest ?
- has it or may it have in the future impact on my colleagues, partners, environment or safety?
- does it protect the Group's Assets?

#### At a corporate level:

- Are the financials complete, clear and reliable so that they earn confidence of investors, shareholders and other creditors or government organisations?
- Does the system of internal controls adequately protect the company and its people from any fraudulent actions; are the recommendations of the internal/external auditors applied?
- Do I contribute to the fighting of corruption, the safety of our employees and our collaborators, the protection of the environment?

Having a Code is not enough. We (management and employees) actively should demonstrate our commitment to these principles towards our stakeholders, local communities and the society in general.

Anastasia Katraki,  
Internal Audit Manager



**What are the areas it covers specifically?**

The Code includes 7 Sections and 14 Rules. Specifically, it includes compliance with laws and regulations, prevention of conflicts of interest, attention to people and the environment, protection of the Group’s assets, fairness in Financial Reporting, importance of Internal Controls - Internal Audits.

**What is the principal philosophy governing the CBC?**

I would like to clarify that the Code does not give answers to a certain situations, nor does it provide a list of “do’s” and “don’ts”. Understanding the principles and the rules it contains, guides us to clarify what is “right” and what is “wrong”. Apart from that, in any given situation, we should apply: common sense, courage, integrity, judgment, and above all TRANSPARENCY.

We are confident that the combination of all the above would result in not only compliance with the Code but also development and improvement of these Rules.

**Is the application of the Code mandatory for all employees?**

The implementation of the Code is mandatory for all of us. Every one, in his/her position, must not only apply the rules but also encourage and assist other all persons in their teams or under their supervision to apply them, too.

We must always remember that everyone of us, regardless of position, sets the example for the others.

**What is the main reason for a Code of Conduct to be in place?**

There are two main reasons.

The first is for the **Employees**: Studies have shown that employees, who have clear rules and a management that sets the framework

of ethical values and demonstrates support, are motivated and willing to advance their work. Moreover, having clear rules in conducting business facilitates each one to do and decide the right thing.

The second is for the **Company**: A business culture based on ethical values enhances the confidence of investors, customers and stakeholders in general. A corporate culture based on solid ethical standards not only maintains but also increases the reputation and goodwill.

**Is this something new for our company? When was the Code applied in our Company for the first time?**

The Code is not something new either for the company or for the Group. The Code of Business Conduct of Heracles was first issued in 2005.

**Recently, seminars on the Code have been initiated across the company sites. Why are they necessary?**

As I said, simply having a Code is not enough. It is necessary that all of us should not only read the Code but also incorporate its principles and rules into our daily business. To make this happen the principles and rules must be well understood by everyone.

This is why we launched the series of seminars and we chose to organize small groups of employees, which although take longer, enable every participant to share his/her views, experiences, doubts or questions.

Finally, we underline that, we will always welcome any question or doubt raised, and be willing to assist everyone.

**If an employee needs some clarification, whom should they contact?**

Every employee can contact his/her supervisor or management hierarchy. Remember that it is the supervisor’s responsibility to help solve and respond to any question. If, however, it is not clarified, or there are still doubts, employees should seek advice from the Legal Department.

Finally, all employees can request clarifications either from Internal Audit or Human Resources Departments.

Today, no one is alone. ■

**“Courage, integrity, commitment, consideration for others and an overriding concern for the Group’s interests are the foundations of our management philosophy. Every employee is expected to demonstrate commitment to these values. This is our way of building trust at all levels of our organisation.”**

Extract from Lafarge Principles of Actions



# Investing in our people

People's development is a top priority and strong commitment of Heracles, as it is a key performance factor and a driver of its targets and strategy implementation. Focusing on people's individual needs, ingenuity and engagement, our company designs programs to attract young and talented people and establishes integrated personal development plans that enhance their skills and knowledge and reward their effort and performance.

Elena Stassi, Learning & Training Manager talks to us about the integrated development plans implemented by the company for its human resources and the significant contribution of people's development to the company's progress and performance.



## **What are the areas included in the development of Heracles' people?**

For Heracles, training and development of the company's Human Resources are of primary importance. The training programs are focused on both job-specific knowledge for each employee and building of broader skills and capacities that each one of us uses at work. Key reference areas are Health, Safety and Environment, management skills training, technical training, Social Responsibility issues, as well as development of skills required in each job, always driven by business priorities.

## **When does a personal development plan start and how long does it last for every employee?**

Being attentive to the individual needs and skills of our people and seeking to achieve the best outcome, the company designs each employee's personal development plan very carefully. This plan is prepared in collaboration with each employee's manager upon their hiring and evolves throughout their employment with the company. It is an ongoing and dynamic process which revolves around each employee and aims at their personal and professional empowerment.

## **What are the methods applied by the company for its people's development?**

In the framework of creating diverse training programs, depending on content or target group, the company selects and implements programs that respond to different needs. It designs long-term plans, special courses and training seminars, while at the same time it promotes on the job training, personal coaching and e-learning. During the last years, we have relied on know-how and experience of our human resources; we either develop in-house trainers or work with expert employees to jointly plan training pro-

grams that are fully customized to specific business needs. Moreover, at Group level, Lafarge provides training programs in collaboration with the Lafarge University, with regard to developing management skills and a common cross-functional language, and the ETC (European Technical Centre) for technical training purposes. Special emphasis is placed on the quality of training; hence we select distinguished training and educational organisations and lecturers, while the methods and tools used are based on experiential learning. A key element is interactivity coupled with state-of-the-art teaching patterns (e.g. team work, case studies, exercises, games, metaplan boards, presentations, projects, etc.).

**What is the percentage of employees for who personal development plans are prepared?**

Personal development plans are intended for the all Heracles employees. The ongoing and in-depth evaluation of needs, proper planning and selection of the most appropriate trainers and programs, enable the company to constantly improve its training work, which is targeted to all the employees of the Group.

**How many training courses are there on average every year?**

Over 100 training courses and seminars.

**How important do you think people's development is for the company's progress and performance?**

People's development is a primary concern and strong commitment of Heracles Group, because we believe that personal improvement is a key factor for effective management of business challenges and achievement of our strategic targets. For Heracles, people's development is an investment in the future!

Lefteris Moustakas, Reporting, Internal Logistics & Yard Coordinator at the Volos Plant, Maria Kalantoni, Supply Chain and LAVA Safety Coordinator; and Anastasios Papanikolaou, Health & Safety Supervisor at Halkis Plant, share their views about their personal development plans and the experience acquired so far from their career with the company.



**VOLOS PLANT**  
Lefteris Moustakas,  
Reporting, Internal Logistics  
& Yard Coordinator

**From your experience with the company so far, do you think that Heracles helps in the personal development of every new employee?**

The development of human resources is one of the company's fundamental principles. It is on-going and extends to all hierarchy levels. The company promotes our personal development through various ways, such as assignment of new responsibilities and challenges, participation in projects, studies and inspections, training seminars and learning programs as well as sharing of knowledge and best practices.

**When did your personal development start and in what areas?**

My personal development in the company started on the first day after I was hired, through my participation in an induction training course, which is designed by the company for all newly-hired people. I immediately drew up my annual development plan with my manager. It defined all the activities and seminars that I would join during

my first year of employment in the company. I also had the opportunity to take part in the "Cement Professional" training course in the first years of my career and cope with the responsibilities that stemmed from it. After three years with the company, I have managed to constantly improve my business skills and conduct, develop my leadership capacities and upgrade my technical knowledge.

**What are the principal means that the company has provided you with?**

I would have to mention a very well organized database, where I can search and find technical solutions or applied practices in areas of my concern, a multitude of training programs that are intended to improve my technical qualification and develop of my management skills (CECIL, e-learning, etc.), a large number of courses and seminars that are organised by technical or training centres (Grinding, Pyroprocessing, Products & Intro to Quality, etc.), opportunities to visit other plants world wide.

**Would you recommend Heracles GCC to a young talented person for a career?**

Heracles is certainly a very good choice for any young talented employee. They would be required to assume responsibilities and respond to challenges at a very early stage, so their knowledge and skills would find fertile ground to grow. Moreover, through their participation in numerous different projects or work groups, and thanks to a very well structured training system, they would be able to develop new skills and respond to modern work requirements.



### HEAD OFFICE

Maria Kalantoni,  
Supply Chain and LAVA Safety  
Coordinator

#### **From your experience with the company so far, do you think that Heracles helps in the personal development of every new employee?**

It certainly does. In many different ways. First and foremost because there is a training system, a personal appraisal system, ongoing and two-way communication, which contributes significantly to identifying the needs and potential of each employee, so that they can develop.

#### **When did your personal development start and in what areas?**

On the day of my arrival at the company. The main development incentive for me is that I have the opportunity to work in a dynamic and evolving environment, which always supports and acknowledges original ideas and the personal efforts of every employee.

#### **What are the principal means that the company has provided you with?**

Three words come to my mind: Development, Progress and Safety. But there are certainly more.

#### **Would you recommend Heracles to a young talented person for a career?**

Undoubtedly. I believe that Heracles is one of the best workplaces on the Greek market, both today and approximately two years ago when I joined the company. ■

### HALKIS PLANT

Anastasios Papanikolaou,  
Health and Safety Supervisor

#### **From your experience with the company so far, do you think that Heracles helps in the personal development of every new employee?**

When I was given the opportunity to start working for Heracles almost three years ago, I could not imagine how important this decision would be for my career advancement. In a dynamic and constantly evolving industrial environment, member of a global family, I have been given a unique opportunity to be trained on various areas, travel to be acquainted with the way of thinking and working of colleagues from all over the world, to perform working next to highly experienced and established colleagues within the Group. The fields of knowledge available in Heracles, the career potential and the personal development plan are the means that motivate employees for continuous development.

#### **When did your personal development start and in what areas?**

Since my first day with Heracles I remember training as being integral part of my professional development. It extends to various fields of interest; it is structured and ongoing so that it keeps up with my steps of progress in the company.

I started working as Production Engineer at the Halkis plant planning the optimum production conditions for clinker and cement. Today, as H&S Coordinator at the same plant, I try to communicate the vision of our company to my colleagues so that we can make Safety a reality, as a top priority.

In every career step, there has been a personal development plan helping me to focus on concrete targets, be oriented to specific actions and stay motivated to fulfil my ambitions.

#### **What are the principal means that the company has provided you with?**

As a Heracles employee, first and foremost I have been equipped to set targets that are specific to my job and define the means and ways (e.g. training) to achieve them with my superiors. I have learnt to identify and use my strengths, improve



my weaknesses through targeted training, take advantage of opportunities in order to develop specific skills and prepare for my transition to another job, when there is a opportunity.

Training (general and specific), courses at home and abroad, access to Heracles and Lafarge databases, participation in conferences, on-the-job training and coaching by my line managers are some of the means that I have used for my personal development.

#### **Would you recommend Heracles to a young talented person for a career?**

Yes, I always tell people of my environment, who have the necessary qualifications, to seek to work for Heracles. The people, the know-how, the environment, the structures and values can turn a talent to a real professional advancement and career.



## The winning spirit

People's will and capability to meet the challenges in tough market conditions, as well as their commitment to Health & Safety, the environment and cost-cutting necessity, are key to the success of Heracles in the current circumstances.

Every day, increasingly more employees "achieve more with less" through smart solutions, flexibility, cooperation and the conviction that they can attain ambitious targets.

Lena Belsi, Purchasing Manager, presents the "winning spirit" that characterizes the way our people do business in the current juncture and its importance for the company's progress and development.

### What does "winning spirit" mean for the way we do business? What do we mean by this term?

The winning spirit is something intangible. It is developed by people and teams, and then in turn it develops them back.

A prerequisite for its growth is having people that, regardless of their position, take initiatives and assume leadership, set targets, suggest solutions, assume responsibility, motivate, empower, recognise and reward the people, who work with them.

### In your opinion, which are the key features of these people, and what motivates them to adopt the "winning spirit"?

These people stand out for the integrity. They are recognised by their peers with whom they develop an informal code of interaction and cooperation. Their principal incentive is recognition.

### How easy is it for employees to "do more with less" under the current circumstances? Could you list some examples of teams that achieved better results despite the adverse market conditions?

In our company, there are teams that have achieved amazing results despite the adverse market conditions. Athlos™ is one example familiar to all of us.

Something less known, and of which I am really proud, is our performance in the company's working capital enhancement, which is largely influenced by payments to our suppliers. We have successfully launched two Reverse Factoring schemes, in the Greek and international markets, which enabled us to renegotiate our contracts with our suppliers on more beneficial terms for the company. This occurred in record time (in only three months), in a way that not only did not

harm our image on the market or our relations with our suppliers, but also facilitated them in some cases.

To achieve this, people from many departments, including Purchasing, Financial, IT, Logistics, Legal and Accounting, worked eagerly and willingly.

### Do you believe that employees across all departments can help to this end and how?

In my opinion, there are no specific areas, where the "winning spirit" thrives; nor can alone bring all the impressive results. Achieving ambitious targets requires everyone's contribution regardless of their position, staying focused on our priorities and treating challenges as opportunities.

### What would you say is the greatest challenge for employees today?

Well, the great challenge is to manage to evolve the "winning spirit". Even greater challenge though, is to be able to preserve the "winning spirit", when things go wrong.

### How important is the employees' commitment to the company's sustainable development?

Without our people's commitment, faith and effort we can not achieve our Sustainability Ambitions 2012. Safety is a typical example; unless people commit to safety we can never ensure it.

We have developed a "winning spirit" by achieving results in a difficult context and we need to continue as this crisis is not over yet and our objective is to be the best, when the markets recover. We will achieve this by remaining focused on our priorities - Health & Safety, cost reduction and cash generation, employee development - and by anticipating the expectations of our markets and customers through differentiation, innovation and contribution to sustainable construction...

**Bruno Lafont**

The great challenge is to manage to evolve the "winning spirit". Even greater a challenge, though, is to be able to preserve the "winning spirit", when things go wrong. ■



## Conveying systems

### Implementation of Health & Safety Advisory

Bulk material conveying systems, such as conveyor belts, bucket, screw and chain conveyors, operate across Heracles sites every day. Lafarge, aiming at zero injuries related to working with conveyors, issued an advisory in September 2008, indicating how conveying systems should be designed and maintained and what safety guards must be in place for each conveyor type (toe boards, emergency stop pull cords, etc.). Heracles has proceeded with the implementation of the advisory.

### How to achieve zero accidents

A cross-functional team has been set up to ensure the successful implementation of the Advisory and plan the necessary actions under the general supervision of Giorgos Melatos, Sales General Manager.

The team worked on a plan that takes into account historic data of accidents in conveying systems to date and the analysis of areas that means, need to be improved, concerning means, equipment or safety behavior.

The team work includes mainly these steps:

#### Identification of areas, where conveyor guarding needs improvement

To identify, where conveyor guarding needed improvement, all Group conveyor belts were systematically inspected. Conveyor

belt is the most dangerous type of conveying system because it is open (unlike e.g. screw conveyors) and operate at high speeds.

All conveyor improvements were recorded, prioritized based on their risk and fund allocation was planned to gradually rectify them starting immediately with the most dangerous areas.

#### Evaluation of the findings of a conveyor-related accident analysis in Heracles

We have collected data about the conveyor-related accidents that occurred in the past 25 years. The purpose of this study was to raise the awareness of workers and identify the weaknesses in the conveying systems safety across our sites.

Root cause analysis of these accidents indicated that safe behaviour, when working

with conveying systems plays a catalytic role. Specifically, it has been demonstrated that most of the accidents occurred, when conveyors were in operation, demonstrating that the primary concern should be the isolation of all energy sources (LOTOTO) before any intervention regardless of how brief it is.

#### Evaluation of current work practices

A questionnaire was prepared for recording the current work practices from the perspective of workers dealing with conveyors. The questionnaire covered tasks around conveying systems related to energy isolation, available information regarding safety around conveyors, awareness of previous accidents, and proposals to upgrade the safety levels.



Giorgos Melatos,  
Sales General Manager

As sponsor of this project, I would like to warmly thank all participants from the plants, terminals and LAVA quarries, who gave their feedback, thus providing guidance to the workgroup to take effective corrective actions.

#### Communication of the Advisory to all employees

The Advisory was communicated to all employees via regular Health & Safety meetings. The communication included all the key points of the Advisory, as well as a short review of the major accidents that have occurred in Heracles.

**Analysis of the employees' "Perno Thesi"**  
Utilizing the **Perno Thesi** database, all employees' feedback about working on conveyors was taken into account. ■

The Advisory introduces **10 Safety Rules to Live By**, which must be followed in every day tasks with conveying systems.

## 10 CONVEYOR SAFETY RULES

### I. ALWAYS KEEP A DISTANCE



Workers **SHALL NOT** work on conveyors having loose clothing, hair and jewellery



**AND SHALL** keep body parts and tools away from conveyors



Workers **SHALL NOT** climb, sit, ride, stand, touch or walk on or walk under exposed conveyors



### II. ALWAYS IN GOOD CONDITION DURING OPERATION

Conveyors **SHALL ONLY** be operated with approved guarding in place



Workers **SHALL NOT** modify, misuse or remove controls, interlocks or warning devices



Workers **SHALL** report unsafe conditions and behaviours



### III. APPROPRIATE LOTOTO PROCEDURES

Workers **SHALL** LOTOTO all energy sources before doing maintenance



Workers **SHALL** LOTOTO all energy sources before cleaning & clearing jams



Workers **SHALL** ensure everyone is away from conveyors before starting



### IV. TRAINING AND AWARENESS OF DANGERS

Workers **SHALL** be trained and competent to operate & maintain conveyors



Workers **SHALL** know the location and function of all stop & start controls



HEAD OFFICE

## Safe sea transportation meeting

**The first meeting with sea transportation partners** was held by Heracles, aiming to communicate its safety priority, vision and values. The event was co-organized by the Planning & Logistics and Safety Divisions.

Pierre Deleplanque, Managing Director, and Giorgos Melatos, Sales General Manager, stressed our company's commitment to safety, as well as the importance of essential communication with our partners in order to achieve higher goals on safety and sustainability.

The company's progress on safety and Sustainability Ambitions 2012 was analysed by Vicky Gazidelli, Health, Safety & Environment Manager, while Giorgos Dikos, Planning & Transportation Manager, presented the 5 action points on conduct, chartering policy, port facilities, performance and performance monitoring in order for safe sea transports to come true.

In the event also participated was joined by Charilaos N. Psarftis, Professor at the National Technical University, who discussed the prospects and challenges of sea transports, and Nicos Varvatis, President of the Hellenic Shortsea Shipowners Association, covering safety in cement sea transports.

The meeting concluded with a discussion and the signature of a joint commitment on safety and sustainability in sea transports by all participants. ■

VOLOS PLANT

## Meeting on Safety in Road Transportation



VOLOS PLANT

Thomas Kordas, Road Transportation Supervisor, presenting the results of the program in road transportation

The key points of safety in road transportation and the Lafarge H&S standards and rules were present in a meeting with our silo trucks and raw material transportation contractors at the Volos plant.

The event highlighted the progress achieved by our company in the safety of road transports, as well as the need to continue the efforts in order to reach zero incidents in road transportation.

During the meeting special reference was made to the use of GPS, as a tool to improve the planning of the transportation work, the dangers involved in transportation and safety equipment. The principal causes of road accidents were also analysed.

Moreover, the Lost Time Incident (LTI) of a driver - contractor of ours and the actions undertaken after the accident, were illustrated.

Finally, at the end of the event our contractor drivers committed to try hard to reduce road accidents, signing our Safety Policy. ■

### A structured plan of regular H&S inspections is underway at the Volos plant.

The plan is an initiative of the plant's management team and Health & Safety department, and includes 12 H&S technical inspections per month across the Volos plant and Almyros quarry areas. The inspections are performed by three-member teams representing the plant's management team, engineers and employees, and is headed by an employee up to supervisor/superintendent level. The plan's main intent is to motivate all teams to be actively involved and committed, so as to maintain good sites conditions and/or further improve them. Coordinators of each area play a specific role since they monitor the restoration and upgrading of their respective areas and submit proposals in cooperation with the responsible departments.

The plan has already been extended to the other two plants, where similar inspections at their sites have been initiated. ■

VOLOS PLANT

## Health & Safety Inspections Plan



BEFORE



AFTER



BEFORE



AFTER

### MILAKI PLANT

# Stakeholders meeting and Open Day

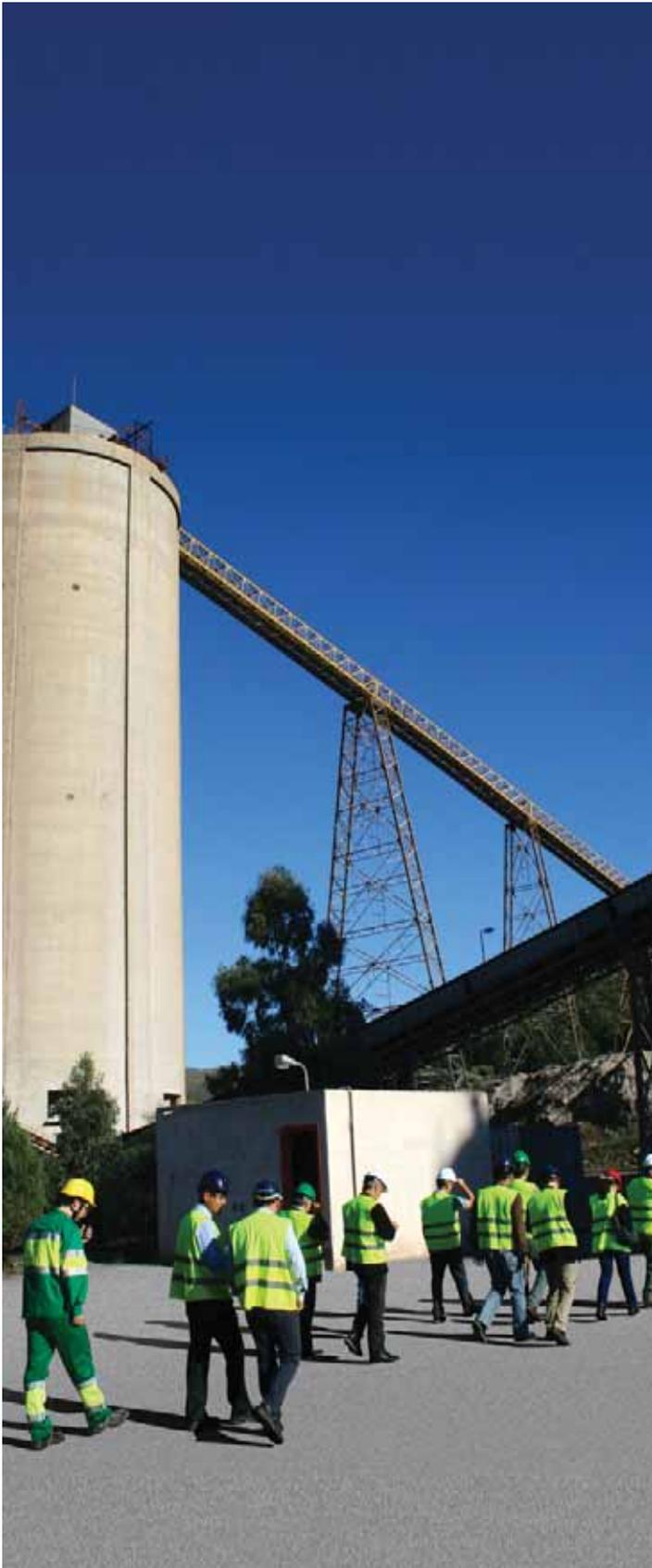
The Milaki plant environmental terms and the related projects for its environmental upgrade were presented to the local stakeholders on Wednesday 21 October.

Thanasis Babos, plant Manager, and Vassilis Karetelos, Environment and Excellence Manager, presented the current performance of the Milaki plant and illustrated the progress that has been achieved in terms of health & safety and environmental performance in recent years. Moreover, reference was made to the new approved terms for the plant's operation and ensuring health and environment protection, according to the European IPPC Directive. The new terms also integrate the best available techniques in the cement industry.



The Milaki plant environmental upgrading plan is part of Heracles' Sustainability Ambitions 2012 and is associated with the plant's response to challenges, such as climate change, preservation of natural resources and biodiversity protection. Apart from national and European legal and statutory obligations, it mainly includes projects and measures for the reduction of dust emissions and fugitive dust, decrease of CO<sup>2</sup> emissions, use of alternative fuels, preservation natural and water resources, upgrade of the plant facilities and improvement of the working environment. It should be noted that the Milaki plant has made investments of €28.3 mn in 2004-2008 for its upgrading. Approximately, 50% (€14.8 mn) was allocated to safety and environmental projects.

The presentation was followed by a guided tour of the visitors, fully equipped with PPE's, around the facilities and the new projects at the plant site. The meeting was attended by numerous invitees from local authorities, agencies, schools and media. ■



**MILAKI PLANT**

The visitors participate in a guided tour at the plant

## Participation in the 8th Business Panorama of Volos

The Volos Plant participated in the 8th Business Panorama of Volos with a stand displaying its modern image and priorities. The event was organized by the Magnesia Chamber of Commerce on 10 – 18 October.

The Panorama was inaugurated on Saturday 10 October 2009 in the presence of MPs and local authority representatives, such as the Prefect of Volos, A. Papatolias, the Mayor, A. Voulgaris, the President of the local Chamber of Commerce, G. Spiliopoulos, and representatives of the city's business and local communities.

This year's event was joined by approximately 150 businesses of Magnesia, Thessaly and the rest of Greece; the organizers estimate that during the fair more than 40,000 visitors from all social and economic strata were attracted. Our stand demonstrated the environmental upgrading of our plant and the investments that have been made, such as the hybrid filter, the natural gas installation, biomass use, and their contribution to its environmental efficiency. Health and Safety were also illustrated at

**VOLOS PLANT**  
Kostas Giannaros, Volos plant Manager and Apostolos Kremastas, Human Resources Manager of the Plant, inform the young visitors about the safety in the Heracles stand



the stand as top priorities by means of posters, display of the H&S training centre's equipment and PPE, a roll-over simulator, give-away gifts with the message "I care for safety". The visitors had the opportunity to be informed in detail about the improvement efforts made by the plant in

the occupational safety area. At the same time, they were informed about the cement production process and our new products Athlos and Basis by means of advertising printed material.

## Road Safety Awareness-Raising Campaign

**HALKIS**  
Children participate in painting workshops on road safety



The road safety awareness-raising campaign "I promise, cross my heart" was joined by many participants and crowned with success. It was co-organized by the Municipality of Halkis and HERACLES in collaboration with the Primary Education Division at the pier Agios Nicolaos, Halkis, on 20-22 September 2009.

All in all 2,500 people attended the event, while more than 1,000 pupils accompanied by their teachers from 14 schools in Halkis had the opportunity to take part in an interactive program specifically designed for children. It included a Road Traffic Code learning program and painting workshops on road safety. The public had access to roll-over and collision simulators, and all visitors had the opportunity to attend information lectures on road safety issues.

The campaign has a major impact on the community and had to be extended for one more day so that more Evia residents could visit the event. ■

## HALKIS PLANT

The Halkis plant organized a motorcycles and bicycles event named “It’s your life! Safety Day on 2 wheels”, in November.

The event was co-organised with the Evia Prefecture and supported by the **Motorcycle Sports Club of Halkis**. It included **Road Safety training** by Thanassis Hountras, famous motorcycle furs, motorcycle and bicycle **trial demonstration** featuring French and Greek champions, **graffiti festival**, a **concert** with local young music bands and a **lottery** of gifts related with motorcycle and bicycle riding safety. ■

## “It’s your life! Safety Day on 2 wheels”



## Recognition of Athlos™ success story by Lafarge Group



Athlos™ is one of the 11 projects that were selected to be presented in the annual meeting of the 200 Lafarge top executives held in Baveno, Italy, on 27 - 30 October 2009.

The Athlos™ project stood out for the “winning spirit” of the team that worked on its implementation, because it successfully replaced 1 m tons of bagged CEMIV32.5 sales overnight. Athlos™ has been a major innovation across the Lafarge Group because it replaced a traditional product and managed to be established throughout the

Greek market. The success story of Athlos is the outcome of teamwork among various departments that did their best to upgrade production and launch this new product, which encompasses long standing experience, research and the profound know-how of Lafarge adjusted to the Greek reality. Bruno Lafont, who chaired the meeting, stated that **“we have developed results in difficult conditions and we need to continue as the crisis is not over yet and our target is to be the best when the market recovers”**;

he also stressed that **“we will succeed by staying focused on our priorities - health & safety, cost reduction and cash generation, people development - and anticipating the market expectations and customer needs through our differentiation, innovation and contribution to sustainable construction”**. ■

## Two examples of house-keeping

Colleagues from Drapetsona Terminal and Yali quarry worked hard to transform the storehouses at their sites.

In only 15 days, the Drapetsona team managed to clear the areas inside and outside the workshop, assigned codes to all the products in the storehouse, made all the working areas tidy and safe, removed all scrap materials and locked the storehouse preventing free access. Congratulations to Stratos Asimenidies, Dimitris Bourazanis, Giorgos Strouvalis, Miltiadis Sal-touridis, Apostolos Rizos and Thomas Kordas.

Anastasios Zarakis and Konstantinos Dimitriadis, employees of the Yali deserve also compliments. They managed to totally transform the materials-spare parts storehouse, tidy up all the materials and make it a housekeeping model for the entire Group. ■



**YALI QUARRY**

Housekeeping in the storehouse is evident



BEFORE



AFTER



BEFORE



AFTER

All the scrap materials removed from the storehouse in Drapetsona terminal.

### TERMINAL OF KAVALA

## 5,000 days without accident

The Terminal of Kavala celebrated 5,000 days without accident on Thursday 8 September. On this occasion an event was organized at the Terminal, attended by all the employees, where the results were discussed and new safety targets defined. The head of the Terminal, Dimitris Chatzichristou, congratulated the employees and communicated the personal compliments of Pierre Deleplanque, Managing Director of HERACLES.

THESSALONIKI TERMINAL

## A major project



A new bag filter for the bagging system was installed at the Thessaloniki Terminal. In order to ensure safety during the execution of the tasks, the crew that installed the filter was trained on safety rules and standards and was superintended by a "safety supervisor" from the site staff. In view of the installation project, the Terminal established a record stock of 8,700 tons bagged cement. After the completion of the project, working conditions in the area of the bagging system and the building improved significantly.

### The Greek Mining Enterprises Associations (MEA) recently launched a campaign to promote minerals. What is it about?

The communication campaign of MEA titled "All around – everything" and supported by HERACLES GCC, among others, is targeted to all age groups and aims at informing the broad public how minerals, and Greek minerals in particular, are key components of daily items. Information material was distributed at central points in Athens and Thessaloniki, while all MEA members have posted on their websites important data on the importance of minerals. Our company was among the first ones who posted this information on the corporate site.

### How far back does the use of minerals go?

Since the beginning of civilization, people used stones and later metals that they found under the surface of earth. The oldest mine on earth is considered to be the "Lion's Cave" in Swaziland, South Africa, and is dated to the Paleolithic Age, 43,000 years ago.

THESSALONIKI TERMINAL

## Optimized Fly ash transportation

Under the coordination of Thessaloniki Terminal, fly ash has been loaded onto pneumatic-type boats from the port of Thessaloniki to Halkis plant.

The project includes the transportation of fly ash on silo trucks from PPC plants in the area of Kozani, loading onto boats moored at the port of Thessaloniki and unloading at the Halkis plant.

This venture was launched in the framework of optimizing the operation rate of domestic pneumatic cement vessels by transporting fly ash to the Halkis plant as returned consignment.

In order for the project to be implemented, truck unloading systems had to be developed so that multiple silo trucks could unload simultaneously. Thanks to a patent of Giorgos Lainas, technical consultant of the company, an original multi-intake system was developed, which was adapted to each boat individually enabling simultaneous unloading of 7-12 silo trucks.

The first boat loading was attempted in June 2009. Both planning and implementation were totally successful and everything was performed fast and in compliance with the



safety rules. Approximately 30,000 tons have been transported to date.

The company enjoys multiple benefits, including the supply of Halkis plant with larger quantities of fly ash at very competitive rates and minimal environmental footprint.

The project is the outcome of team work and coordination among different teams and departments, such as Logistics, (Hercules Maritime Co, sea transports, technical services, road transports), and the support of the Health & Safety Division. ■

## Minerals embrace our life

Minerals embrace our daily life and are everywhere around us; so much so that many people do not even realize it, as they are well "concealed" in items that we use daily.

Kyriakos Assimakopoulos, Quarries Development Manager presents the minerals in our life.

Another mine of the same time, more or less, has been found in Hungary, and it was used by the Neanderthal men who mined flint to manufacture tools and weapons.

### How often do we use minerals in our daily life?

Suffices to say that the average person is estimated to use approximately 400 tons of minerals during his/her life.

A house requires approximately 150 tons of industrial minerals for its energy supply (lignite, coal, crude oil, gas oil); electrical

appliances, e.g. TV sets, batteries, refrigerators, iron, air conditioning units, are made of metals, such as rare earths, cobalt, nickel, silver, silica, etc. To manufacture computers and mobile phones at least 40 different minerals are used, such as high purity quartz and silica. ■





## 2010 International Year of Biodiversity

We believe that we will succeed in the long term only if we operate with respect for the common interest of the current and the future generations.

We are committed to the protection of the environment, the human health, to the mitigation of climate change, the conservation of nature, and the more effective use of energy and natural resources.

For the protection of biodiversity in all our quarries, we follow the policy and the guidelines of Lafarge according to criteria validated by WWF International. The objective of any quarry rehabilitation is to deliver to the community an area with enhanced biodiversity, depending on its pre-intervention condition.

Read more about our efforts concerning the protection of biodiversity at [www.lafarge.gr](http://www.lafarge.gr)



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