

**Media Release**  
**25 September, 2007**

## **New sustainability initiative launched by the concrete industry**

Hon Clayton Cosgrove, Minister for Building and Construction, last night launched *Concrete*<sup>3</sup>, an initiative to raise awareness of the sustainable qualities of concrete.

Spearheaded by the Cement and Concrete Association of New Zealand (CCANZ), the initiative endorses concrete's contribution to New Zealand's sustainable development across all areas of economic, social and environmental endeavour.

"As New Zealand looks towards more sustainable solutions for the built environment, concrete's credentials guarantee its contribution will continue to be significant," says CCANZ chief executive Patrick McGuire.

"In short, concrete should be the building material of choice for current as well as future generations."

To communicate the sustainable qualities of concrete and to further educate the building and construction industry in this regard, a booklet and website [www.sustainableconcrete.org.nz](http://www.sustainableconcrete.org.nz) has been developed.

"Concrete is produced from readily available raw materials," says CCANZ project manager Rob Gaimster. "It is durable, versatile and can be completely recycled. It also provides thermal efficiency, is fire resistant, has impressive acoustic performance and is integral to our infrastructure.

"Furthermore, major efficiencies and innovations have been achieved in the manufacture of cement and the production of concrete over the past decades, while the CO<sub>2</sub> absorption capabilities of concrete are beginning to be fully understood."

*Concrete*<sup>3</sup> aims to assist architects, engineers, policy makers, contractors and clients, as well as others involved with the design, construction and operation of buildings and infrastructure to make more informed choices.

"Concrete has played a major role in the development of a modern New Zealand, and we want to acknowledge this fact. At the same time we also want to highlight its potential for even greater use within the residential construction and roading sectors," says Gaimster.

Ian Athfield, president of the New Zealand Institute of Architects and advocate of concrete in building design, was guest speaker at the launch of *Concrete*<sup>3</sup>, held at Te Papa in Wellington. The event was attended by more than 60 building and construction industry representatives.

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**For further information, to arrange an interview or obtain an image, please contact:**

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**Notes to Editor**

About CCANZ and the cement and concrete industry in New Zealand:

The Cement and Concrete Association of New Zealand (CCANZ) is the recognised centre of excellence for cement and concrete technology, including promotion of the sector, training of industry members and influencers, and advocating best practice in the use of cement and concrete in New Zealand.

With more than 6000 members throughout New Zealand, CCANZ advocates for best practice in the use of cement and concrete in the New Zealand marketplace by offering quality training and advice to the industry and its members.

The cement and concrete industry has an annual turnover of more than \$1 billion and annually produces 1.12 million tonnes of cement in New Zealand for new residential, non-residential and commercial construction.

Over the past few years, the industry has experienced strong, sustained growth consistent with growth in the construction sector of about 3% per annum.

As an industry knowledge organisation, CCANZ is focusing attention on marketing technical information in a way that helps industry decision makers get the most out of concrete.

Those who seek CCANZ's services include architects, designers, engineers and building contractors. Many believe concrete is the building material of the future - sustainable, comfortable, secure and green.