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Holcim launches ECOPlanet global range of green cement

- **ECOPlanet cement offers at least 30% lower carbon footprint with no compromise on performance**
- **Sustainability profile driven by innovative low-emission raw materials, with world's first cement with 20% recycled construction and demolition waste**
- **Industry's broadest range of applications, from home building to complex infrastructure**

Holcim launches ECOPlanet, its global range of green cement delivering at least 30% lower carbon footprint with equal to superior performance¹. ECOPlanet is available in Germany, Romania, Canada, Switzerland, Spain, France, and Italy and will be distributed across 15 countries in 2021, with the objective of doubling its market presence by the end of 2022 to enable low-carbon construction at scale.

Jan Jenisch, Chief Executive Officer: "I am excited to introduce ECOPlanet, the latest in our range of green building solutions. Driving the circular economy, our ECOPlanet range includes the world's first cement with 20% recycled construction & demolition waste inside, advancing our net-zero vision in a nature-positive way. With the world's population rising and rapid urbanization, solutions like ECOPlanet are critical to enable greener cities and smarter infrastructure, building more with less."

With Holcim's industry-leading formulation expertise, ECOPlanet's sustainability profile is driven by innovative low-emission raw materials, including calcined clay and recycled construction and demolition waste. Its lower carbon footprint is further enhanced by decarbonizing its production process led by the use of alternative fuels.

Magali Anderson, Chief Sustainability and Innovation Officer: "ECOPlanet is emblematic of how we are committed to building a net-zero future. It is innovation-driven, pushing the boundaries of low-emission materials such as calcined clay. It is circular, using recycled materials to preserve nature. We make it even more climate-friendly with alternative fuels in its industrial process. ECOPlanet is a great demonstration that it is possible to build low-carbon around the world, from Germany to Canada, with no compromise in performance."

ECOPlanet adds to Holcim's leading range of green building solutions, aligned with the world's highest standards of sustainable building certifications from BREEAM to LEED. It builds on the success of ECOPact, the world's broadest range of green concrete, which is broadly distributed across over twenty markets today.

Discover more here: [Launch video link](#) and [Explainer video link](#)

¹ Compared to ordinary (CEM I/OPC) cement

About Holcim

Holcim builds progress for people and the planet. As a global leader in innovative and sustainable building solutions, Holcim is enabling greener cities, smarter infrastructure and improving living standards around the world. With sustainability at the core of its strategy Holcim is becoming a net zero company, with its people and communities at the heart of its success. The company is driving the circular economy as a world leader in recycling to build more with less. Holcim is the company behind some of the world's most trusted brands in the building sector including ACC, Aggregate Industries, Ambuja Cement, Disensa, Firestone Building Products, Geocycle, Holcim and Lafarge. Holcim is 70,000 people around the world who are passionate about building progress for people and the planet through four business segments: Cement, Ready-Mix Concrete, Aggregates and Solutions & Products.

More information is available on [Holcim.com](https://www.holcim.com)

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