



**IMAGINE GREAT.
BUILD BETTER.**

The innovative and high-quality materials
you need to make your mark - while making
a change for the better.



BUILDING CITIES FROM CITIES

ECOCycle® is Holcim's circularity endorser – a powerful symbol of our commitment to transforming construction and demolition materials into new, high-quality building solutions. By recycling materials from old structures into new ones, we're closing the loop and building new from old.



WHY CIRCULAR CONSTRUCTION MATTERS

With our world's growing population and urbanisation, circular construction is essential to build a future that works for people and the planet. Recycled construction demolition materials represent a major opportunity to shift to a circular economy.

Each year, construction and demolition activities produce billions of tonnes of waste. Instead of sending this to landfill, ECOCycle® helps:

- ▶ Reduce dependency on primary raw materials
- ▶ Cut waste and landfill usage
- ▶ Drive a circular economy by turning yesterday's buildings into tomorrow's infrastructure

ECOCYCLE

BUILD NEW FROM OLD

We are proud to lead the way and bring a circular economy focus to the UK construction industry.

Developed by Holcim the ECOCycle® endorsement label has been created to symbolise that a product contains between 10% and 100% recycled construction demolition materials (CDM).

Independently verified, the ECOCycle® marking makes it easy to identify products containing CDM. This provides customers the assurance that they are contributing towards a more circular economy, with no compromise on quality.

This endorsement label is enabled by efficiently collecting, recycling and distributing construction demolition materials into new, high-quality building solutions. Everything gets reused and nothing gets lost.

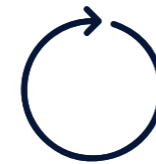
The ECOCycle® endorsement is being used for approximately 50 sites across our asphalt and surfacing, aggregates, and readymix concrete portfolios.

Over time we will extend the range to cover other product areas such as cement and concrete products.



DRIVE CIRCULAR CONSTRUCTION

Sustainability is at the core of everything we do, as part of our net-zero journey. Across all metropolitan areas where we operate, we are at the forefront of driving circular construction to build new from the old. A global circular economy can reduce the materials we extract and use, making human activity compatible with the safe limits of the planet.



Growing circular economy



Human impact



Helping planet limitations

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