

**ECO Pact**

**LOW  
CARBON  
CONCRETE  
MADE EASY**



# GREEN LIVING STARTS WITH GREEN CONCRETE

At Holcim, we're taking responsibility for the impact our products have on the planet. We believe that greener living means creating solutions that deliver better outcomes for the environment – supported through data and backed up with science. Green concrete<sup>1</sup> is just the beginning.

We've pledged to achieve net zero carbon emissions, because we want to make a positive contribution to the construction industry. Our growing population means there is an increasing demand for more sustainable construction materials. As a global manufacturer of concrete solutions, we recognised a need to provide a reduced carbon concrete alternative that would help protect our environment for the future.

Greater transparency and accountability around the impact of greenhouse gas emissions are now an expectation from businesses and customers

alike. Concrete has been a popular choice of construction material for centuries as it is durable and strong, as well as heat and fire resistant. With the new ECOPact range, we include another performance dimension: sustainability.

Building sustainably is a choice you make at every stage of the construction cycle. It's a vision you create not only for yourself, but one to be shared by future generations. The new ECOPact concrete range is driving a greener building future, and demonstrates our ongoing commitment to reducing our industry's carbon footprint.



## ECOPact: Our Green Concrete Solution

*"I am proud to introduce ECOPact, Holcim's new low carbon concrete backed by 3rd party verified Environmental Product Declaration data."*

George Agriogiannis,  
CEO Holcim Australia and New Zealand

<sup>1</sup>Green Concrete is concrete with a 30-100% reduction in the CO<sub>2</sub>e lifecycle impact assessment (Scope: cradle to gate) in comparison to the Australian National Life Cycle Inventory Database (AusLCI) equivalent general ready-mix concrete with no cement substitution

# HOLCIM'S NEW

# LOW CARBON CONCRETE RANGE

**ECOPact** is low carbon concrete made easy. Combining the very best qualities of conventional concrete, it is available in a variety of strength classes and applications. With reduced embodied carbon, ECOPact is better for the environment.

## What is ECOPact?

- A ready-mix concrete with lower embodied carbon content compared to a reference concrete
- It has equal or better properties than conventional concrete
- It uses less raw natural resources

## How is ECOPact made?

- Innovative design combined with extensive research and development
- We use a high portion of supplementary cementitious materials and admixture technology

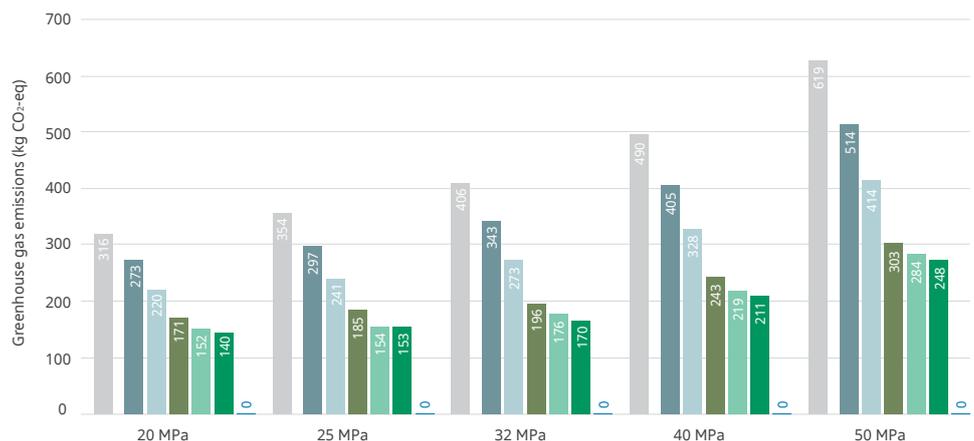
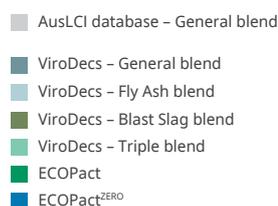
## Why should you choose ECOPact?

- Reduce the carbon footprint of your construction
- To protect our environment and build a better future
- To be positioned as an industry leader in the sustainability movement
- Actively contribute to the environmental conversation

## Why is ECOPact a good choice for the environment?

- ECOPact reduces the carbon footprint of concrete up to 100% with the use of offsets
- ECOPact contributes to a circular economy by diverting waste from landfill and closing material cycles
- It conserves natural resources

**NSW / ACT: 1m<sup>3</sup> of Holcim normal-class ready-mix concrete – Cradle to gate GHG emissions (kg CO<sub>2</sub>-eq)**





# ECOPact

With **ECOPact**, the carbon intensity can be reduced by 30-60% by replacing the standard cement with alternative materials. These include industrial by-products like fly ash, blast furnace slag or silica fume. ECOPact provides designers and contractors with easy solutions to achieve lower embodied carbon outcomes in their projects.

## Areas of application

Our ECOPact range has potential to be used in a variety of structural components: from foundations, columns and beams, to walls, driveways and walkways. As a solutions provider, our concrete technologists can work with you to explore further applications. ECOPact can be manufactured throughout Australia and be delivered within the standard delivery radius of the concrete plant. ECOPact is available in a variety of strength classes and is compliant with industry standards. It can be handled, pumped and finished like conventional concrete.

## CO<sub>2</sub> reduction\*

30%

40%

50%

60%

## ECOPact

### What does this mean for you?



Easily reduce the environmental impact of your project



Achieve an embodied carbon reduction of 30-60% without the use of offsets



Recognised benefits for Green Star and Infrastructure Sustainability rating criteria



Maintain product strength and quality



Available for a range of mixes, strengths and applications



Placed, pumped and finished like conventional concrete

\*Reduction in embodied carbon compared to general ready-mix concrete



# ECOPact<sup>ZERO</sup>

In an Australian first, Holcim now provides the opportunity to offset any remaining embodied carbon from ready-mix concrete. Known as **ECOPact<sup>ZERO</sup>**, this means the concrete component of your project can be carbon neutral.

Holcim gained official certification from the Australian Government's Climate Active program to sell industry-approved, carbon neutral, ready-mix concrete. Climate Active is an Australian program that supports businesses committed to sustainability and innovation and this certification means we can fully equip our customers with everything they need to achieve their own sustainable and environmental goals.

## Areas of application

ECOPact<sup>ZERO</sup> takes us one step further. We enable full offsetting of cradle-to-gate carbon emissions through certified environmental projects. ECOPact<sup>ZERO</sup> can be used for all structural components, enabling 100% carbon neutral concrete in construction.

- Order the type and quantity of ECOPact<sup>ZERO</sup> required based on your specifications
- We calculate the carbon footprint
- We acquire your offset certification for the remaining amount of CO<sub>2</sub> emissions using our affiliate partner projects
- Your product is backed by Holcim Climate Active Certification
- You receive ready-mix concrete that is completely carbon neutral

60%

70%

80%

90%

100%

## ECOPact<sup>ZERO</sup>

### What does this mean for you?



Reduce the embodied carbon of your ready-mix concrete by 100%



Available for a range of mixes, strengths and applications



Peace of mind with Climate Active certification and eligible offsets



Recognised benefits for Green Star and Infrastructure Sustainability rating criteria



# FAQ

## What is carbon neutral?

When our behaviours or actions result in no net additional carbon being released into the atmosphere, they are balanced out by a reduction elsewhere or by absorbing an equivalent amount of emissions from the atmosphere.

## How can ECOPact help me reduce my carbon emissions?

ECOPact is a low carbon range of concrete mix. By using ECOPact, you will immediately reduce your carbon emissions by a minimum of 30%. The wide product range enables you to reduce your emissions even further, with an offsetting option that will take you all the way to 100% carbon neutrality.

## How does it work?

ECOPact is a concrete mix that uses upcycled waste by-products in place of natural resources. Not only does this prevent more waste going into landfill, it helps to preserve the environment. ECOPact has different carbon reduction levels available depending on how much you want to achieve.

## Why is it important to transition to more sustainable concrete?

The buildings, roads and infrastructure we all need can have a huge impact on the climate, which means that we also have to play a large role in finding low carbon solutions. After water, concrete is the next most-used material on earth. At Holcim, we are committed to investing in research and technology that helps us reduce our impact on the environment. ECOPact is Holcim's low carbon concrete range – it can make a tangible difference without compromising the concrete product.

## Can ECOPact give me 100% carbon reduction?

Yes. The ECOPact low carbon concrete range offers between 30-60% reduction on embodied carbon. A full 100% carbon reduction is possible by using the ECOPact concrete mix in combination with a certified eligible carbon offset – ECOPact<sup>ZERO</sup>.

## Does ECOPact comply with AS 1379 (Australian Standards)?

Yes. ECOPact is Holcim's new low carbon concrete range that complies with AS 1379.

## What are carbon offsets and why are they important?

Carbon offsets are an opportunity to reduce carbon emissions using programs recognised by the Australian Government's Climate Active program. Offsets work by proportionately compensating for any remaining carbon emissions. At Holcim, we continue to invest significantly in research and technologies so that future carbon neutrality can be achieved entirely through product.

Find out more about how ECOPact is building a sustainable future.  
**Contact our specialist team today on 13 11 88**

