

Interview Opportunity

Life Cycle Assessment is the key to unlocking the economic, social and environmental promise of sustainable infrastructure

Cement Association of Canada President and CEO to speak about the importance of Life Cycle Assessment at the Federation of Canadian Municipalities (FCM) 2013 Sustainable Communities Conference

Canadian public and private infrastructure is a massive strategic asset, valued at some \$4 trillion. It is also central to addressing climate change.

As governments at all levels continue to invest in the essential renewal and expansion of the country's aging infrastructure, they must ensure that their investments will not only deliver maximum economic value but also increase the resiliency and sustainability of our communities.

Who: Michael McSweeney, President and CEO, Cement Association of Canada (CAC)

What: Interview Opportunity

When: February 13, 12:00–3:00 p.m., Federation of Canadian Municipalities 2013 Sustainable Communities Conference (Caesars Windsor, Martis/Mercury Room, 377 Riverside Drive East, Windsor Essex, ON)

By taking into account all phases of a project's life cycle and considering all environmental impacts, Life Cycle Assessment (LCA) approaches can help governments improve the long-term environmental and economic benefits of their infrastructure investments:

- LCA allows decision makers to take into account all phases of a project's life cycle, from "cradle to cradle" and consider all environmental impacts
- LCA provides a sound framework for costing and return on investment evaluation
- Municipalities like the Corporation of the County of Essex are incorporating LCA approaches into their strategies for sustainability and infrastructure investment

As a former municipal councillor, Mr. McSweeney is very much aware of the challenges faced every day by FCM members. He can address the benefits of using Life Cycle Assessment as municipal governments face rising infrastructure needs, shrinking budgets and a warming climate.

Mr. McSweeney will be available to speak to the following points:

- Importance of a complete Life Cycle Assessment to inform decision-making
- Concrete's superior performance in Life Cycle Assessment studies conducted by organizations such as MIT and UBC
- How concrete contributes to greener, more energy-efficient and more sustainable communities, and saves taxpayers money
- Canada's cement and concrete industry's focus on reducing CO₂ emissions

For more information, or to schedule interviews, please contact:

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*The **Cement Association of Canada (CAC)** is the voice of Canada's cement manufacturers and their concrete facilities. The industry provides a reliable, domestic supply of cement required to build Canada's communities and critical infrastructure and is committed to the environmentally responsible manufacturing of cement and concrete products. CAC's members are: Ciment Québec, COLACEM Canada, ESSROC Italcementi Group, Federal White Cement Ltd., Holcim Canada, Lafarge Canada, Lehigh Hanson Canada and St Marys Cement Group. The cement and concrete industry contributes more than \$8 billion in annual sales and over 27,000 direct and indirect jobs to the Canadian economy.*