

DUNA-DRÁVA CEMENT

HEIDELBERGCEMENT Group

CSR ACTIVITIES OF DUNA-DRÁVA CEMENT KFT.



Hungary

2021

A KEY ECONOMIC PLAYER IN THE BARANYA AND VÁC REGIONS

Duna-Dráva Cement Kft. has always considered it important to assume the role of an “honest caretaker” and protect the region’s natural resources and support its surrounding local communities.

Therefore, in the framework of a long-term cooperation, the company has been supporting the cultural institutions of the region since 2019, including the Siklós Castle and the Pécs Zoo.

DDC, together with the staff of the Siklós Castle, is actively working on enriching and revitalizing the area’s cultural life, while in 2020 the Pécs Zoo was able to construct a new seal pool thanks to the concrete donation of the company.

DDC is happy to support any initiative that can create value for those around it. The company supports local communities with product and financial donations to the best of its current capabilities, as well as providing manpower for implementing initiatives. Such a project was the planting of trees in Szokolya, where the employees planted more than 40 saplings together with the locals, and the owl statue at the entrance of the Budakeszi Wildlife Park received a renovation as a result of DDC’s donation. In view of the epidemic situation, the company supported the Vác hospital with durable food. In addition, a larger amount of crushed stone will be provided to the hospital this year so that their car parks can be restored.

In 2021 DDC also joined the charity programme of Habitat for Humanity, during which the company provided the concrete needed to renovate an apartment so a family could finally move into a home of their own.



GREEN CITY PROGRAM

Supporting local communities and establishing sustainable operation have always been priority topics with Duna-Dráva Cement Kft. Based on these principles and in order to create a more liveable environment, the company expanded their scope of corporate social responsibility and added the project entitled DDC Green City Program, and subsequently integrated it to its three-pillar corporate social responsibility strategy.

The program offered activities such as planting, spatial planning, decorating and garbage collection. On 5 April more than 200 children from the kindergartens and schools of Vác arrived to join DDC in decorating the area of the Deákvár KRESZ Park together. On the next day employees of the company and their relatives continued the work. Thanks to the participants the water catchment area has gotten rid of overgrown vegetation and instead received hundreds of lavender plants.

It is important to DDC to continue to protect the planted trees and flowers as time goes by, herefore professional gardeners and employees will make sure that the area is always irrigated and weeded properly.





DDC FOR TALENTS



To nurture, embrace and support local talent is very important to DDC. To this end the “DDC for Talents” scholarship program was established in to help students who show outstanding talent in various fields, exceeding standard expectations. Since 2006 the company has been supporting students who achieve excellence in the fields of science, sport, music or art.

The chosen talents from the catchment area of the Beremend and Vác Plants are rewarded a total amount of €20.000 by DDC’s foundation every year. The chosen students receive the scholarship for 10 months during the academic year, which means a monthly €25 stipend for elementary school students and €30 for high school students. The primary purpose is to help these children to further develop their abilities and achieve their goals.

The expertise of teachers and their characterization of the selected children also play an important role during the evaluation process, upon which the Board of Trustees make their decisions. The DDC for Talents scholarship program has supported more than 1200 promising students with a total amount of more than €305.000 so far.

DDC GREEN SOLUTION

Sustainable growth and the preservation of biodiversity have always played important parts within the mentality and corporate culture of DDC. In the autumn of 2011 DDC launched the Green Solution tender to increase knowledge about the natural environment, help the local infrastructure becoming green and promote environmentally conscious thinking by providing financial resources for local communities.

The chosen green ideas or initiatives in the catchment areas of Beremend and Vác are supported by a total amount of €20.000 each year. Since autumn 2015 another €5000 is added to the total amount to further the realization of eco-themed projects in the area of Pécs as well. Over the past 11 years DDC supported the implementation of 53 projects with a contribution of almost €230.000.



DDC GREEN SOLUTIONS FOR SUSTAINABILITY OVER THE PAST 11 YEARS

29 green community areas	11 environmental education programs
2 energy efficiency projects	4 bird-friendly gardens
7 nature trails	

DDC GREEN SOLUTION TENDER – RECENT EXAMPLES

HÉTÁGFA EDUCATIONAL TRAIL

In 2020 the Hétágfa Association established a special forest path called the Hétágfa Educational Trail. This creatively structured interactive trail system allows visitors to connect with nature and enjoy the calm and peace it offers.



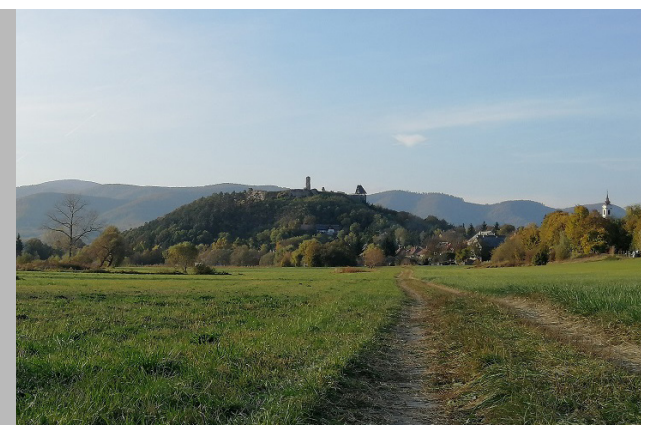
RÉZSÚ PLAYGROUND

With the Rézsú Playground the Palkonya-based association provides a unique recreational opportunity for local communities as well as visitors, promoting not only natural values, but also environmental awareness and a healthy lifestyle.



TOGETHER PARK OF NÓGRÁD

The Together Park located in the village of Nógrád is a barefoot educational trail which helps children to get familiar with nature and its beauties and treasures at an early age. The National Blue Trail goes through the village, so this community space is also open to hikers passing by.





RIGÓDER HILL

The winner from Pécs introduced changes in the Rigóder Hill leisure park that serve the protection of nature. They also draw people's attention to what they can do to protect the planet. The experience-based learning of the young generation is supported by the creation of an outdoor classroom.



EDUCATIONAL TRAIL AT THE VERŐCE KINDERGARTEN

In the kindergarten of Verőce an educational trail was implemented by rethinking the garden and already existing stations, while installing completely new ones, in the spirit of sustainability and environmental awareness. supported by the creation of an outdoor classroom.

In 2021, the Commission selected seven of the applicants' ideas as winners. From the Vác region the projects of the Németh László Primary School and Primary Art School (Göd), the Kis Morgó Kindergarten (Kismaros) and the Walnut Tree Association will be realized, while from Baranya County the Women Together Successfully Association, the Vokány Kindergarten and Kitchen, the Nagyharsány Kindergarten and the Association for the Balokány Park have reason to celebrate.



DDC GREEN ALTERNATIVE COMPETITION



The Green Alternative Competition and Open Day is Duna-Dráva Cement Kft.'s self-developed creative contest. It was held for the fifth time in 2019 and it is already a successful tradition. Within the framework of the competition high school students living in and around Beremend and Vác get the chance to look behind the scenes of the operation of a cement factory by solving exciting and compelling exercises.

The first phase of the multi-round competition consists of filling a questionnaire and producing a creative team video in order to reach the next round.

The teams reaching the final has to solve tasks regarding various topics concerning environmental protection and they have to use their creative skills as well, such as organizing an on-site fashion show featuring clothes made of cement sacks and jewellery made of DDC cement.

In accordance with the current COVID situation and the Government's provisions, the management of DDC has decided not to hold the Green Alternative Competition in 2020 for the safety of students, teachers and the company's staff.

