

Present concrete economy

Cement & Aggregate influence

- STANDARDS

EN 197, 206 etc.

- LOBBY

Cembureau, ECTP, Brussels
WBCSD Geneva.

Global Cement & Concrete
Association, London

- SPONSORING

Concrete societies

Universities, events, etc.

“Value” chain

1. CLIENT

2. Architect

3. Structural engineer

4. CONTRACTOR

5. Subcontractor

6. SUPPLIERS

7. Concrete producers

8. Ready mix & Prefab

9. Sub-suppliers

10. Cement & Aggregate producers

Sustainable construction Ecosystem

Societal & **CLIENT** driven economy

Influencers

DESIGNERS

Architect,
CONSULTING
Structural,
Sustainability &
Material Engineering

Authorities

Quality assurance etc.

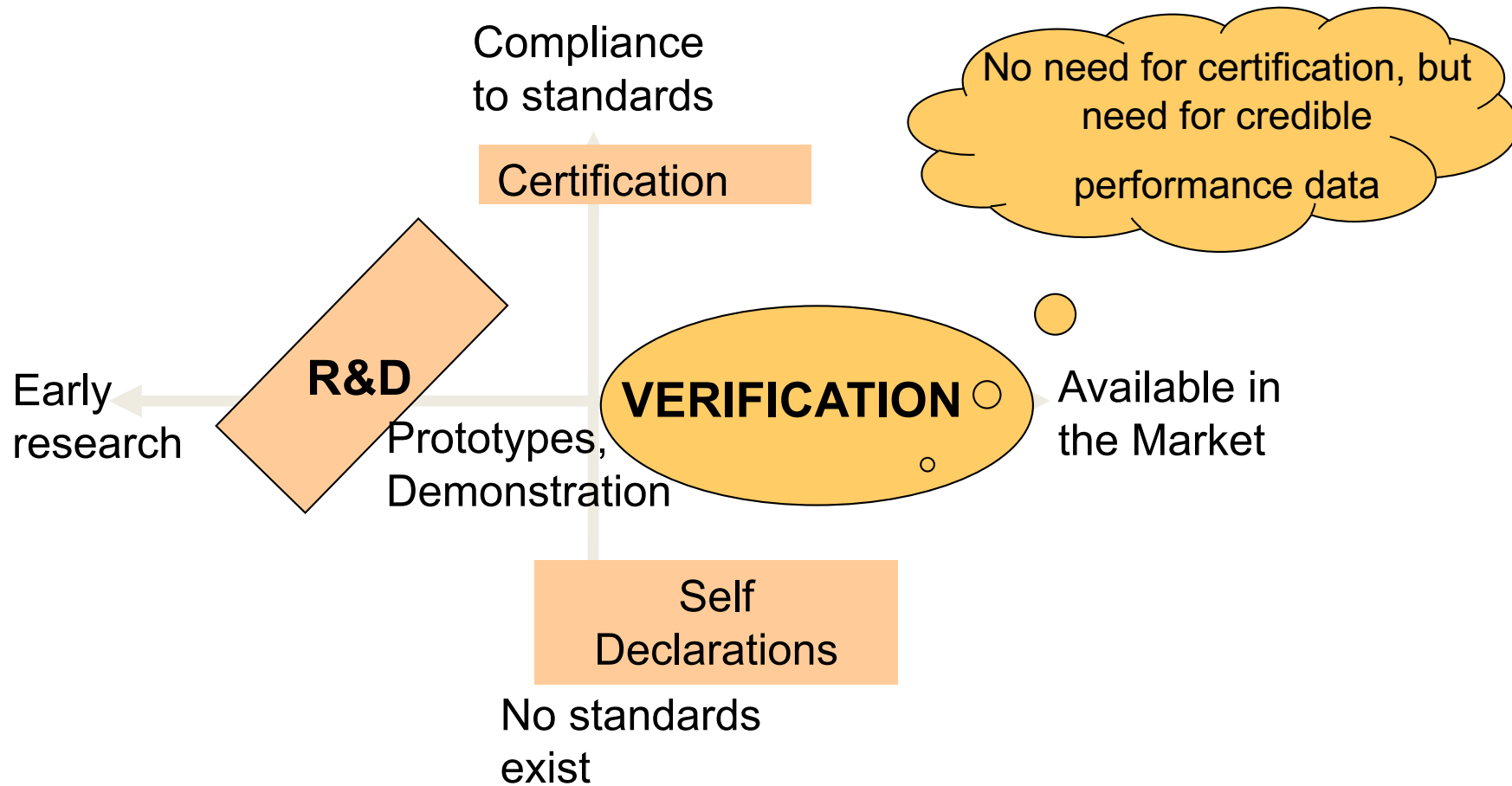
SUPPLIERS, contractors
subcontractors, producers, sub-suppliers

*Information
& lobbies
on wood,
concrete
steel etc.*

Knowledge transfer, EDUCATION, Science



The positioning of Verification



Famous formula

$$\text{NT} + \text{OO} = \text{EEO}$$

New Technology

+ Old Organization

= **Expensive Old Organization**

Technological innovation without system and process innovation is pure waste.