

Community Engagement at Berrima

“From Conflict to Co-operation”



BLUE CIRCLE
SOUTHERN



Community Engagement at Berrima – *“From Conflict to Co-operation”*

Berrima – Southern Highlands, NSW

Berrima
Cement
Plant



precis...

- Berrima Works' recent proposal to use alternative fuels created considerable debate in the local community.
- Concern was inflamed by a group opposed to our use of these alternative fuels. This generated significant adverse publicity for Blue Circle and Boral.
- A strategic community engagement program was developed and adopted to address community concerns and overcome negative perceptions.
- This program has been very successful. It has increased understanding, reduced conflict and created co-operation between Berrima Works and our local community.

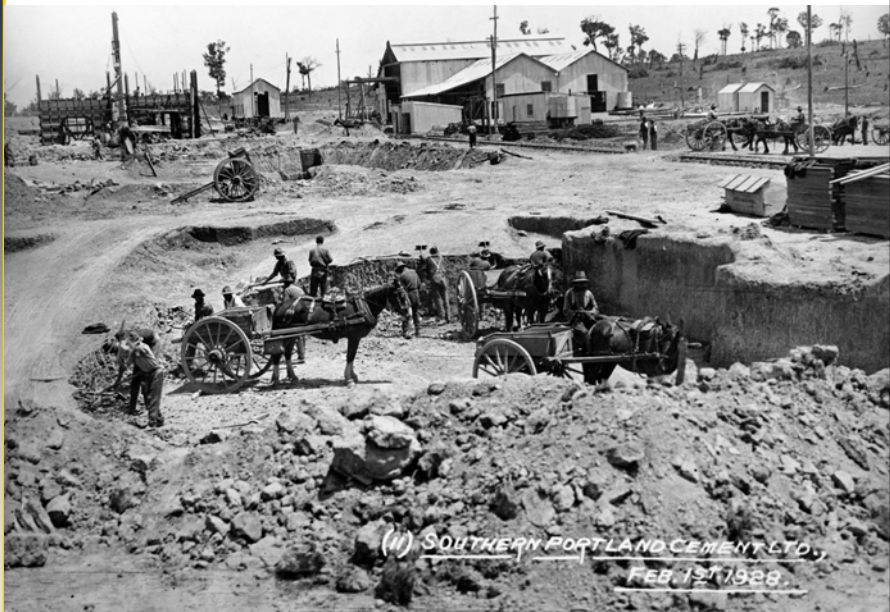
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Community Engagement at Berrima – *"From Conflict to Co-operation"*



Berrima Works



BLUE CIRCLE
PROJECTS



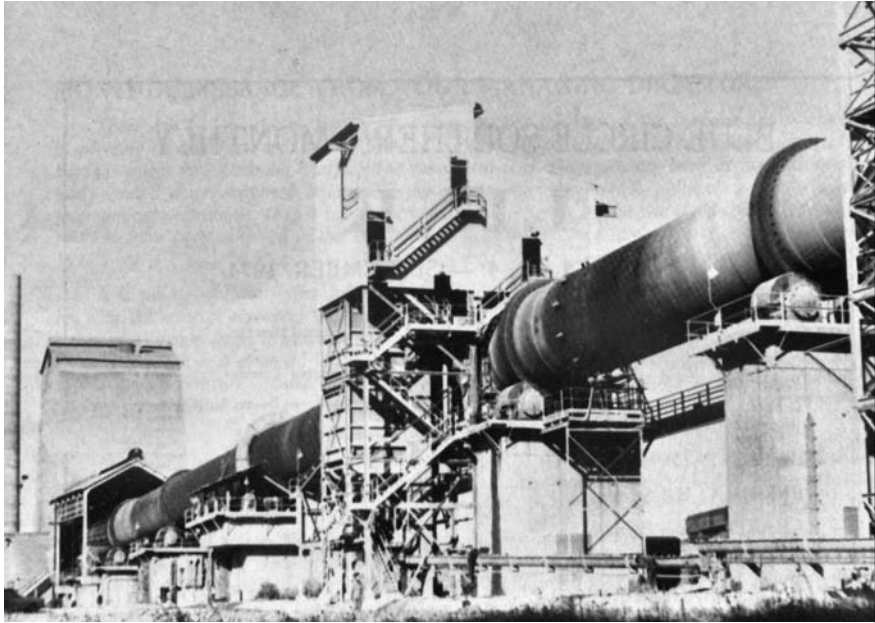
Community Engagement at Berrima



BLUE CIRCLE
PROJECTS



Community Engagement at Berrima



BLUE CIRCLE
PAPER MILLS



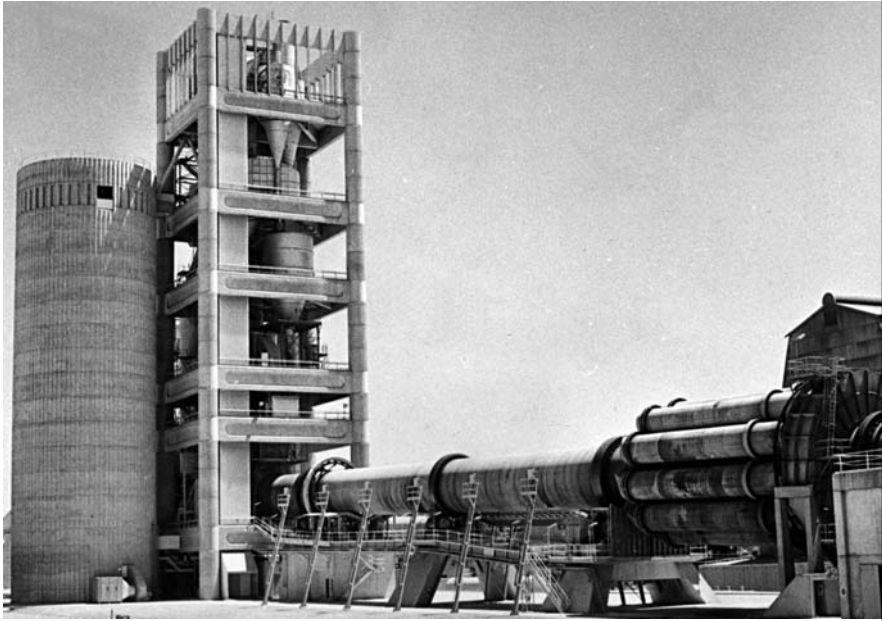
Community Engagement at Berrima



BLUE CIRCLE
PAPER MILLS



Community Engagement at Berrima



BLUE CIRCLE
IRONSTEEL



Community Engagement at Berrima



BLUE CIRCLE
IRONSTEEL



Community Engagement at Berrima

background...

- Use of alternative fuels is common in the cement industry internationally & Australia as a way of reducing fuel cost.
- Fuel costs at Berrima ~ \$8M per year (coal)
- Alternative fuels available include tyres, carbon dust, waste oils, + many others.
- Potential coal replacement ~40%.
- A recent kiln upgrade to Best Available Technology enables Berrima to meet tough European WID emission targets.



Community Engagement at Berrima

There is little doubt that waste/alternative fuel burning will assume an ever greater importance in the cement industry in the future.

Industry and society will continue to generate massive quantities of waste.....

.....in time the unique attractions of a cement kiln for the utilisation of such wastes will be widely recognised

Burning of such wastes will substantially reduce fuel costs



... however.....

Burning alternative fuels invites increased scrutiny of cement kiln emissions.

Society in general may well come to recognise the benefits of burning waste in cement kilns.....

.....but the neighbours of the cement plant are much more difficult to convince...



Community Engagement at Berrima

PROTEST AT BLUE CIRCLE

FRED MCKIE

A public meeting on Blue Circle Southern Cement's plans to use alternative fuels at its New Berrima plant was arranged yesterday after protesters took their concerns about dioxin fallout direct to works manager Ian Unsworth.

Two dozen campaigners, some wearing gasmasks and most carrying placards, gathered outside one of the plant's entrances to voice opposition to the company's proposal to burn used tyres, recycled oil and carbon dust in kilns as part of a \$75 million upgrade.

Handsome environmentalist Peter Lach-Nowinsky - one of many who have drafted a submission to the Department of Infrastructure, Planning and Natural Resources (DIPNR) in objection to the scheme - dressed as the Grim Reaper to make clear his opinion about the effect of the intended waste incineration.

One poster held high among the throng of demonstrators questioned whether the move was a waste solution or toxic pollution. Others called for public disclosure and for Blue Circle to "come clean".

The anti-incinerator group stood for an hour waiting for an opportunity to speak to Mr Unsworth, who eventually appeared to discuss the matter with protesters who were available mid-afternoon to listen to their concerns.

The protesters argued that they wanted a proper public meeting - with notice to enable all interested parties the opportunity to attend - and it was agreed that such a forum would take place at Wungahcarrie

Shire Council's Civic Centre at 7pm on Thursday next week.

Mr Unsworth later told the *News* the demonstrators' wait for his arrival was due to the fact he was halfway through an inspection of the ongoing upgrade when he received their request for his presence.

"There was no warning that such a discussion was required," he said, adding that Blue Circle had always been willing to participate in a public meeting.

Clarry Whipper, who was among the protesters yesterday, suggested Blue Circle's application should not be determined until after the completion of a national study into the impact of the accumulation effect of burning waste products later this year.

"The precautionary approach needs to be taken," he said.

"One thing about air is we all share it, we all breathe it. We have to look after it."

Greens spokesman Jim Clark said a threefold increase in dioxin emissions from the plant was "a real concern" and Mr Lach-Nowinsky described it as "spreading the problem over the countryside".

Friday is the official deadline for public comment on Blue Circle's application - two extensions having been granted already - however given the public meeting will not be held until next week it is understood that late submissions will still be considered by DIPNR.



INCINERATION PROTEST: Demonstrators listen to New Berrima cement works manager Ian Unsworth (second from right) outside the plant yesterday.



Community Engagement at Berrima

Community Engagement

“Drought - then Flood”

Pre January 2004 – the ‘Drought’

- ✓ Community briefings; Open Days; media briefings, newsletters
- ✓ But...little interest from the community

Assumption: **No problem with the alternative fuels proposal**

WRONG!!!

Post January 2004 – the ‘Flood’

- ✗ Active opposition, RAD formed, protest meetings, media exposure, Greenpeace involvement, political issue.



Community Engagement at Berrima

News

RAD organise Blue Circle protest march

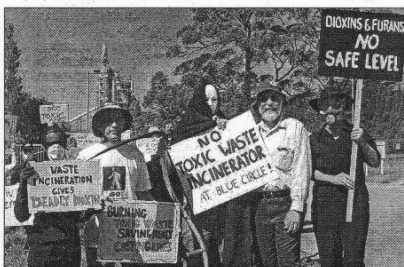
Blue Circle says critics have not acknowledged environmental benefits

Highlands group Residents Against Dioxins (RAD) will hold a rally this weekend in Bowral to oppose State Government approval of plans to burn industrial waste at Blue Circle's New Berrima cement works.

According to RAD spokesman Peter Lach-Newinsky the State Government is preparing to give the go ahead to burn alternative fuels at New Berrima because it provides another destination for Sydney's waste.

"This is a backdoor attempt to reintroduce incineration as a waste disposal method," Mr Lach-Newinsky said.

RAD has expressed concerns regarding the increase in dioxin outputs from the plant when alternative fuels



FEBRUARY FLASHBACK: Protesters outside Blue Circle's Berrima works, including Peter Lach-Newinsky (centre) dressed as the Grim Reaper and Councillor Larry Whipper (second from right).

dioxins from the plant would be less than that of diesel cars or wood fire in people's homes.

Australia, titled Emission Estimates Range for Australian sources, released in May 2002. indicated

risk of bushfire) contribute 1300g/year and bushfires 400g/year. Coal combustion releases 73g/year and

should not have any concerns.

"Our critics would need to explain what would happen to the millions of tyres that would go to land fill if they are not used safely and efficiently to fuel a high temp kiln."

"How can RAD support the extra greenhouse gas emissions which would be the case if our alternative fuel project is abandoned?"

However, Mr Lach-Newinsky said the State Government's determination to dispose of Sydney's waste resulted in it overruling the Land and Environment court to approve the Clyde waste transfer station, which will forward waste to the Woodlawn mine at Tarago.

"We see New Berrima

swimming pool and march to Bowral Memorial Hall, where speakers including the co-ordinator of the National Toxics Network, Dr Mariann Lloyd Smith, who will speak about the health impacts on the community and Greens upper house MP Sylvia Hsieh will address the meeting on the political implications of burning waste.

"We need to be looking at ways to keep these products out of the waste stream, incineration is not sustainable, we should be aiming to reduce waste to a minimum and make manufacturers responsible for the byproducts of production", Mr Lach-Newinsky said.



Community Engagement at Berrima

Blue Circle Cement Works at Berrima

Toxic Waste Incinerator

Fallout will affect:

- Our whole region
- Our health
- Our clean air
- Our local jobs in tourism, real estate, agriculture, viticulture and more

Public Meeting

Civic Centre Theatre
Donkin Ave, Moss Vale
Thursday 26th February
7pm

- No major industrial development without proper public debate
- Find out the facts from independent speakers
- Safeguard our children's future
- More information over page 25

For further information: actonews@bluecircle.com.au Jim Clark 4983 8850

4/3/04 7-9pm

Community Engagement at Berrima

our response...

- ☞ Use renewed community interest to reinvigorate our Community Engagement Program.
- ☞ Obtain professional help!
 - Media – *(Cannings)*
 - communication strategy, communication tools, provide balanced view, contain exposure.
 - Community Liaison – *(Community Solutions)*
 - establish forum to allow engagement, & provide conduit to inform and educate, mediate

the process ...

1. **decide - what outcomes do we want?**
 - Create broad engagement; create understanding and acceptance to our AF program (if not total agreement); broaden the agenda;
2. **establish - where are we?**
 - Issues; key stakeholders/individuals; risks & opportunities
3. **agree - how do we get there?**
 - Key steps; responsibilities; resources; skills required ; survey for feedback.
4. **doing it!**



**community
liaison
committee**

**community
newsletters**

**Community
Engagement
Program**

employees

**partnership
with local
groups**

media



We established a community engagement process which included:

- a proactive media approach focussing on facts & issues.
- an active Community Liaison Committee
- One-on-one work with community representatives to understand their concerns & respond to questions.
- a Quarterly Community Newsletter circulated to local residents and .
- regular employee briefings.
- monthly web news.
- plant visits and Open days
- long term partnerships with local environmental groups.
-



Community Engagement at Berrima

The cost of conflict with communities can be significant *

- Time of senior managers to manage conflict
- Lost Opportunity cost – ie delays to approvals
- Consultant fees – media, community relations, technical
- Personal costs – relationships between employees and the community.
- Threat to public reputation
- Threat to reputation with customers & impact on sales.
- Total cost: Hard to quantify, but significant.

* Dr Jane Elix - paper entitled "The Costs of Corporate Conflict with Communities", 2005



Community Engagement at Berrima

The cost of conflict with communities can be significant * -2

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How was conflict managed?

- ✓ Brought into the 'light'
- ✓ Individual views were respected.
- ✓ We 'played the ball, not the man'
- ✓ Debate was encouraged, but well mediated.
- ✓ Addressed with facts, experts, international research, plant visits.



Why did we develop community engagement partnerships?

- ✓ NSW State regulations & Boral corporate policy require it.
- ✓ Inevitably 'sustainability' means working within the community, not outside or against it.
- ✓ Our employees, customers & suppliers are part of the Community.
- ✓ Conflict has the potential to significantly delay projects and add to costs.
- ✓ Partnerships can expedite projects through earned trust of the community and regulators.



Challenges?

- ☞ Understanding **who** 'the community' is
- ☞ Establishing a **CLC** which is representative, interested, will debate the issues and listen to other viewpoints
- ☞ **Getting your message across** to the broader community.
- ☞ Developing **trust**
- ☞ **Gaining understanding** if not agreement



How are we doing?

- ✓ broader communication avenues used...
 - ✓ fact sheets, media releases, employee information, Q&A's, Community Newsletters, plant visits, Open Days, Website, CLC, local community groups
- ✓ negative media exposure limited
- ✓ CLC diversity & effectiveness achieved.
- ✓ agenda now broad, not single issue & includes:
 - ✓ general plant developments & performance;
 - community projects; response to Community issues;
- ✓ AFM project approved



What have we learnt?

- This is not just a Berrima story. Communities are more demanding, more vocal & suspicious of industry.
- Adverse public reaction affects government regulators in terms of the time to approve developments like ours. It also affects the stringency of approval conditions.
- Be patient, it will take time...
- Get Help!
- Communicate at an appropriate level
- Deal in facts, not emotions
- Don't 'add oxygen to the fire' in media debates & take the high ground.
- Broaden the discussion & ensure context is understood
- Review progress against objectives regularly.



Community Engagement



Community Liaison Group



Plant Visits



Plant Open Days



Community Engagement at Berrima



Living Green ~ Community projects



Community Engagement at Berrima



in summary...

- Use of Alternative fuels is well established in the Cement industry
- Good practice & technology maximises benefits & minimises risks.
- A successful Community Engagement program has facilitated the regulatory approval, now achieved at Berrima

The challenges now are:

- Make a **success of the AF program.**
- To ensure our people and communities are with us.
- At Berrima,

We have moved from Conflict to Cooperation

BLUE CIRCLE
CEMENT



Community Engagement at Berrima



Typical alternative fuels used...

SOLID

ASPHALT
CARBON/SPL
OLIVE SEEDS
PLASTICS
GRAPE PRESSINGS
PAPER/CARTONS
CLOTH
CAR TYRES
RUBBER
SEWAGE SLUDGE
MEAT & BONE MEAL
WOOD PIECES
SAW DUST
RICE HUSKS
HAY
CARPETS
RDF

LIQUIDS

USED OILS
OIL RESIDUES
PASTES
SOLVENTS
ORGANIC WASTES
REFINERY SLUDGE
GREASES
PAINTS

GASES

BIOGAS
FROM PYROLYSIS
FROM LANDFILLS
FROM ANIMAL
SLUDGES



Alternative Fuels at Berrima

- Fuels approved

Coke Breeze, 7,000 tpa (19GJ/t)

Hi Cal 50 (carbon dust from spent Aluminium electrodes) – 8,000 tpa, (19GJ/t). 1t/h.

AKF-1 (oily residues from wash waters) – 10,000 tpa, (11GJ/t) 1.3t/h

Chipped tyres – 30,000 tpa, (27GJ/t) 4.5t/h.

– Note: Berrima coal – 23GJ/t



Emission limits imposed for AF use* are significantly tougher than for standard fuels...

• **Alternative fuels:**

- Solid particles: 30 mg/Nm³
- Dioxins & Furans: 0.1 ng/Nm³
- Haz. Substances: 0.5 mg/Nm³
- NO_x: 800 mg/Nm³
- VOC's: 20 ppm.

Standard fuels:

- Solid particles: 95 mg/Nm³
- Dioxins & Furans: No limit
- Haz. Substances: 1.0mg/Nm³
- NO_x: 1000mg/Nm³
- VOC's: No limit

* Note: emission limits are based on European Waste Incineration Directive (WID)

