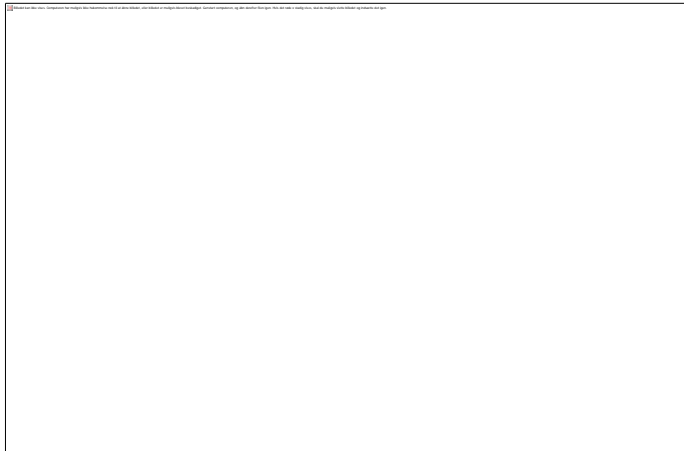
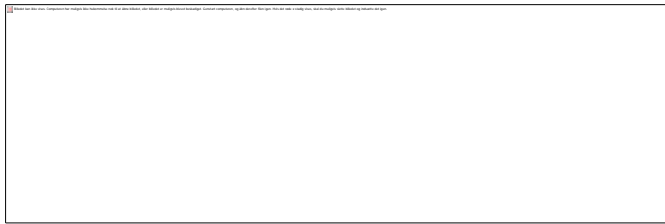


Sustainable environmental and economic development



presented by

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Barsmark A/S



28th of August, 2012

myself

objective

Develop Barsmark's
"Sustainability" policy

targets

1. Improve the resource efficiency in the Supply Chain
2. Develop "sustainable" business opportunities
3. Monitor improvements and communicate them

- 25 years, France

- Postgraduate from AAU

- Environmental management and Sustainability Sciences

- Specialized in Life Cycle Assessment (Carbon footprinting, Eco-design) and Environmental and Logistics Management



the company

Engineers and provides materials

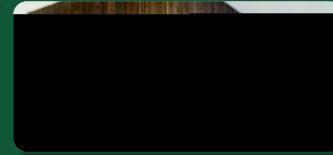
1
composites



2
facade



3
acoustics



4
insulation



construction



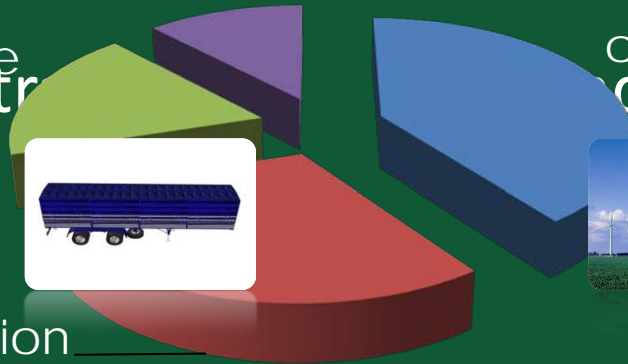
facade
18%

acoustic
12%

insulation
30%

composites
and turbines
40%

activity



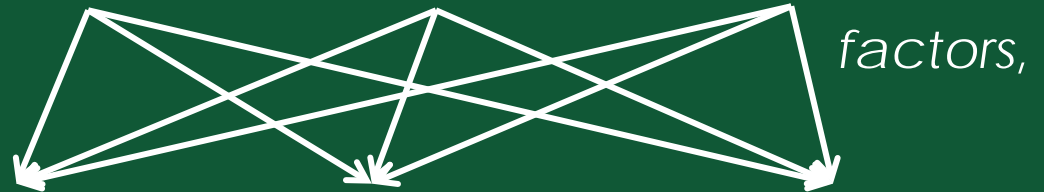
strategy

So, how do we try to develop sustainably?

Thinks about behavioural stability.

We include

economic social environment



into

R&D partnerships customers

equations.

It leads us to

→ perennial development

strategy

- ✓ Crucial investment for Barsmark
- ✓ 10 ongoing projects (1/3 Research-oriented projects) all the time
- ✓ Strong partnerships with AAU, DTU, TI, windmills industry and consortiums
- ✓ Some supported by the EU

Research
and

Development

EM4EE

*Nanotechnology
applied to composites*

Energy At Sea

*Developing corrosion-
resistant material for
offshore industry*

Results

Several project designs and proposals into practice

RecyBlade

→ Core activity *Finding ways to reuse
windmill blades*

Objective

Technological scouting

Come up with prototypes

"Know what works, what does not."



strategy

- ✓ Interconnected businesses
- ✓ Exchange of information (background and foreground knowledge)
- ✓ Exchange of material flows

Horizontal partnerships

Objective

Benefit from technological progress

Reuse/recover/recycle production waste and EoL waste from partners

Develop *win-win* situation
→ sustainable

Results

Environmentally friendly products
Diversify supply (spread risks)
Raw material acquisition (Costs < Market price)
Develop niche markets

strategy

Customers

- ✓ Highly efficient products
- ✓ From recycled materials
- ✓ Compliant environmental documentation

Results

Developed a niche market (sustainable high class construction materials)

Shorter payback time

Environmentally preferable

Eco-labelling?

Objective

Deliver high quality products (long life span, low U-factor)

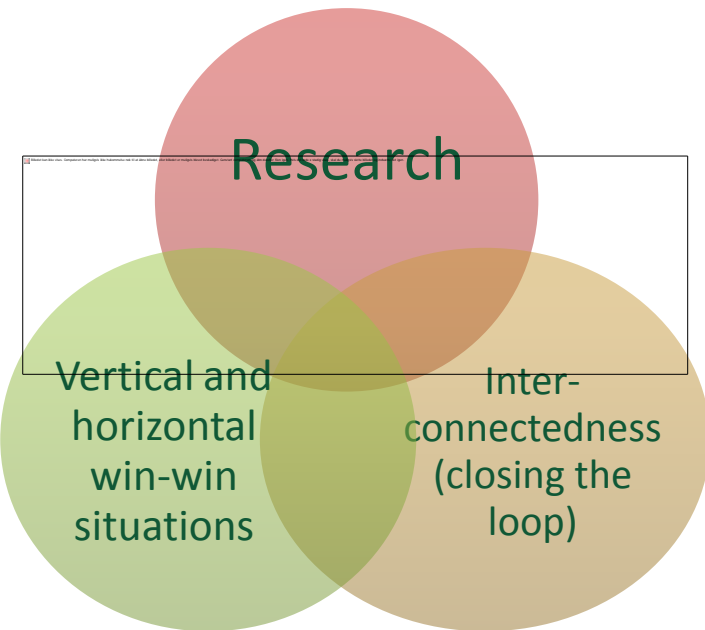
Deliver green products

Deliver transparency

Deliver figures to be used for impact assessment works

conclusion

How to get there?



What is ~~essential~~ ~~commodity~~ ~~for~~ ~~bars~~ ~~to~~ ~~mark~~?



Photo credits

Frontpage: Nujalee's portfolio