

Cimenterie Nationale SAL launches the Zakroun Development Project

Cimenterie Nationale SAL launched the Zakroun Development Project undertaken in cooperation with the Zakroun development committee during a ceremony organized in the village of Zakroun located near Chekka.

The project includes a 500,000 m² forested land plot owned by Cimenterie Nationale which will be put at the disposal of community members who will benefit from its wood resources under the supervision of the Zakroun development committee. As such, trees will be clipped and pruned and the grass cleaned, thus facilitating the renewal of the flora and curbing the spread of fires. It is worth mentioning that the project has obtained the necessary licenses granted by the Ministry of Agriculture and that the clipping process will be supervised by agricultural experts commissioned for that purpose. The proceeds will help implement several development projects and initiatives in the area, including the construction of the Saints Sarkis and Bakhos church hall.

This initiative is an additional step which demonstrates Cimenterie Nationale's commitment to preserve the environment and contribute to the local community's growth through numerous projects and initiatives which include continuous support to schools, sports clubs and civil associations, ecological activities such as reforestation campaigns or the turtle monitoring project. Another such example is the Sabeh Summer Club, which the company organizes every year for the children of Chekka, Anfeh and the surroundings areas.

The launching ceremony was held in the presence of the Maronite bishop of Tripoli Monsignor Georges Abu Jaoudeh, the governor of the Koura District Ms. Catherine Kfoury, and a crowd of local personalities. During the ceremony, the two sides signed an agreement on clipping bushes and trees as per the rules and conditions set by the Ministry of Agriculture.

Ms. Kfoury thanked Cimenterie Nationale SAL and praised its positive role in the community through its aid and development projects, and stressed the importance of involving the private sector in social activities. Bishop Abu Jaoudeh lauded this initiative as well, calling for collective development actions and emphasizing the need for continuous understanding and cooperation. The Zakroun development committee which was represented by Zakroun's mayor Elias Sarkis also thanked Cimenterie Nationale SAL for its initiative, which will have a positive impact on the prosperity of the village and will help provide for its inhabitants' needs, as its ecological and social aspects are likely to encourage youths to stay in their village.

Cimenterie Nationale was founded in 1953, and has grown to become a leader in the cement sector. Throughout its years of activity, the company has sought to preserve high standards of ethics and integrity which are clearly reflected in the role that Cimenterie Nationale is playing as a community member. This role is expressed in numerous ways: being a factor of economic development by providing job opportunities and developing the industry, contributing to the well-being of the community, and safeguarding the environment. The ecological aspect has been of particular importance for Cimenterie Nationale, as the company continually and heavily invests in its production facilities to keep them environmentally friendly, and has obtained the environmental ISO certification as a result of this effort.