

Concrete is an old material, but as the technology grows, the impact and evolvement matures with it. There is no concrete mix that is better than the practical workmanship applied in housing and our infrastructure. Concrete provides us with all of the necessary groundwork for a safe and hardy built environment. In addition it provides solution to our ongoing issues and challenges with our ever growing civilization. Our modern society embraces concrete since it is a reasonably priced commodity. Performance, efficiency and flexibility gives concrete definite thumbs up for our contemporary arrangement and uses in homes, schools, hospitals, office buildings and transportation. Concrete can be casted into virtually any shape or form, which permits design freedom and an almost infinite variety of use. Our society is continually growing. Demographic trends predict the population to increase at higher rate affecting living spaces. Not only that concrete provides living solutions, it also provides above-ground and underground infrastructure, ranging from energy-efficient buildings and housing, to water infrastructure, roads and innovative underground transport solutions. The main ingredient for building “smart cities” of the future is nothing else but concrete.

Concrete construction truly energizes our economic wellbeing. It brings forth improvements and create jobs locally and nationwide. As a central pillar of the construction sector, concrete is a driver of economic growth, with a unique multiplier effect on jobs and economic activity wherever we live. Since concrete is a main core and backbone of modern construction, jobs in concrete related market will always be in demand. Across the entire value chain concrete is deeply rooted in our local economy, offering local products for our local market and businesses. The construction sector, including concrete, is fundamental to stimulating recovery. However, it needs the right economic incentives to encourage innovation by creating local jobs and by ensuring the right skills levels in the next generation. Positive economic aspects

also lead to social and environmental benefits. Most importantly concrete is a local business, employing local people. Money and investment in construction are pumped back into the local economy. The components that go into making concrete such as aggregates, cement, and water are also sourced locally. The production value also remains local and greener. Most ready-mixed concrete is only transported around 20 to 50 miles from the production site. With this heavy emphasis on the local, the sector is vitally important to the strengthening of local economies and delivering a stable, continuous source of jobs and economic activity.

Concrete has many benefits to our environment as well. Concrete absorbs temperature changes, resulting in reduced energy consumption in buildings. By consistent uses of by-products and alternative fuels from other industries and recycling methods concrete has become an integral part of the circular economy. Industries are constantly working to achieve a sustainable environment. There is a conscious effort in achieving whole-life performance methods instead of just a partial lifecycle that gives a misleading idea of the overall impacts of buildings and infrastructure projects. When looked from this whole-life perspective, the benefits of concrete become evident, thanks in particular to its durability, thermal mass, availability, and abundance of its raw materials. Concrete buildings can provide substantial energy savings during their lifetime. The high level of thermal mass in concrete constructions means that indoor temperatures remain stable, irrespective of external fluctuations. This sharply reduces the need for extra heating or cooling. As the energy use of buildings account for the largest part of their environmental impact, increased energy efficiency in buildings offsets the impact resulting from materials production. Concrete paves our way to a brighter future.