

# LAFARGE'S MAJOR COMMUNICATION CAMPAIGN TURNS OUT A REAL SUCCESS THANKS TO AIGLE MAPS



In 2010, on the occasion of the International Health and Safety Month, Lafarge launched the “Clean Space Challenge”. On one hand, it consisted in replacing the punctual cleaning of workplaces worldwide by a systematized approach in order to better secure them. On the other hand, this campaign aimed at reinforcing the team spirit by means of an exchange dynamics and a very motivating appraisal.

In order to create a real pride around the cleaning – cleanliness idea, Lafarge plays with the Before and After pictures concept. The Group has implemented an interactive cartographic exchange platform, born out of the latest improvements of the AIGLE™ and GOOGLE® technologies. The application, called the Wall of Pride, not only allows the users coming from the 78 countries where Lafarge is established, to create photo albums, but also to comment or to vote for other users' albums.

## A common platform, significant local involvements

The implemented solution, called the Wall of Pride, is a collaborative exchange platform aiming at sharing the best ordering and cleaning practices and at generating pride between the various countries and the various domains of activity.

This platform, available from the health and safety intranet portal, is not only a professional cartographic tool, but also a real social network dedicated to the promotion of the staff initiatives that offers the possibility to see the photo albums of each contributor. Indeed, a visitor can see all of Lafarge's workplaces that have taken part in this “Clean Space Challenge” on a single map. He can then leave comments or vote for the most successfully completed projects.

The use of Before and After pictures and the top 5 projects ranking on the platform's homepage yield the visitors excitement and curiosity.

## A real success

The combined performances of AIGLE™ and Google® technologies allowed to build the first global cartographic exchange platform of the Lafarge Group. The reactive and flexible solution proposed by Business Geografic and Google®, realized with strong delay constraints, has been adopted in more than 40 countries.

This communication campaign was an utter success. More than 300 users created a Housekeeping project; more than 1,600 visitors connected to the Wall of Pride and visited

more than 12,000 pages. An average connection time of 10 minutes, the exchange of more than 1,200 comments and more than a thousand photos shared, are some of the indicators proving that the project got the associates' full support. The wall of Pride, integrated to the portal and the group directory, offers a precise cartography of Lafarge's worldwide workplaces classified by production unit and represents a unique image resource for its Communication Department.

## About Lafarge

World leader for construction materials, Lafarge has gained a front-rank position in each of its activities: Cement, Aggregates & Concrete and Plaster. The Group is established in 78 countries and employs 76 000 people. In 2010, Lafarge reached a 16.2 billion Euros turnover and a 827 million Euros net profit.

Lafarge is quoted on Paris' Euronext stock exchange. Lafarge was ranked 6th in the “Carbon Disclosure Project” and joined the “Dow Jones Sustainability Index” in 2010 as a consequence of its numerous actions as regards sustainable development.

Equipped with the first research centre for construction materials in the world, Lafarge considers innovation as one its core preoccupations, serving sustainable construction and architectural creativity.



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## Wall of Pride

CLEAN SPACE CHALLENGE

- 📄 Helpine
- 🖨️ Print
- 📧 Send to a colleague
- 👤 User guide
- 📄 Terms & conditions

**Search**

📍 See housekeeping activities around the world

Enter keywords or address

Select a business

- Aggregates and Concrete
- Cement
- Gypsum
- Corporate Center

**Upload your pictures**

More than 300 projects have now been added around the world! Click below to add yours!

📷 Share your pictures

Plan Satellite Relief

**Top 5 projects**

**Comments worldwide**

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**Share your pictures**

	Before	During	After
<a href="#">Lafarge SA</a>			
<a href="#">Hall of Office 568</a> 1 Like	NO PICTURE	NO PICTURE	
<a href="#">Head Office Communications</a> 5 Likes		NO PICTURE	
<a href="#">Housekeeping recruits H&amp;S</a> 5 Likes			

**Last comments** [See all comments](#)

**Elise Ginkoux**, Hall of Office 568  
No Pauline! There won't be a "before" now that you're on tr...

**Pauline Delhommeau**, Hall of Office 568  
It do the "before" after :)...

[Add a comment](#)

Plan Satellite Relief

**Top 5 projects**

<a href="#">Can't wait noise reduction</a>	110 Likes
<a href="#">house keeping</a>	96 Likes
<a href="#">Safe driving training</a>	68 Likes
<a href="#">LAFARGE PORTUGAL - Containers</a>	62 Likes
<a href="#">Edrene Housekeeping</a>	56 Likes

**Comments worldwide**

**Brian Tolan**, Whitwell Workshop  
The workshop was reviewed by a team of trainee VFL persons ...

**Timotheos Lolis**, Housekeeping Project  
A very good effort from a very devoted team! Congratulations...

**Ahmed Abolkhair**, RASHADIYH  
good job mens ...