

Press release

Helwan Cement sponsors initiative of “clean environment...sustainable community”

In continuation of the non-stop efforts by the Suez Cement Group of Companies (SCGC) in serving the community, Helwan Cement Company, in cooperation with the Helwan Authority, launched the initiative of “clean environment...sustainable community” to beautify streets and squares. More than 100 of the company’s leaders and workers as well as youths of Kafr El-Elw participated as volunteers in this initiative in cooperation with the executive bodies, which comes within the framework of celebrating the Environment Day.

The activities of the initiative included beautifying and cleaning a number of streets of Kafr El-Elw where the youths there helped in removing the abandoned vehicles from roads while the cleanliness workers removed garbage from streets. The agriculture department in Helwan Authority participated in trimming trees while loaders were used to remove wastes and awareness campaigns were intensified to urge citizens cooperate and participate with the executive bodies through avoiding to throw garbage in streets.

It is noteworthy that SCGC is keen on supporting the initiatives that aim at protective environment through raising the environmental awareness and warning against pollution risks, the matter which shows its non-stop commitment to protection and beautification of environment within the framework of the company’s culture based on spreading principles of environment, health and safety in the society. This initiative reflects the company’s commitment to secure the existence of health environment thus supporting the sustainable development out of importance of the societal partnership, which represents one of axes of the sustainable development aspired by all.

Helwan cement manager, Moataz Yousry, praised the efforts and active participation to render success to this initiative, stressing the company’s keenness on supporting the initiatives that aim at raising the environmental awareness and enhancing role of civil society on consolidating cooperation with the governmental bodies in the environmental field out of belief in its role in achieving the government’s vision of sustainable development. He said that minimizing effects of wastes in any country is a common responsibility between individuals and institutions, adding that this initiative highlighted the social responsibility through comprehensive partnership among governmental bodies, civil societies, individuals of civil society and the private sector.

For his part, Head of Helwan Authority Dr. Ahmad El-Qazzaz praised the constructive role of Helwan Cement Company in sponsoring this initiative that aims at enhancing positive awareness of all citizens on avoiding to throw garbage in streets while paying attention to cleanliness of streets as part of the daily life behaviors. He added that this will contribute in protecting health of citizens and development of the nation where the sincere citizenship concept imposes protection of properties and utilities of the nation.