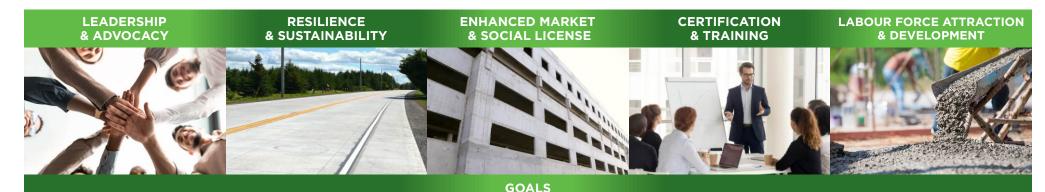


2022 STRATEGIC PLAN

VISON: Alberta's concrete industry is the preferred supplier of resilient, sustainable and quality construction materials.

MISSION: To provide leadership, represent and promote the concrete industry in Alberta.



Concrete Alberta is recognized as the technical and safety expert in concrete. Concrete is recognized as a resilient and sustainable building product.

Concrete products are the construction material of choice.

Concrete products are manufactured and built to the highest standard.

The Concrete Industry is a preferred employer.

OBJECTIVES

- Promote a culture of safety across the industry.
- ▶ Champion best practices & showcase innovations in the concrete industry.
- Demonstrate climate change leadership towards Net-Zero.
- ▶ Showcase concrete's resiliency as a building material.
- Promote transparent lifecycle accounting.
- ▶ Promote the recognized quality of concrete.

- Increase the understanding and benefits of concrete as a building material.
- Engage Post-Secondary institutions to advance concrete use & design.
- Expand training and certification opportunities for members.
- ▶ Enhance the certification process for concrete producers.
- Increase the number of concrete producers certified by Concrete Alberta.