



**VISION:** 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.

**LEADERSHIP  
& ADVOCACY**

**RESILIENCE  
& SUSTAINABILITY**

**ENHANCED MARKET  
& SOCIAL LICENSE**

**CERTIFICATION  
& TRAINING**

**LABOUR FORCE ATTRACTION  
& DEVELOPMENT**



**GOALS**

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.