

How to Think, Talk and Sell Green

Lehigh's Own Sustainability Resource Guide
is a Handy Source of Information and Ideas



Lehigh's Internal Resource Guide for Sustainability is a 26-page document that offers clear explanations of the sustainability messages pertinent to concrete products (that we can all use in speaking with customers and the public), and suggestions for incorporating the concepts of sustainability into trade shows, ads, plant open houses and other events.

The Guide has been designed in one respect to promote employee learning, to define the now-common but often-confusing topic of sustainability.

Further, the Guide describes activities in which we can engage as we actively spread the word about Lehigh's and HeidelbergCement's commitment to sustainability development, and how our cement and concrete products fit well into the rapidly changing "green market".

View or download Lehigh's Sustainability Internal Resource Guide from UNITE.
UNITE > Area North America > Sustainable Development ... icon on right

