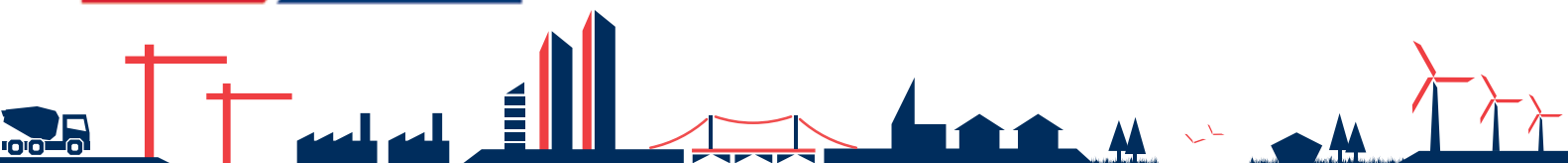




## THE CEMEX AND RSPB BIODIVERSITY PARTNERSHIP



**BETTER / FUTURE**



Helping to Build **A Greater Britain**

## A FEW WORDS...

**Jesus Gonzalez, President of CEMEX UK says:** “We are delighted that we are continuing our partnership with the RSPB. In the last four years we have made significant progress. Their expertise in biodiversity has enabled us to find constructive business solutions to enhance the natural environment surrounding some of our operations.

“The aim of the CEMEX UK partnership with the RSPB is to ensure that while supplying our customers with the materials that they need we are also able to do so in a sustainable way; a way that is good not just for wild bird populations, but also helps protect and enhance biodiversity as a whole in this country. Being able to draw upon the expert advice of the RSPB is invaluable in enabling CEMEX UK to do that and to be the best for both our communities and the natural environment.”

**Mike Clarke, RSPB Chief Executive says:** “We are committed to increasing the amount of wildlife-rich habitat in our countryside and towns, and that is why this partnership is so important to us. It is amazing to see a former quarry returned to nature and watch as the birds, wild plants and insects take over. There are some real success stories from this partnership where beautiful nature reserves have been created from spent minerals sites for the benefit of wildlife and local people. I think this is a perfect example of charities and business working together for the greater good, and I look forward to many more years of co-operation with CEMEX UK.”

**CEMEX HAS  
CREATED  
NINE NATURE  
RESERVES,  
COVERING 600HA,  
WHICH HAVE  
OVER 750,000  
VISITORS A YEAR.**

**SINCE 2010  
CEMEX UK HAVE  
RESTORED MORE  
THAN 500 HA,  
AN AREA THE  
SIZE OF OVER  
750 FOOTBALL  
PITCHES FOR  
PRIORITY NATURE  
HABITATS**



## WE'RE WORKING WELL TOGETHER

CEMEX UK and the RSPB formed a partnership to help save nature.

The state of nature in the UK has been in serious decline for some decades, and opportunities to reverse declines can be hard to find.

However minerals extraction, which provides essential raw materials for the economy, does present a significant scale of opportunity to create new places for nature.

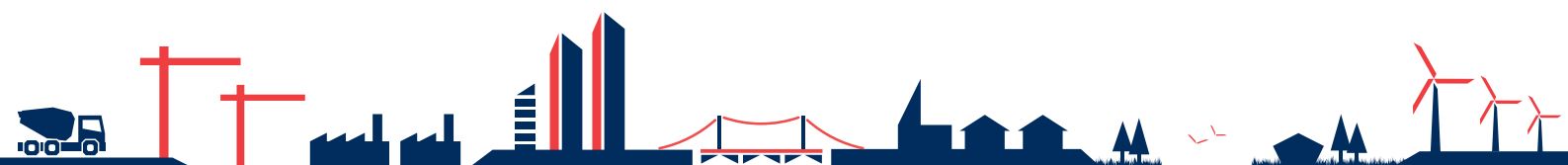
This in turn provides benefits for us. It gives us greener, more enjoyable places to live in and to visit, places that buzz with life where we can experience nature, smell wild flowers and hear birds sing!

Having freedom and space is important to everyone, and together as a leading business and a leading conservation organisation we believe that we can make the most of these opportunities to the benefit of wildlife and people.

Dr Sam Tarrant, CEMEX's biodiversity advisor, manages the RSPB biodiversity partnership, which is now celebrating its fourth year. He says: “You might not know it, but CEMEX has created nine nature reserves, covering 600ha, which have over 750,000 visitors a year. This is a great achievement and benefits our native wildlife and also our communities.

“The RSPB CEMEX partnership is unique in how we work together. I work for the RSPB, but within CEMEX. This gives me access to all the great conservation knowledge that the RSPB has, but lets me work with CEMEX at site level, focusing restoration for nature.

“I'm proud of how much CEMEX has achieved over the last four years, for example its employees have volunteered more than 1500 hours in their 'Lend-a-hand' scheme to help local communities and nature reserves. Also, CEMEX has won the first Natural England Biodiversity Award. CEMEX's quality restoration underpins how they are being the best for communities.”





# CEMEX WORKING TO SAVE OUR BIRDS OF PREY

Buzzard by Danny Green (rsph-images.com)



Our quarry teams have known for some time that quarries are great places for birds of prey and each year record birds of prey at their sites.

Steven Spark, Hatfield quarry manager says: "I have been working for CEMEX for the past 30 years. I love to see the different species that visit the quarry. Over the years we've thought about our ways of working and restored areas to help give nature a home, in particular for sand martins. I've seen a large and welcome increase in the number of buzzards here and summer visitors include hobbies, which like to hunt

the sand martins! We also had a visit from two red kites this year, which was exciting.

I can't imagine a world without seeing these amazing birds of prey, free to swoop and hover over our sites. Long may it continue with the good work of our quarry teams."

# THE CEMEX BIODIVERSITY STRATEGY

In 2010, CEMEX published their biodiversity strategy for the next 10 years.

## CEMEX'S BIODIVERSITY PLEDGES

1. Create and manage priority habitats.
2. Establish biodiversity flagship sites.
3. Empower our employees to act for biodiversity.
4. Work in partnerships for biodiversity.
5. Champion biodiversity to promote and raise awareness.

## DOING THE TWITE THING AT DOVE HOLES QUARRY!

The CEMEX team at Dove Holes are helping this little bird, which is perilously close to extinction in England and holding on to survival by the skin of its beak.

Twite may not be very exciting to look at, but it's important for CEMEX to be involved in initiatives at our quarries to benefit a rare species like this.

These birds have declined rapidly in the 20th century and have been included on the red list of birds of conservation concern. On the site we have about 5% of England's breeding twite population, which is a great responsibility. So with advice from the RSPB, we're now restoring a flower rich hay meadow. This is to encourage more wild flowers such as sorrel and colt's foot, the seeds of which twite need to feed to their chicks. We're also working with a local bird watcher to help monitor our progress.

Hayden Gill, the site production manager, said "It's great to be making a difference helping these small and now incredibly rare birds on our site. It's both easy and affordable and if we can get more flowers on our site it'll please our neighbours too..."



Mike Read (rspb-images.com)



## SMALL BLUE BOUNCES BACK FROM THE BRINK...

Mike Slater is a Butterfly Conservation project officer in Warwickshire, and he's been working with CEMEX for the last five years.

The only three small blue butterfly colonies in the West Midlands were under threat but thanks to the partnership between CEMEX and Butterfly Conservation, not only have all three been saved, but five new colonies have become established.

Mike has been helping CEMEX to restore habitat to save the small blue from the brink of extinction in the Midlands. Working together has led to a 167% increase in the population through restoring their sites to flower-rich grassland, managing scrub and planting kidney vetch – the food plant of the small blue caterpillar.

Mike says: "It's great to see that the endangered small blue and other rare butterflies and wild flowers have been saved and the future for them here looks fantastic!"

Small blue butterfly by Butterfly Conservation.

## HELPING SAVE OUR HOUSE SPARROWS

When was the last time you saw a house sparrow? You know, those small, noisy brown birds seen around our towns. In London the house sparrow population has dropped by nearly 70% in the last 20 years. CEMEX UK and the RSPB are working together to give the house sparrow a home.

The staff at the 12 CEMEX Readymix concrete plants in London have installed bird feeders and sparrow nest boxes on their sites and are reporting the birds they see. To see if and how sparrows use industrial sites.

Chris Leese, Vice President Readymix and Mortars at CEMEX used to be a conservation volunteer. He said: "This project is close to my heart. It is hard to believe that the sparrow, a bird we took for granted, has faced such significant decline and is now on the endangered list.

"Working alongside the RSPB in our London business we hope to help save the sparrow and bring it back to our communities."

House sparrow by Andy Hay (rspb-images.com)



# GIVING NATURE A HOME FOR THE FUTURE

CEMEX and the RSPB working together isn't just about restoring quarries.

We want a world richer in nature and are working with customers, land owners and our employees across the industry to achieve this. We're now looking for ways to work better with our supply chain partners and to help nature in the built environment for example, constructing more nature-friendly buildings and greening factory sites.




Working together, CEMEX and the RSPB aim to share knowledge and learning and to build new partnerships. If you have any ideas to help give nature a home and help build a greater Britain, let us know ([CEMEX@RSPB.org.uk](mailto:CEMEX@RSPB.org.uk)).

## PROGRESS AGAINST OUR TARGETS

The targets below were identified within the 2010/20 biodiversity strategy.

-  **CREATE AND MAINTAIN 100 HECTARES** of additional UK Biodiversity Action Plan priority habitats per year.
-  **DELIVER RESTORATION PLANS** for the future creation of 150 hectares of UK Biodiversity Action Plan priority habitats per year.
-  **PRIORITISE SITES** for ecological value through a biodiversity scoping study.
-  **KEY FLAGSHIP SITES WILL BE IDENTIFIED** for biodiversity enhancement in partnership with conservation organisations.
-  **DEVELOP AN EMPLOYEE VOLUNTEER INITIATIVE** including opportunities to work on biodiversity projects, with at least 5% of employees volunteering.
-  **PROVIDE CEMEX EMPLOYEES** with biodiversity training opportunities.
-  **BIODIVERSITY BEST PRACTICE** and research will be shared with other organisations through our website and the Nature after Minerals programme.
-  **RUN SIX BIODIVERSITY AWARENESS DAYS** annually to engage local communities and to increase awareness of biodiversity issues and respect for the natural environment with stakeholders.

## KEY

-  **Completed**
-  **On track**
-  **Behind**

## BEING THE BEST FOR COMMUNITIES

CEMEX's vision is to be the best construction solutions partner, helping to build a greater Britain through our innovative building materials, for a better future. Balancing the needs of the built environment with the natural environment.

The RSPB is the country's largest nature conservation charity, inspiring everyone to give nature a home.

The RSPB is a registered charity in England & Wales 207076, in Scotland SC037654.

Front cover: workman and RSPB staff member by [diemphoto.co.uk](http://diemphoto.co.uk) 223-1487-13-14

