



Welcome to UK News 17th September 2020
your weekly update from around CEMEX UK

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BEING THE BEST FOR FAMILIES

Reminder: 'Mask and Move' Policy Now in Operation



We wanted to remind all CEMEX UK that from Monday 14th September we are implementing a "Mask and Move" policy in all shared office areas. **This means that staff are asked to wear a face covering whenever they are away from their desk / workstation.**

This will apply to all office environments, including hub and site offices, weighbridges, etc. and to everyone other than those who would normally be exempt from the mandatory wearing of face

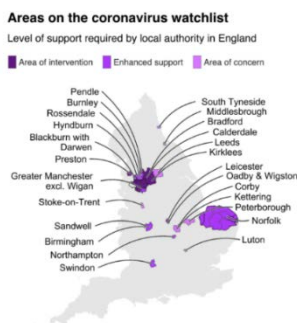
coverings under government guidelines.

Please play your part to keep your colleagues safe and ensure you keep a face covering with you. The poster at the end of this document or can be downloaded here: <http://cemexuknews.co.uk/downloads> was created for use at the Rugby Cement plant; please print out and display at sites as a reminder for colleagues if you think this will be helpful.

Thank you to Maggie Sargeant and Mary-Ann MacInnes Collins for your work on this poster.

If you have any questions or concerns about wearing a mask, please speak to your Line Manager who will seek advice from the Health & Safety team as required.

Useful Resource – Coronavirus in Your Area



The BBC has a useful webpage which allows you to quickly and easily search for the latest COVID-19 statistics in your local area and for any UK locations you may be visiting. It also includes updated graphs for confirmed cases and hospital admissions, as well as infographics for areas on the Government watchlist.

You can visit this page [here](https://www.bbc.com/news/health-54882281)

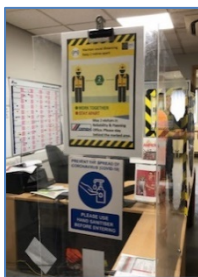


Rugby Plant's COVID Audit



Well done to the team at the Rugby plant for making sure that the workplace is as COVID safe as possible to ensure that everyone can stay safe and keep to the Behaviours protocol set out by CEMEX.

The measures - familiar to us now – include 2 metre floor stickers, Perspex screens, social distancing notices on meeting rooms, temperature screening and cleaning stations. If we all keep to these simple actions we can help stop the spread.



BEING THE BEST FOR CUSTOMERS

A Lidl Help From CEMEX!



Last Thursday CEMEX Newport plant supplied a 470m³ Concrete pour for Hartley Global Ltd for a new Lidl superstore in Newport.

Great teamwork and collaboration by Operations, Logistics, Technical and Shipping meant the day went without a hitch! Well done to all involved.

A special thank you to Steve Price and Stephane Plisson who organised things on site.

New Vertua Video Explore the Future of Concrete



The Marketing team has launched a new promotional video for CEMEX's Vertua® low carbon Concrete range.

The emotive video highlights the importance of Concrete to society, acknowledging its use in the construction of infrastructure for clean water, sanitation and energy, as well as homes, schools, hospitals, roads, railways and much more.



It demonstrates CEMEX's understanding of the need for sustainable concrete solutions and introduce Vertua; a range of low carbon Concretes which includes the option to offset residual CO2 and provide a CarbonNeutral® product, following The CarbonNeutral Protocol.

The video is being used in a digital marketing and social media campaign, with targeted advertising running on YouTube and LinkedIn, and via Google ads. It is also supported with a series of three shorter trailer versions and two project case studies, the projects featured include the CITU head office at the Climate Innovation District in Leeds, and the UK's first certified Active House Standard development near Brighton, for customer Miracles by Design.

We encourage CEMEX employees to share these on their platforms – particularly on LinkedIn.

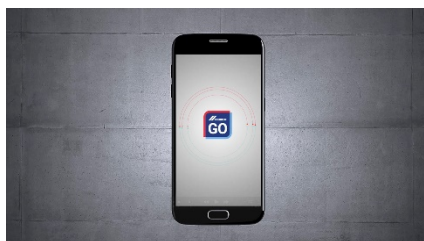
Paul Bradshaw, Marketing Strategy & Operations Manager – CEMEX Europe, commented: “We wanted to create videos that promoted Vertua in a way that would capture the hearts and minds of viewers, including architects and engineers. When you watch the video, it is clear how vital Concrete is to our society, in ways many would not even realise, and how important it is that we look for ways to minimise our impact on the environment when using this product.

CEMEX is committed to its sustainability goals and Vertua is a key part of our ambition to deliver net-zero CO2 Concrete globally to all of our customers by 2050. We hope contractors and those who work in the construction industry will see these videos and be inspired to find out more about Vertua and the sustainability opportunities it offers.”

You can watch the new video here: <https://www.youtube.com/watch?v=ZX1E-5yPt-Y>

Visit <https://www.youtube.com/channel/UCooRT3mjienauRwu0WEAMUA> to view the other video.

Close Partnership Between CEMEX Team & Customers Supports App Success



Thanks to excellent teamwork from the Sales and Customer Development teams, in close partnership with a number of customers, the UK business was able to provide valuable feedback on a full-service mobile ordering and tracking app CEMEX is building for global use.

This new app aims to enhance customer experience and bridge the gap between what the CEMEX Go platform can currently provide, and the full mobile solution customers need. Aimed at builders, it will be an integrated mobile application that allows the Foreman and Site Manager to manage the full order to delivery process.

As part of the development phase, customer input was sought from four of our operations across the world, the UK, USA, Israel and Spain. More than 50 customers took part in the research globally and the collaboration within our Europe region was complemented with support from our Development team in Mexico, led by Alberto Marquez, Product Owner for the initiative.

Since February this year, the Sales and Customer Development teams in the UK have been working with a fast digital methodology called GOOGLE DESIGN SPRINT with six customers from the London Readymix business to gather feedback on a test version of the new CEMEX Go mobile app. Despite the considerable challenges posed by the pandemic, the team were able to complete five or six rounds of interviews with each customer.



Tamsin Rodriguez, Charlotte Sanson, Steve Barakeh and Steve Large helped to identify the customers that would be suitable for taking part and then encouraged them to participate. A particular challenge was keeping them engaged through the different rounds of feedback, especially once the pandemic hit and customers were dealing with the anxiety and uncertainty this caused them and their operations. Adapting to online rather than face to face interviews was key to the success of this research.

At different stages of the feedback process, designs for the app and test versions were shared with the customers, with their comments and suggestions gathered and applied to development plans. This was vital for finding out key details that improved the value for the end user – for instance, the mix reference is not currently available on CEMEX Go, but this detail is important for the customer to enable them to easily identify products and mix designs. As a result of the research, the design of the app ended up being very different from what was originally envisaged.

Steve Large, who is leading CEMEX Go support for Europe as part of the CEMEX Go Digital Stores global team, commented: “The work that has been done by the UK teams as part of this app development is not visible to many in the organisation, but the value of it is huge. This close partnership with the customer will allow us to develop a market-leading mobile solution and this simply couldn’t have happened without the vital feedback they have provided.

This work will ensure CEMEX continues to lead the industry in this digital age, providing more value for customers and remains the most innovative company in the construction space.

We would like to thank all those that were involved in coordinating and managing these interviews, particularly considering the added pressure of a global pandemic! It was a real commitment – six customers took part across a four month period. The support of the team and the customers has been incredible, and we are very grateful.”

Additionally, the research identified an opportunity for a separate app which customers can use to pick up product from our sites. This app is now in development and comes completely from the feedback raised during customer interviews.

Thank you to Tamsin, Charlotte, and the London Sales team, as well as the customers, who included: Laing O’ Rourke, J. Gallagher, Reddington and Morrisroe.

LabExperts Continues Apace



It’s been busy for CEMEX LabExperts with a range of specialist site testing being carried out in Derbyshire and Warwickshire. Pictured is Kev of the LabExperts team undertaking early age testing on Sprayed Concrete. Not only that, but the team has completed two major Asphalt projects for customers in Malta, alongside specialist Concrete testing in the UK.

They can be contacted by email: lab.experts@cemex.com

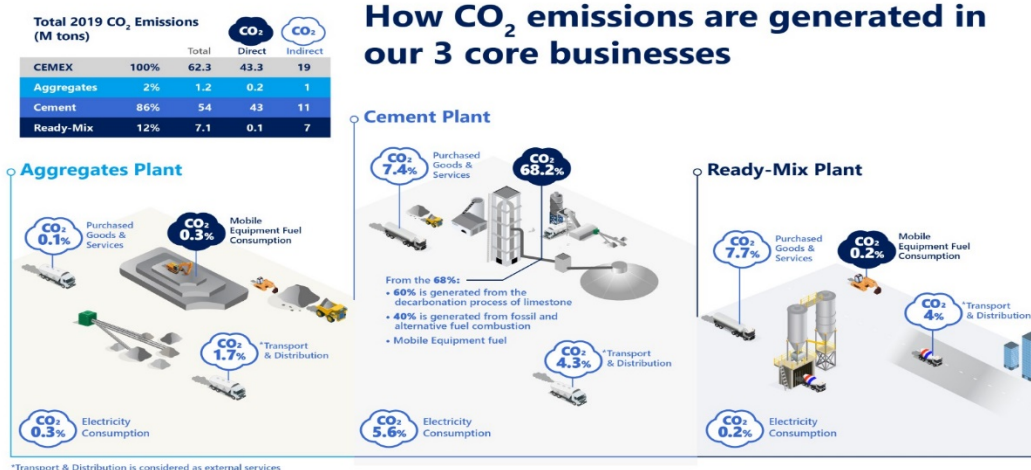
Find out more here: <https://www.cemex.co.uk/lab-experts-construction-materials-testing>

Thanks to Mike Higgins for sharing this photo.



BEING THE BEST FOR SHAREHOLDERS

How Much CO₂ Emissions are Generated in our Three Core Processes?



Climate change is a problem we face every day and it's no news that industrial processes are one of the main contributors. Our company is advancing on research and developing a wide range of technologies and construction solutions that are contributing to the mitigation of **CO₂ emissions**. Our teams are developing novel Cement products and improving production processes aimed at reducing emissions and helping us reach our 2030 target.

“This is why we have defined a more ambitious Climate Action Strategy and established a new 2030 target to reduce our net specific CO₂ emissions by 35% when compared to our 1990 baseline.” Fernando Gonzalez, CEO.

To help fight climate change, it's key to know where the problem comes from. The infographic above will help you understand how and where CO₂ emissions are generated in our three main processes.

10th Anniversary CEMEX-Tec Award Winner



The CEMEX-TEC Award and CEMEX-Tec Centre would like to thank you all for **your support in the 2020 call** in which we celebrate our **10th anniversary**. This year we had a record of **1,678 registered projects** from **61 countries**.

The **2020 winners include 33 projects** from **13 countries**, these entrepreneurs are committed to changing the status quo, and with the capacity not only to imagine a more equitable and sustainable world, but with the determination to act to create that change.

The winners usually go to Monterrey for an intensive week of training, which we call **Experience Week**. This year, given the current situation, we migrated to a virtual mode by designing an enriching experience with workshops, mentoring, networking spaces, cultural activities and celebrations.



The Experience Weeks 2020 will take place from 21st September to 2nd October.

The ultimate goal of the CEMEX-TEC Award is to make these agents of change visible. We want to provide them with tools that help them grow their impact and bring them closer to a community similar to themselves. This in turn, will allow us to strengthen the **ecosystem of social impact innovation** that today already comprises more **than 5,000 entrepreneurs globally**.

The photo shows the National winner for Mexico – a project to rescue native coffee varieties in Chiapas, with communities who have organic coffee farms. For an overview of all the amazing winners go to <http://cemexuknews.co.uk/downloads>. They are full of inspirational and positive ideas and organisations.

BEING THE BEST FOR COMMUNITIES

Helping our Communities

**UK COVID-19
SOCIAL ACTIONS**
We have positively impacted
+28,000 people with our actions



*All the hand sanitiser donated was produced by CEMEX administrators according to WHO specifications



Over the past few months we have seen the importance of community.

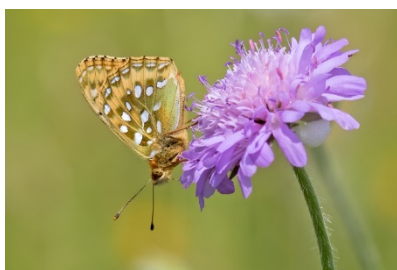
Due to help from all our teams, CEMEX have positively impacted numerous communities throughout our region by doing what we thrive to do as a company and 'building a better future'.

To build a better future, we must focus on building a better today. The EMEEA CSR team have put together a short video here: [#buildingcommunitytogether](#) to show how we have done that with the results of our COVID-19 social actions across EMEEA and a few statistics from the UK.

**UK COVID-19
SOCIAL ACTIONS**
We have positively impacted
+28,000 people with our actions



Violets are Blue... Rare Butterflies are Dark Green



The Dark Green Fritillary has always been considered a rare butterfly in Warwickshire. Throughout the 20th Century, over 97% of flower rich meadows were lost and as a consequence many butterfly species, including the Dark Green Fritillary went into a terminal decline.

By the early 1990s the Dark Green Fritillary was thought to be extinct until a small colony was rediscovered at a former site in the centre of the county. Since then, a huge amount of conservation effort has gone into restoring the fortunes of this butterfly. This effort has paid dividends since Warwickshire now has at least 11 colonies of Dark Green Fritillary and possibly as many as 17. This success would not have been achieved without Butterfly Conservation working in partnership with landowners and other



wildlife organisations such as the RSPB. One of the most successful partnerships has been with CEMEX and the RSPB at a number of sites near Southam and in Rugby.

In 2013 an area of former quarrying was chosen to try and create bespoke Dark Green Fritillary habitat. It was a spoilbank that had become covered in dense Hawthorn scrub which had started to swamp out the delicate wildflowers associated with calcareous or limestone grasslands. The flowers suffering from this scrub encroachment were not only the many orchids such as Greater Butterfly Orchid but also the violets that are the Dark Green Fritillary's caterpillar food plant.

A plan was formulated with the support of CEMEX to create a scrub/grassland mosaic. Rather than removing all of the scrub some would be retained in order to provide shelter and the newly created grassy glades would be connected together with wide flowery paths. The remaining scrub would also create shade that would prevent the violets (caterpillar foodplant) from becoming desiccated in the summer sun which could lead to the starvation of the caterpillars.



Since the initial scrub clearance, the grasslands are generally being maintained in the correct condition for the Dark Green Fritillary by the grazing of the local deer and rabbit populations. However, in years when this grazing is insufficient to maintain the right conditions, then CEMEX come to the rescue by flailing the area to prevent the scrub becoming too dominant again.



Thanks to all this conservation work, the Dark Green Fritillary not only successfully colonised Southam Quarry in 2018 but, because of the near perfect habitat created, the colony has become one of the largest in Warwickshire.

Image credit: Keith Warmington

BEING THE BEST FOR EMPLOYEES

CEMEX UK Fantasy Football League....



For those keen footie fans, Aman Jandu has set up a new fantasy football league for 2020/2021.

Please feel free to pass the entry code on to anyone else within the company who is interested in playing.

Go to the website and sign up! <https://fantasy.premierleague.com/>

Name: Cemexship Entry Code: **tkhl8q**

The deadline for the first game has gone but you can still join in for the next match.



Want to Nominate a Colleague?



Who do you think deserves and Thanks For Your Effort Award?

Nominate any colleague you think has gone above and beyond their day job and demonstrated any of the CEMEX values.

Please email: gb-hrplanning@cemex.com for a nomination form or use the form on the UK News website: www.cemexuknews.co.uk

Internal Vacancies

IVC Ref	Position	Company	Location	Closing date
103-09-2020	Operator/Maintainer	Cement Operations UK	Rugby Cement Plant	17/09/2020
104-09-2020	Aggregates Sales Executive	Materials UK North	Great Manchester	18/09/2020
105-09-2020	Readymix Shipper/Planner	Materials UK South	Egham Office	22/09/2020
106-09-2020	Estimator	Building Products - Floors	Wick Office	24/09/2020
107-09-2020	Sales Executive	Asphalt	Lincolnshire and East Midlands	18/09/2020
108-09-2020	Shift Manager	Cement Operations UK	Rugby Cement Plant	21/09/2020
109-09-2020	Senior Negotiator	Procurement	Rugby Cement Plant	24/09/2020
110-09-2020	Bulk Tanker Driver	Cement Operations UK - Logistics	Tilbury Cement Plant	21/09/2020
111-09-2020	Mixer Driver x 2	Materials UK South	Rall – South West and Wales	28/09/2020



112-09-2020	Sales Executive	Materials UK - Mortars	Birmingham / Midlands	29/09/2020
113-09-2020	Day Driver – Bulk Tanker	Cement UK Operations - Logistics	Rugby Cement Plant	29/09/2020
114-09-2020	Night Driver – Bulk Tanker	Cement UK Operations - Logistics	Rugby Cement Plant	29/09/2020
115-09-2020	Relief Plant Manager	Materials UK South	London	23/09/2020

For further details on other roles and a full listing of other vacancies, together with information on how to apply, please log on to CEMEX Shift > My Services > Internal Vacancies>New IVCs.

We would love to hear from you for the next edition

To send us a story: either click on 'submit a story' on the UK News website
or email gb-communicationsandpublicaffairs@cemex.com

If you can, please include a photo too (taken in super fine landscape setting and saved as a jpeg.) Thank you.







Please wear a face
covering when
moving around this
building