



Welcome to UK News 16th February 2023
your weekly update from around CEMEX UK
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CEMEXUK



HEALTH & SAFETY

Never Forget – Stay Safe

A message from Lex Russell, Chair of the UK Health & Safety Committee

**NEVER FORGET
...STAY SAFE**



GARY WARD

Sunday 19th February marks the 14th anniversary of the death of Gary Ward, an experienced contract Maintenance Engineer. Andy Taylor and I attended the site the day after the accident had happened. I remember the painful hurt we felt when we stood beside the crusher and tried to imagine the events surrounding the accident. The fact that someone had lost their life so tragically on one of our sites was devastating and the memories of that day still haunt me.

This sad occasion should serve as an opportunity for us all to reflect on the importance of keeping Health & Safety absolutely front of mind throughout our day, and never becoming complacent.

In particular, those working on our sites should spend time considering isolation procedures and ensuring they are suitable and fully understood by all; if isolation procedures cannot be followed, or you think they can be improved, please speak with your line manager as a matter of urgency. While infrequent, there are still occasions where people fail to follow isolation procedures before starting work on live equipment, putting themselves and others at risk of injury. Please, look after yourself and each other; always Lock Out, Tag Out, Try Out (LOTOTO).

If we all make Health & Safety our number one priority, then together we can achieve Zero4Life and ensure all our colleagues return home to their families safely.

Full details of the tragic incident can be found at the end of this document and on the UK News download page: www.cemexuknews.co.uk/downloads

Latest Safety Alert

SAFETY ALERTS

Two Safety Alerts have kindly been shared by our colleagues in Israel, which are relevant to our operations.

The video Safety Alert which you can watch [here](#) focusses on a recent high potential (HiPo) incident, where an aggregates tipper vehicle overturned and the driver, who was stood alongside the vehicle, was fortunate to avoid serious injury. Key learning points from the incident include the need for level loading bays, with good housekeeping, enforcement of exclusion zones, the need for drivers to carry out a Take 5 assessment when arriving on a site, ensuring tailgates are open before tipping off material and, wherever possible, ensuring drivers remain in their cab with their seatbelt fastened while tipping; exclusion zones were introduced back in 2013, after a contract driver delivering to a customer's block plant in the UK was killed when his vehicle cab was crushed by a colleague's tipper lorry...



The second Alert, which you can read at the end of this document and on the UK News download page: www.cemexuknews.co.uk/downloads relates to an incident on a quarry, where a Maintenance Manager partially amputated two fingers while attempting to help change the v belts on a motor. The Manager was experienced but he didn't Take 5 to assess the hazards and necessary control measures, and instead took a short cut rather than follow the safe system of work. He also failed to wear the necessary personal protective equipment.

Please review these Alerts with your teams as appropriate, encouraging them to consider whether there are any improvement opportunities that could be implemented locally to prevent similar incidents.

Before starting a new task, TAKE 5 to ensure you STOP & THINK and ensure it is safe, and always STEP IN / Take 5 Together if you see anything unsafe.

Health & Safety Policy Update



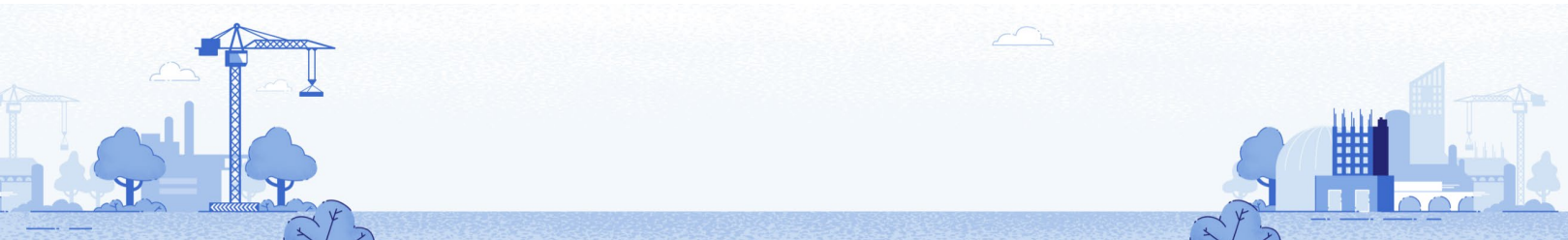
CEMEX UK Operations Limited Health and Safety Policy

Periodically CEMEX UK reviews the UK Health & Safety policy. Following consultation with the Statutory Directors of CEMEX UK Operations Limited, there is an updated version of the policy.

The main changes focus on strengthening reference to wellbeing, including the Wellbeing Strategy Group, and incorporation of Take 5 Together.

It would be appreciated if you could ask your teams to ensure the latest revision of the policy is brought to the attention of all employees, with the one-page Policy Statement on page 1 also being displayed on appropriate noticeboards.

The policy has been updated and can be found in the UK Health & Safety SharePoint site, link [here](#).



Rail Safety Audits



Over the last 18 months Supply Chain and the Rail team have been rolling out the RFTM (Rail Freight Terminal Management) system at a number of sites. This process is an assessment of our safety culture, processes and documentation specifically relating to our Rail Operations. As part of that process, a site visit is required by Matt Green (Victa Rail) who has been assisting us with the roll out. This is to check procedures, security and signage and offer up any areas we can look to improve.

On Wednesday and Thursday of this week Jane Walsh (CEMEX Supply Chain) and Nik Watson (CEMEX Aggregates Rail) visited Salford and Stourton with Matt Green to meet the teams, watch the trains discharge and walk the site to see if anything could be improved.

A few suggestions came from conversations at the discharge point but generally everything was to a very high standard. Thanks to Phil Repton and Dave Tyghe (Salford) and John Beard (Stourton) for making themselves available to show us round their sites, look after us and demonstrate the many good things they are doing.

Photo: the team at Stourton around 7am with the wagon discharging.

Cancer Prevention Action Week



Next week is Cancer Prevention Action Week 2023, taking place 20th to 26th February. This is an annual event to raise awareness of cancer and cancer prevention, and encourage you to take action.

According to the World Cancer Research Fund, about 1,100 people are diagnosed with cancer every day in the UK, but 40% of all cancer cases could be prevented.

Overall, scientists estimate that around **40% of cancer cases could be prevented**. That's around 155,000 cases every year in the UK.

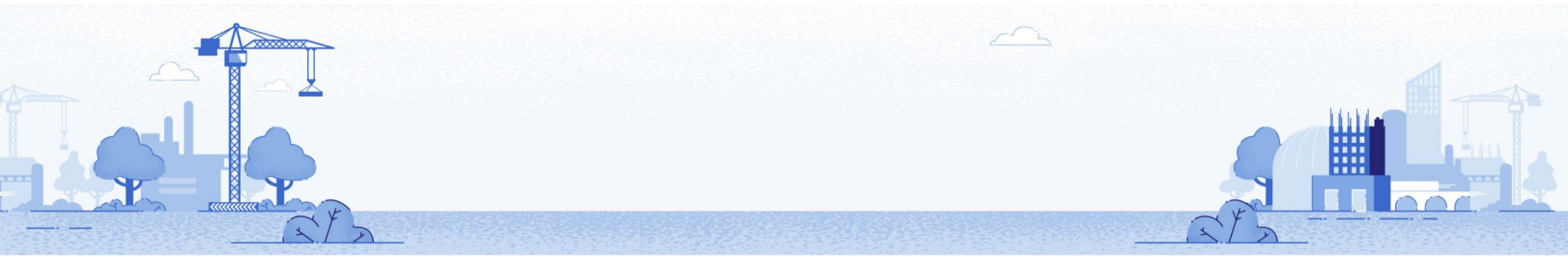
There are a range of different risk factors that can influence your chances of developing cancer. However, there are steps that can be taken to help people reduce that risk.

Alongside not smoking, eating a healthy diet, being more active each day and maintaining a healthy weight are important ways you can reduce your cancer risk.

Knowing what you need to do and making small, consistent changes to the lives of you and your loved ones can help you avoid preventable cancers.

Click [here](#) to find out what changes you can make to your lifestyle to reduce your risk of getting cancer.

At the end of this document and the on the UK News download page: www.cemexuknews.co.uk/downloads you can find a poster for sharing on your workplace notice boards.



Healthier Diet – Healthier You



A healthy diet can help reduce your risk of developing coronary heart disease and stop you gaining weight, reducing your risk of diabetes and high blood pressure.



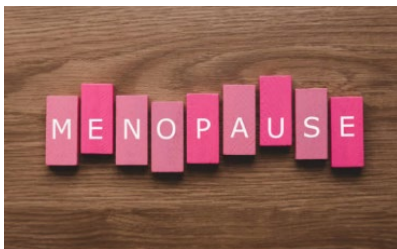
Consuming a healthy diet throughout the life-course helps to prevent malnutrition in all its forms as well as a range of noncommunicable diseases and conditions.

For adults a healthy diet includes the following:

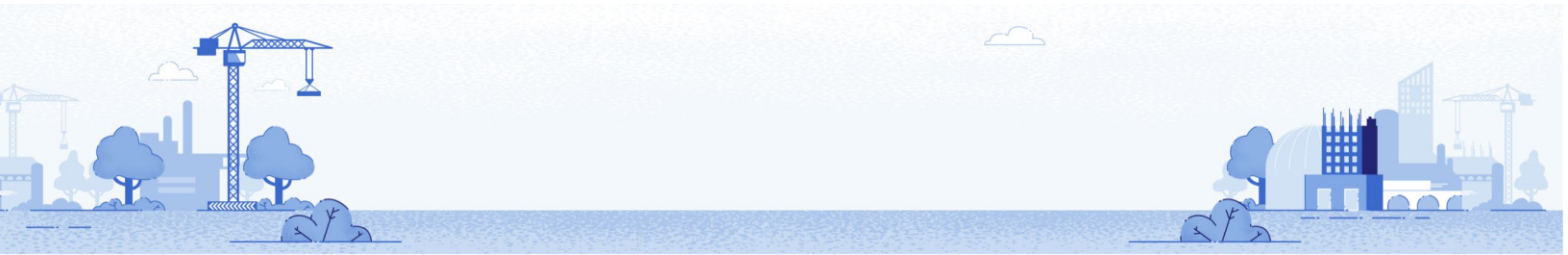
- Fruit, vegetables, legumes (e.g., lentils and beans), nuts and whole grains (e.g., unprocessed maize, millet, oats, wheat, and brown rice).
- At least 400g (i.e., five portions) of fruit and vegetables per day, excluding potatoes, sweet potatoes, cassava, and other starchy roots.
- Less than 10% of total energy intake from free sugars, which is equivalent to 50g (or about 12 level teaspoons) for a person of healthy body weight consuming about 2,000 calories per day, but ideally is less than 5% of total energy intake for additional health benefits. Free sugars are all sugars added to foods or drinks by the manufacturer, cook or consumer, as well as sugars naturally present in honey, syrups, fruit juices and fruit juice concentrates.
- Less than 30% of total energy intake from fats. Unsaturated fats (found in fish, avocado and nuts, and in sunflower, soybean, canola and olive oils) are preferable to saturated fats (found in fatty meat, butter, palm and coconut oil, cream, cheese, ghee and lard) and trans-fats of all kinds, including both industrially-produced trans-fats (found in baked and fried foods, and pre-packaged snacks and foods, such as frozen pizza, pies, cookies, biscuits, wafers, and cooking oils and spreads) and ruminant trans-fats (found in meat and dairy foods from ruminant animals, such as cows, sheep, goats, etc). It is suggested that the intake of saturated fats be reduced to less than 10% of total energy intake and trans-fats to less than 1% of total energy intake. In particular, industrially-produced trans-fats are not part of a healthy diet and should be avoided.
- Less than 5 grams of salt (equivalent to about one teaspoon) per day. Salt should be iodized.

We have a poster available to display on your local notice boards, which can be found at the end of this document and in the download section of the UK News website: www.cemexuknews.co.uk/downloads

Menopause Webinar Fully Booked



Last week we sent out an email inviting you to join our second Menopause webinar. Due to the huge response the webinar booked up very quickly and is now fully booked. We will be running a third webinar shortly so if you missed out this time, be sure to look out for future communications and book your place as soon as you can.





CUSTOMER CENTRICITY

Making a Good Impression in Oldbury



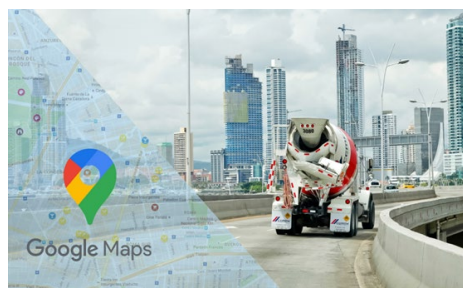
Last week the Oldbury Readymix team had a successful day making a good impression for a new customer. They made the first of three 600mts pours, for what the team hope to be a new contract in Birmingham.

The plant started early to make the most of the quiet roads for a couple of hours. There was great planning and teamwork between everyone involved including the drivers on the day, they were critical to the success. They aimed to make a good impression to the customer to secure the contract, and as they were completed by

3.30pm they believe they made the right impression.

Well done and a big thanks to everyone involved.

Responding to Google Reviews – A New CEMEX Initiative



There is one kind of service review that you may have encountered before, you may have used it to guide your own opinions, or you may even have added your own opinions online. This is Google Reviews!

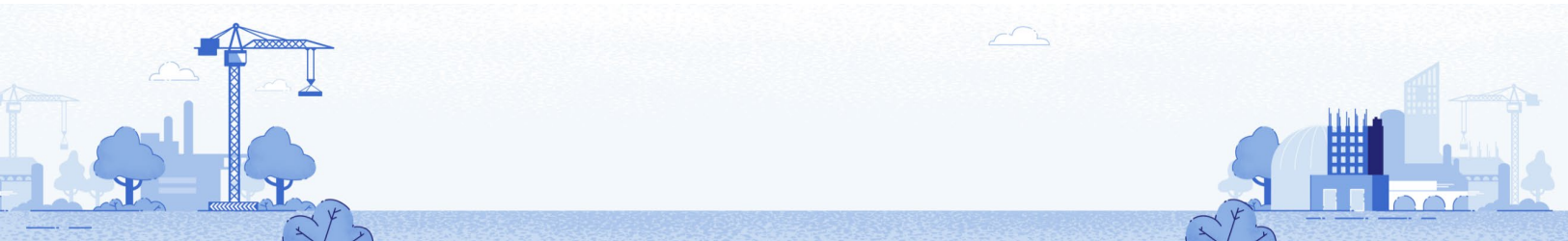
Google allows buyers and visitors to leave reviews and ratings of any business placed on Google Maps, to help other customers decide whether they should use that particular service. People tend to focus more on reviews than advertisements when making

purchasing decisions. Did you know that 91% of people regularly or occasionally read online reviews, and 84% trust online reviews as much as a personal recommendation? This means they trust Google as much as they trust family and friends.

The main idea behind this new company-wide initiative is to let our customers, neighbours and visitors know that we take their feedback into account. From January 2023, here in the UK we are now **responding** to the Google reviews, as part of our closing-the-loop process – an initiative in which we are showing our customers, neighbours and visitors that we listen to them, and care about their opinion. It is a great way to build long-lasting relationships.

Additionally, by responding to Google Reviews we can positively influence the Google Algorithm, which decides the position of CEMEX sites (Locations) in the Google Search Engine. SEO is crucial, not only for the e-commerce industry. It is a great opportunity to reach customers in key moments of their decision-making process.

Importantly, since comments are visible to all users, the message reaches not only the author of the comment but also all our stakeholders: community members, potential clients, drivers, and employees. Then this initiative is also a way of building the company's image – as an organisation with a professional and personal approach to clients. The feedback from reviews will also become a source of



valuable information, giving us a better understanding of what we are doing right or wrong as a business.

Learn more

The article at the end of the document and on the UK News download page: www.cemexuknews.co.uk/downloads you can find out all about this latest CEMEX Customer Experience initiative: the introduction of responses to Google reviews regarding CEMEX.



FUTURE IN ACTION

The First Fully Electric Heavy Concrete Mixer Truck



Volvo Trucks has supplied CEMEX with the world's first fully electric and zero-emission heavy concrete mixer truck at a joint event in Berlin, Germany.

The truck is the latest development of an agreement signed between the companies in 2021 to closely collaborate to improve productivity and carbon emissions reductions through the global implementation of electromobility solutions on mobile construction equipment and trucks, productivity solutions, and uptime services.

The Volvo FMX electric truck can be used for a full day's work with a single top-up charge and will be operating at the Berlin Spandau ready-mix plant in Berlin, starting this month. As fully electric heavy duty transport is gradually increasing, Volvo and CEMEX are working to discover, pilot, and scale the technologies needed to make emissions-free transport also a reality in the construction industry.

"CEMEX is committed to becoming a net-zero CO2 company; innovation and collaboration are at the core of this commitment," said Fernando A. González, CEO of CEMEX. "Our partnership with Volvo has tremendous potential to contribute to the decarbonization of our business. Rolling out our first fully electric ready-mix truck is a strong progress in that direction."

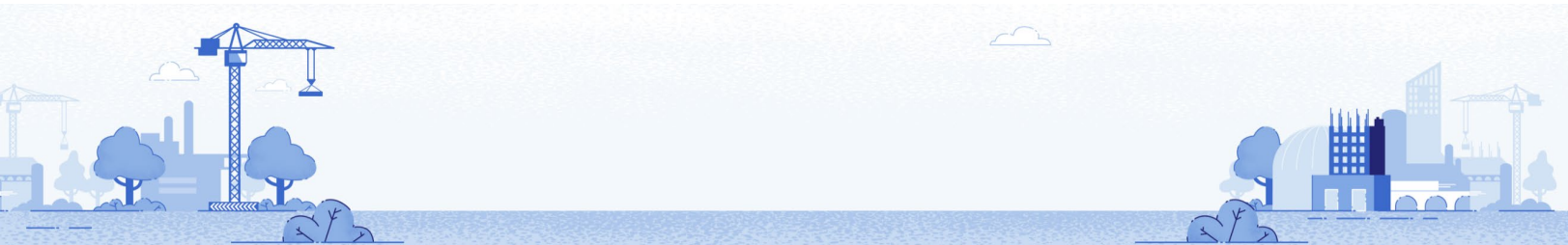
You can watch a short video of the launch [here](#) and read the full press release [here](#).

Cycling for Motor Neurone Disease



Richard Boulton, Commercial Technical Manager – Cement, is doing a charity bike ride in aid of, and to raise awareness of, three Motor Neurone Disease charities/campaigns (MND, My Name's Doddie Foundation and 4Ed (Ed Slater)).

On 11th and 12th March, Richard is planning to cycle from Welford Road Stadium in Leicester (Leicester Tigers RFC) to Kingsholm Stadium in Gloucester (Gloucester Rugby RFC) – a total distance of around 90 miles. The arrival is planned to coincide with the build up to the game Gloucester v Tigers (The Slater Cup) where further charity activities will be taking place.



The campaign [4Ed](#) is to raise funds and awareness to support [MND](#) sufferers following [Ed Slater's](#) (ex Tigers and Gloucester) announcement he is suffering from the condition in the summer of last year and the [My Name's 5 Doddie](#) campaign in a similar vein is in support of MND sufferers in memory of Doddie Weir (Scotland and Lions) who sadly lost his life aged 52 to the condition late in 2022.

The riders will be wearing riding apparel with a mixture of the two teams kit design plus sponsors logos with other support being given through charitable donations and time and of course the normal 'justgiving.com' type channels.

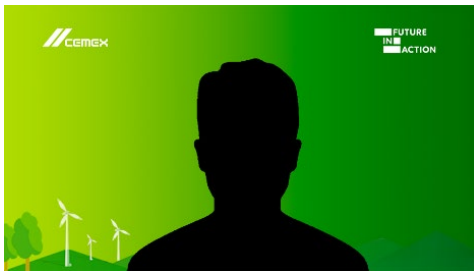
If you would like to support Richard and raise money for these excellent causes, please check out Richard's JustGiving pages below. Thank you for your support.

<https://www.justgiving.com/crowdfunding/cycle4edcampaign>

<https://www.justgiving.com/fundraising/cycle4doddie>

<https://www.justgiving.com/fundraising/cycle4mndassociation>

Using FiA Teams Backgrounds



Did you know you can find a complete set of Future In Action backgrounds for your Teams calls over on the Brand Centre SharePoint. They are available in several colours and sizes.

Click [here](#) to download yours now!

Track Your Contributions Towards a Sustainable Environment



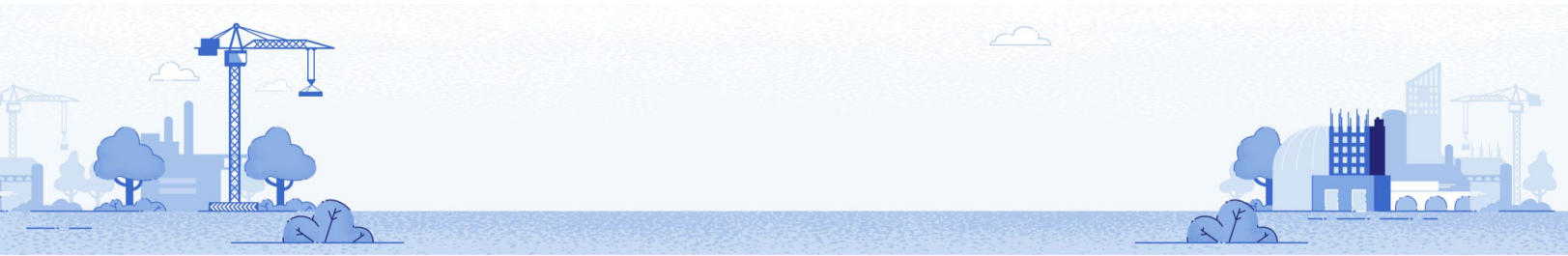
As we aim to become a Net-Zero CO2 company through our Future in Action program, we acknowledge the personal enthusiasm to take actions that contribute to a sustainable future.

CEMEX has launched the **Always in Action** app. This is an action-focused app that enables you to adopt sustainable practices in our work and personal context.

We can track our contributions towards a sustainable environment by downloading our app and registering our actions.

We can reduce CO2 emissions, optimise energy consumption, minimise waste, and save water. All of these can happen at work, at home, and even during your commuting.

To boost the collective enthusiasm, we invite you to participate in our first company-wide challenge: Energy-Saving in the Workplace. This challenge is now available in the app and lasts until 28th February. So, make sure you download the app, sign up to this challenge, register actions, and score points to win eco-friendly prizes.



With simple changes we can make a difference. Our choices and actions matter in building a better and more sustainable future.

To get the app, scan the QR code below. On the UK News download page is a guide to downloading and using the new app.



PROFITABILITY

Double-Digit Top-Line Growth



CEMEX has announced double-digit top-line growth for 2022 and 4th quarter driven by a robust pricing strategy designed to recover margins. For 2022, EBITDA and EBITDA margin showed improving trends in 4th quarter. CO₂ emissions declined by ~4.6% in 2022, the second consecutive year of record carbon reductions.

“2022 was a year of unique challenges as inflation spiked to 40-year highs, but I am pleased by how we responded and expect to continue to see the benefits of our strategy play out in 2023,” said Fernando A. González, CEO of CEMEX. “Importantly, after several quarters in which we have been able to offset inflation in dollar terms, I am seeing growing evidence that actual margin recovery is underway.

While EBITDA margin declined in 4th quarter, the contraction was the lowest of the year, and sequential margins stabilised in a quarter where we historically see a significant decline due to seasonality. We also continued to achieve record-breaking reductions in CO₂ emissions. Since the introduction of our Future in Action program in 2020, we have reduced emissions by approximately 9%, a reduction that in the past took us more than a decade to achieve”.

For all the figures and the full press release click [here](#).

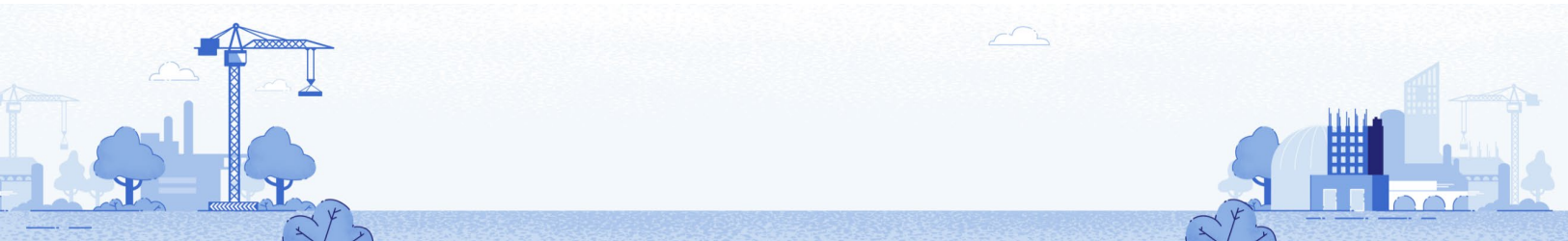


EMPLOYEES

Roadshows are Rolling!



This week Lex Russell, Director of Materials UK, kicked off his Materials Roadshows 2023 at our Sheffield and Oldbury offices with the local teams. It was great to have the opportunity to get together, talk through successes from 2022 and priorities for 2023, while answering questions from the team. Lex is looking forward to visiting more locations over the coming weeks:



- 17th Feb – North West – CEMEX House, Abbots Park, Monks Way, Preston Brook, Runcorn, Cheshire, WA7 3GH – Organiser Damon Montgomery (two sessions, 10am and 1pm)
- 20th Feb, 11am – Marine and South Coast – Southampton Football Stadium – Organisers – Kurt Cowdery and Marcus Rappensberger
- 23rd Feb, 2.30pm – London – Holiday Inn Express Limehouse London, 469-475 The Highway, London E1W 3HN (next to Stepney Readymix Plant) – Organiser Marcus Rappensberger
- 21st March – Home Counties – TBA – Organiser Nick Vivian
- 24th March – South West – CEMEX, London Road, Wick, Bristol, BS30 5SJ – Organiser Rob Sims

If you are interested in joining any future sessions, please check out the dates in the poster at the end of this document and the UK News Download page: www.cemexuknews.co.uk/downloads

ASK LEX - Responses



Last month we launched **ASK LEX**, where we invited you to send in business related questions to Lex Russell, Managing Director of UK Materials. We want all of our employees to feel they can ask questions of our business leaders and receive transparent answers.

Thank you to those who have sent in questions so far. Where relevant, we will share questions and responses from Lex in future UK News editions.

Here is another question sent in for Lex, along with Lex's response:

Q: How does Regenera fit in the CEMEX business? Is it replacing CEMEX?

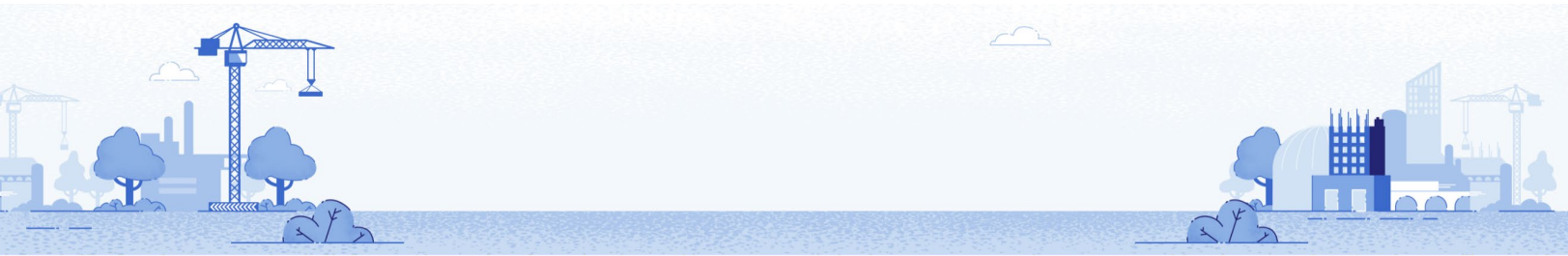
A: *Regenera is not replacing CEMEX in any form – it is simply a new CEMEX business which is now part of our wider global operation.*

Regenera's focus is on the circular economy, one of the pillars in our Future in Action strategy. The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. This extends the life cycle of products.

As part of its efforts to support a circular economy, Regenera will explore ways CEMEX can make the most of existing and new production processes to use non-recyclable refuse and industrial by-products as more sustainable substitutes for fossil fuels and natural raw materials.

Some of our UK sites are already utilising recycled materials in production, and you may have seen stories about this in recent UK News editions. The Materials team will be actively looking for other opportunities to utilise recycled materials in production at other locations – if you have any ideas please do let me know.

Further information will be shared about where Regenera fits in the UK business shortly, but if you have any further questions please let me know.



If you have a question, simply send it through to gb-communicationsandpublicaffairs@cemex.com and the Communications team will manage this directly with Lex. Written answers will then be provided back to you and, if appropriate, shared in UK News for others to read.

Please note that questions cannot be handled anonymously.

We look forward to hearing from you!

Congratulations Fernando



This week our CEO, Fernando González was recognised by the Association to Advance Collegiate Schools of Business (AACSB) as one of 25 leaders committed to making a positive impact on society. This global distinction is awarded to alumni of over 950 AACSB-accredited schools worldwide each year.

“Fernando is a global benchmark for business leaders committed to building a better future, one that strongly believes in empowering people through continuous education and in the critical importance of results-driven climate action to create sustainable value for all. as an alumnus of our school, we are proud and inspired to continue cementing our purpose of rethinking the future of Business to shape the sustainable development of Latin America.” Horacio Arredondo, Dean of EGADE Business School.

Fernando earned his MBA degree from the EGADE Business School. The 2023 class of influential leaders from AACSB is comprised of business school alumni from Brazil, China, France, Ireland, Israel, Malaysia, Mexico, Poland, Switzerland, the US, and the UK. This year's cohort shares passion and dedication to lead and innovate within their industries and impact their communities.

“I feel very honoured for this recognition awarded by the prestigious AACSB, As well as the Tec de Monterey and EGADE, where I had the opportunity to learn and grow. I would also like to express my gratitude to all my CEMEX colleagues, who through their talent and unrelenting efforts, help each day to shape a better future,” said Fernando.

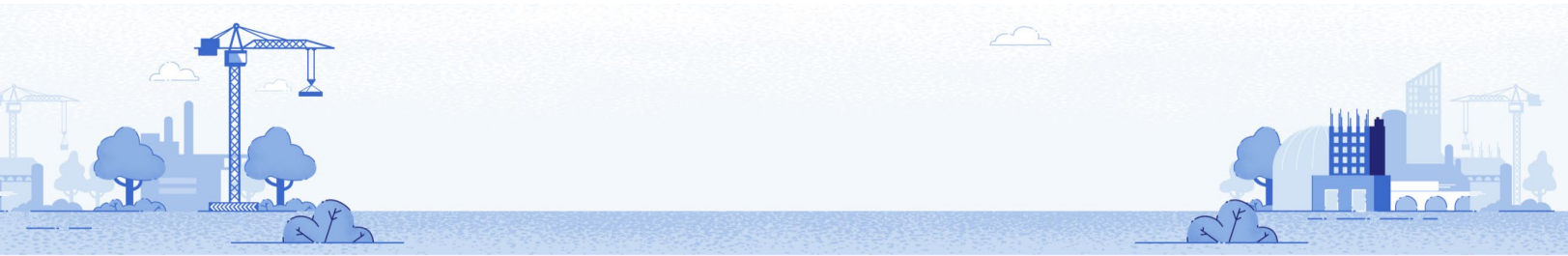
Congratulations to Fernando González on this prestigious recognition and for continuing to lead the way to a more sustainable future.

Long Service Congratulations



Congratulations to Marcus McMullen for reaching 25 years long service. Marcus works as Relief Plant Manager at our Salford Readymix Plant.

Christopher Rudd, Operations Manager, Readymix commented: “Thank you Marcus for all your hard work and commitment, we look forward to your continuing support.”



Random Acts of Kindness



This week is Kindness Week and tomorrow, Friday 17th February, is Random Acts of Kindness Day. Random Acts of Kindness come in all forms, large and small, and how you choose to perform yours is entirely up to you.

You could take a friend out to dinner, for no other reason than that they're your friend. Even just smiling at someone and wishing them a good day could have a profound impact.

What Random Act of Kindness will you do today?

Over on our CEMEX Lifestyle Platform you can find inspiration on how you can get the most out of your discounts platform to help spread kindness to yourself, your colleagues and your loved ones.



The End of IE



Starting 14th February, Microsoft will retire the Internet Explorer browser.

If you use Internet Explorer for daily activities, specific programs, or applications, please migrate to Microsoft Edge for a better and modern web experience.

If you have any compatibility issues please contact GSC for support.

Supporting Earthquake Appeals

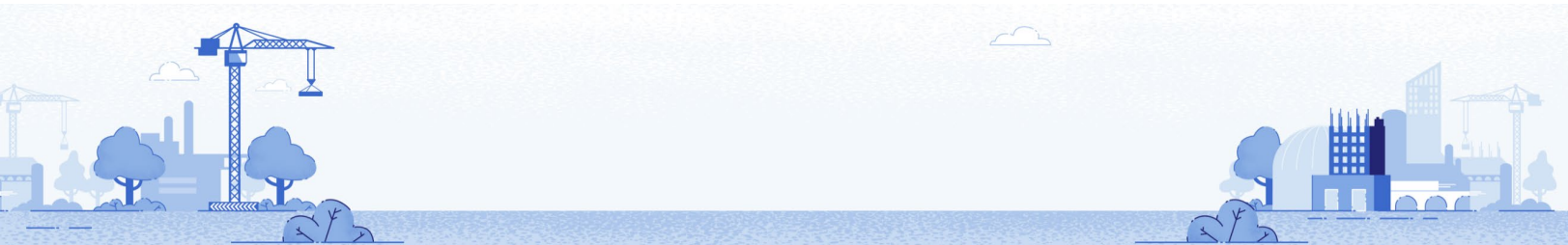


The situation in Turkey and Syria has shocked the world and our thoughts, solidarity and prayers are with these countries.

The Global Cement and Concrete Association's affiliate and partner Turkcimento has shared the following links, should you to support and / or donate to the various emergency appeals.

For your Donations:

Ministry of Interior Disaster & Emergency Management Presidency official accounts
<https://en.afad.gov.tr/earthquake-campaign>



Turkish Red Crescent Association (TURKKIZILAY)

<https://www.kizilay.org.tr/Bagis/BagisYap/405/donations-for-earthquake-in-pazarcik>

AHBAP Platform is entirely a voluntary NGO (Rescue, search, assist etc)

<https://ahbap.org/disasters-turkey>

AKUT is entirely a voluntary NGO (Rescue, search, assist etc)

<https://www.akut.org.tr/en/donation>

The International Federation of Red Cross and Red Crescent Societies (IFRC)

<https://donation.ifrc.org/?campaign=f3cfd66a-0ba7-ed11-a2da-005056010028>

UNICEF TURKEY

https://bagis.unicefturk.org/turkiye_earthquake

Nominate A Colleague



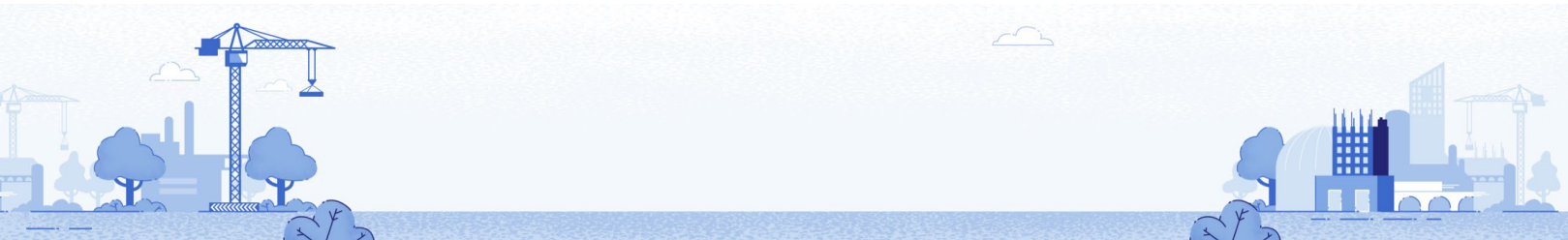
Do you have a colleague who you think deserves a Thanks For Your Effort Award?

You can 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

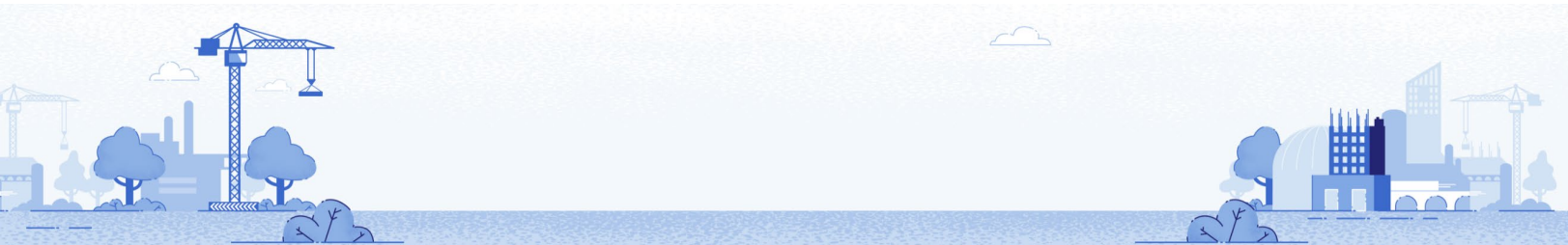
| IVC Ref | Position | Company | Location | Closing date |
|------------|---|------------------------|---------------------|--------------|
| 39-02-2023 | Operative | Materials – Aggregates | Raynes Quarry | 24/02/2023 |
| 40-02-2023 | Pipeline Engineer | Cement Operations | Kensworth Quarry | 23/02/2023 |
| 41-02-2023 | Operative x 2 | Materials – Aggregates | Hamer Warren Quarry | 24/02/2023 |
| 42-02-2023 | Customer Service Centre Operational Excellence Manager UK | Customer Experience | Binley | 28/02/2023 |
| 43-02-2023 | Operative | Materials – Aggregates | West Deeping Quarry | 01/03/2023 |



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.



NEVER FORGET...STAY SAFE



Sunday 19th February marks the 14th anniversary of the death of Gary Ward, an experienced contract Maintenance Engineer. Gary was working for us on a quarry, when he climbed beneath a tracked mobile crusher to inspect a problem; tragically, he left the engine running and an intermittent fault caused the tracks to move, the machine settled into the ground, crushing Gary to death. He was 43 at the time, with two children aged 12 and 8, and engaged to be married later that year.



The investigation by the HSE took some 5 years and culminated with a court case just before Christmas 2014, where CEMEX and Gary Ward's employer were fined a total of £145,000; under the Sentencing Guidelines, this fine would be far higher if the case came to court today.



ISOLATION PROCEDURES

Never work on live or moving machinery – always “lock out”.

The Investigation Identified Some Key Learning Points

- The Safe System of Work for the machine referred to the need to close down the engine and “lock out” by applying a personal padlock...**Do you always follow isolation procedures and avoid taking short cuts? Are the procedures clear / concise, easy to follow and well understood?**
- Despite recent isolation training and holding the industry safety passport, Gary accessed the machine without ensuring it wouldn't operate...**Would you STEP IN and Take 5 Together if you thought someone was working unsafely?**
- An “open” Permit to Work was in place for the overall contract processing operations; however, there was no specific Permit for the maintenance tasks on the day...**Do we ensure effective supervision of contract activities, with necessary Permits to Work in place?**
- A number of defects were identified on the processing plant, which may have contributed to the intermittent fault...**Do we ensure robust maintenance schemes are in place?**

While infrequent, there are still occasions where people fail to follow isolation procedures before starting work on live equipment, putting themselves at risk of injury. Please, look after yourself and each other, always Lock Out, Tag Out, Try Out (LOTOTO)



SAFETY ALERT

Golani Quarry [ISRAEL] 01.01.2023

Employee TRI incident



RWI – Employee's fingers caught in motor belt

DETAILS OF THE INCIDENT

Employee (quarry maintenance manager) was standing on the side, keeping an eye and looking on the maintenance team taking apart the motor belts from their position. One belt was stuck, and the manager decided to jump in and help to release the belt by pulling it with his hands.

He positioned his hands on the belt and very close to the belt rail and when started to pull his fingers were tangled and crushed between the belt and the rail. Employee was evacuated to hospital where 2 of his fingers were partially amputated.

KEY FINDINGS

- **LOTO-TO was applied** before the maintenance work started.
- **Permit to work** was filled before work started.
- Involved **employee is a very experienced** employee and managing the maintenance team on the quarry.
- Work was performed as **a short cut** and according to the manufacturer directions – the tension of the belts should have been released by using the designated releasing screws.
- Involved employee **didn't use the right PPE** – wasn't using gloves.
- Involved employee **did not perform Take 5**, he didn't stop and think and didn't identified the line of fire before taking action.
- There was **a lack of communication** between the team – the other maintenance team members didn't know their manager is going to step in and put his hands in the line of fire.

HOW COULD THIS HAVE BEEN AVOIDED?

- **Perform Take 5** – identify the risks and the line of fire before taking any action.
- Make sure you **don't take any short cuts** and work according to procedures and manufacturer instructions.
- **Let know other relevant personal** before you are going to enter their work environment.

KEY REVIEW POINTS

- Make sure all kind of operations are being done according to the manufacture's instruction and safety instructions.
- Take 5 together – Keep an eye on your peers and intervene if you see them in danger or not working according to the procedures.
- Take 5 – always **STOP & THINK** before acting.




Place where employee positioned his hands




Designated releasing screws

Look after yourself and each other 
Don't let anyone act unsafely, always stop unsafe practices.

Personal Protective Equipment 
Always wear the correct PPE.

Tools and Equipment 
Use the right, well maintained, tools/ equipment for the job. Never make do.

Safe Systems 
Follow safe systems of work, site rules, signage and traffic signals.



STOP THINK ACT

Cancer Prevention Action Week 2023

What changes you can make to your lifestyle to reduce your risk of getting cancer.



Be a healthy weight

Keep your weight within the healthy range and avoid weight gain in later life

Balancing your weight



Limit consumption of red and processed meat

Eat no more than three portions of red meat a week and eat little, if any, processed meat

What counts as processed?



Move more

Be physically active as part of everyday life – walk more and sit less

Getting active



Avoid high-calorie foods

Limit consumption of fast foods and other processed foods high in fat or sugar

Stay full for longer

CARDI-O TIPS:



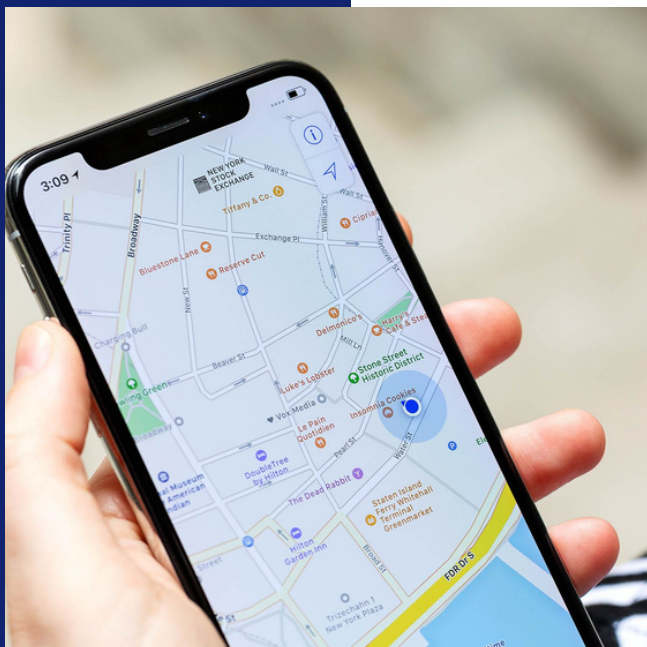
A healthy diet can help **reduce** your risk of developing coronary heart disease and stop you gaining weight, reducing your risk of diabetes and high blood pressure.





Responding to Google Reviews – a new Cemex Initiative

There is one kind of service review that each of you must have encountered before. You must have used it as a source of opinion at last couple of times. And for sure, a significant part of you has even added your own opinions there. This is of course about Google reviews.



Google allows buyers and visitors to leave reviews and ratings of any business placed on Google Maps, to help other customers decide whether they should use that particular service. And people tend to focus more on reviews than advertisements when making purchasing decisions. Did you know that 91 % of people regularly or occasionally read online reviews, and 84 % trust online reviews as much as a personal recommendation? This means they trust Google as much as they trust family and friends.

84%



trust online reviews as much as a personal recommendation

source: inc.com

So, we can say word of mouth is being spread loudly by the mouth of Google today.

In this article, you will learn about one of the latest Customer Experience initiatives: the introduction of responses to Google reviews regarding Cemex.

The idea

The main idea behind it is to let our reviewers know that we take their feedback into account. Therefore, Google review answers are part of our closing-the-loop process – the initiative in which we are showing our stakeholders, that we listen to them, and care about their opinion. The goal of the whole process is to understand what is not working right and address it in the appropriate areas.

But there is also one important issue related to search engine positioning. By responding to Google Reviews we positively influence the Google Algorithm, which decides the position of CEMEX sites (Locations) in the Google Search Engine. As you know SEO is crucial, not only for the e-commerce industry. It is a great opportunity to reach customers in key moments of their decision-making process.

And since comments are visible to all users, the message reaches not only the author of the comment but also all our stakeholders: community members, potential clients, drivers, and employees. Then this initiative is also a way of building the company's image – as an organization with a professional and personal approach to building relations. Besides that, the feedback from reviews may be really a source of valuable information. It gives us a better understanding of what we are doing right or wrong as a business.



“ Since December 2022, we have been responding to location ratings on Google when the user enters a text in addition to their star rating. We find that these ratings are predominantly positive (4, 5). The good service, the advice and the friendliness are always points that are mentioned positively. To what extent our reactions have an influence on the evaluators cannot yet be assessed at this early stage. A further reaction to our comment (thumbs up (helpful) / thumbs down (not helpful)) has not yet been given by the users. ”

– says **Norina Szameit, Head of Service Center Germany**

Cemex in Germany has one of the biggest numbers of google reviews currently.

How do we do it?

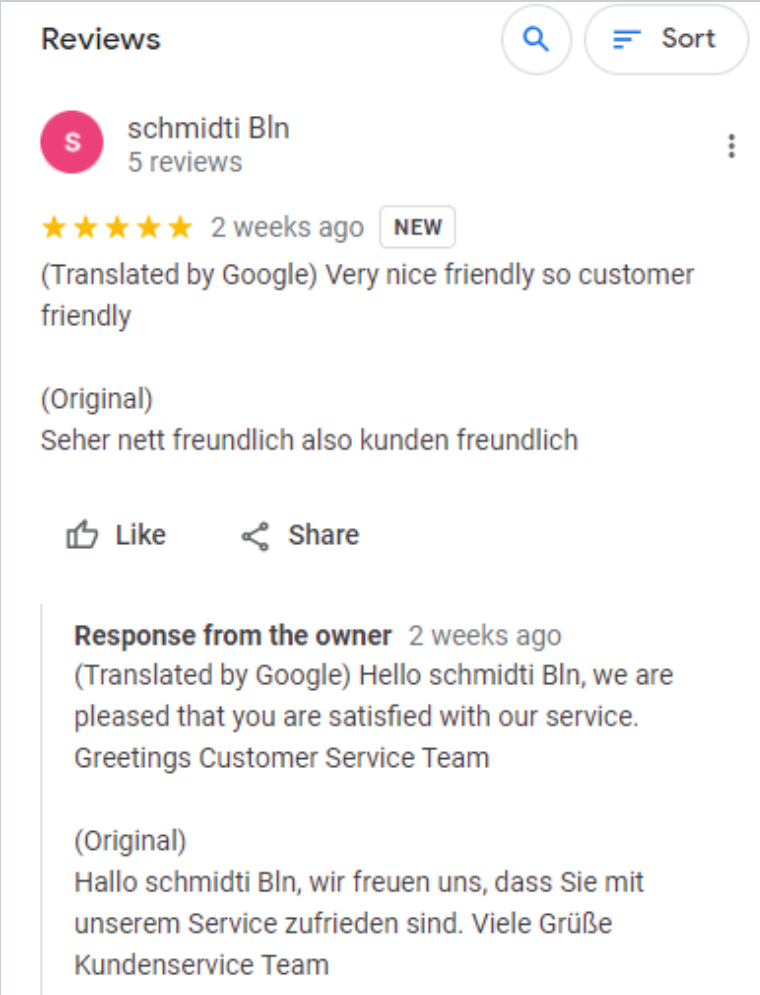
At the end of 2022, we implemented a process of monitoring and reacting to reviews given to Cemex. A dedicated dashboard has been added to Qualtrics, allowing us to reply to comments directly and the response will automatically appear on Google. The dashboard not only simplifies the process, with no need to enter Google Account but also helps monitor opinions and gather the voice of customers in one place.

Before that, the workflow to reply to reviews had to be designed and people responded to the communication designated locally. In charge of this process are Customer Service Centres – as the first line of follow-up owners, and the Communications Team – as the second line, for more complex or sensitive comments. They receive alerts about new ratings with comments on the Cemex location. The designed process also defines the type of message depending on the rating and content.

What does the communication look like?


As previously mentioned, answering reviews is a part of the CLP process. That means not always communicating with the authors directly through google service. In some cases, we use it to guide them and redirect them to the other channel of communication. For example, if customers want to share more details with us or to take official action on their case, they must use an official channel, such as a website form, to inform us of the issue.

The answer message depends on the comment contents. If it is positive, the answer is primarily a thank you for feedback. This way we show our gratitude for their review, and for the time someone spent writing it. Also, we present Cemex as a professional firm, that has good relations with stakeholders. What is important in such communication is personalization and understanding of the local cultural context. That is why local teams are responsible for this task. The message cannot be generic, and it should be addressed directly to the author, like in this example from Berlin:



The screenshot shows a Google review interface. At the top, there's a 'Reviews' header with a search icon and a 'Sort' button. Below this, a review from 'schmidt Bln' is displayed, who has 5 reviews. The review is a 5-star rating, dated '2 weeks ago', and is marked as 'NEW'. The review text is '(Translated by Google) Very nice friendly so customer friendly'. Below the translated text is the original German text: '(Original) Seher nett freundlich also kunden freundlich'. There are 'Like' and 'Share' buttons below the review. A response from the owner is shown below the review, dated '2 weeks ago'. The response text is '(Translated by Google) Hello schmidt Bln, we are pleased that you are satisfied with our service. Greetings Customer Service Team'. Below the translated response is the original German response: '(Original) Hallo schmidt Bln, wir freuen uns, dass Sie mit unserem Service zufrieden sind. Viele Grüße Kundenservice Team'.



Reviews

 **schmidt Bln**
5 reviews

★★★★★ 2 weeks ago **NEW**

(Translated by Google) Very nice friendly so customer friendly

(Original)
Seher nett freundlich also kunden freundlich

 Like  Share

Response from the owner 2 weeks ago

(Translated by Google) Hello schmidt Bln, we are pleased that you are satisfied with our service. Greetings Customer Service Team

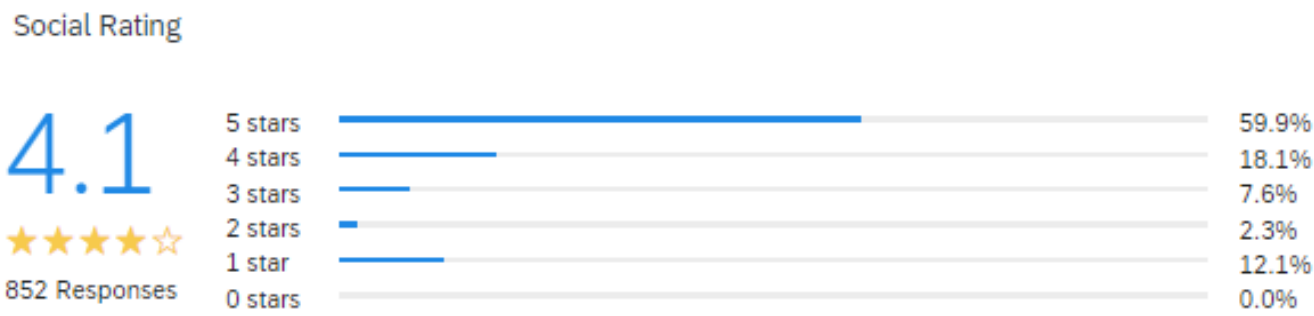
(Original)
Hallo schmidt Bln, wir freuen uns, dass Sie mit unserem Service zufrieden sind. Viele Grüße Kundenservice Team

Obviously, the task requires a different approach when the comment is negative. If it is negative we ask the author to contact with customer center to understand the problem better. Proceeding in this way we are showing interest in customer feedback. It is important to maintain a polite nature of communication, it is the basis of professionalism, but also of empathy.

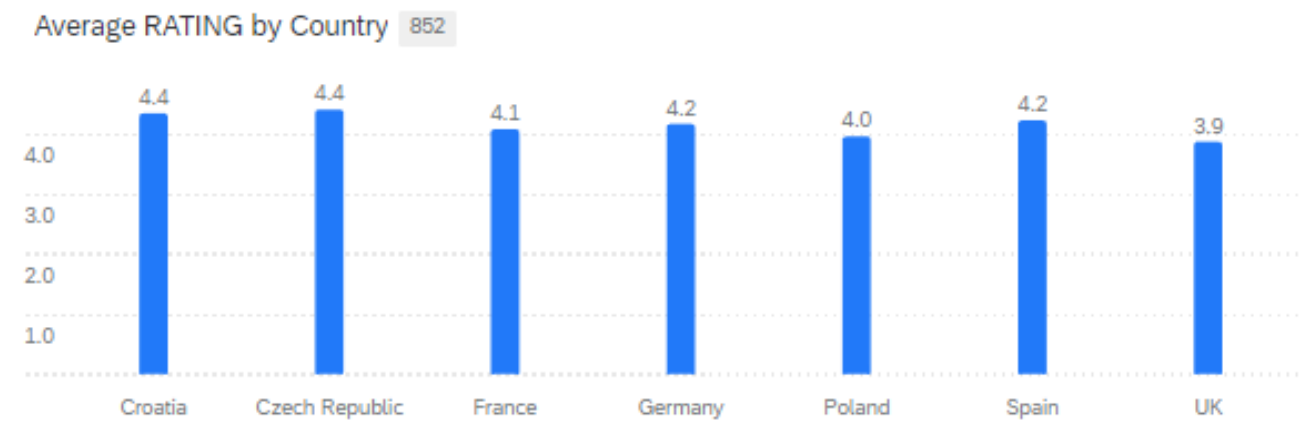
But there are also special cases where the comment refers to a situation that may cause a reputation crisis. Then a team is appointed to establish rules for communication. They decide what kind of message shall be published or any other reactions shall be done. Sometimes is better to not comment on google or social media, for example in case of a road accident.

How do they rate CEMEX?

The average rating of our organization in EMEA is 4.1, with above 60% of users giving us the highest note: five stars.



Cemex EMEA average rating, Qualtrics



Cemex average rating per country, Qualtrics

But what is more interesting from the point of view of customer experience are comments from those who are not fully satisfied, because they often give valuable feedback on what can be improved.

” *If you look back at the older comments, you will notice that there are always entries that serve more as tips for others (fast loading or unloading, good handling, space available at the respective plants, supply facilities nearby (food, toilet). There is certainly potential here to create or further expand more service offers for haulage drivers.*

If something was rated negatively, it was more in the area of occupational safety. According to the comments, the hauliers or even external companies feel that our safety measures are too high or too strict. The goal here should be to raise awareness and make these safety measures a matter of course for visitors. It remains to be seen to what extent this can be achieved, especially in these individual cases, by responding to the comments. However, it is good if these statements no longer remain unanswered and Cemex shows how important this topic is.

– says Norina Szameit.

”

Replies to Google reviews is a recent initiative in Cemex, but we can already see that it helps us get closer to our clients and strengthen relationships with them, in line with the customer-centric organization idea.

Data in this article comes from our Qualtrics Google Reviews dashboard.
If you want to know what other dashboards we use and receive links to them, visit our

EMEA Customer Experience HUB

EMEA Stories



EMEA CUSTOMER EXPERIENCE TEAM



MATERIALS

ROADSHOWS

WITH LEX RUSSELL

SAVE THE DATE

13th Feb – Yorkshire – Sheffield. Organiser: John Parker

15th Feb – Midlands – Oldbury. Organiser: Rob Sims


17th Feb – NW – Preston Brook. Organiser: Damon Montgomery

**20th Feb – Marine & South Coast – Southampton.
Organisers: Kurt Cowdery & Marcus Rappensberger**

**23rd Feb London – Stepney.
Organiser: Marcus Rappensberger**

**21st March - Home Counties – TBA.
Organiser: Nick Vivian**

**24th March - South West
– Wick. Organiser: Rob Sims**

A photograph of a train on tracks, carrying several grey hopper wagons filled with material. The CEMEX logo is visible on one of the wagons. The background shows a green field and trees.

**TO BOOK YOUR
PLACE,
PLEASE CONTACT
THE ORGANISER**