

Join The **Circular Economy** Global Challenge!

From April 15th to 26th



How can I join and use the app?



1 **Always In Action**

Go to App Store or Google Play and download the app, in case you don't have it. You can use these QR codes for easy access.

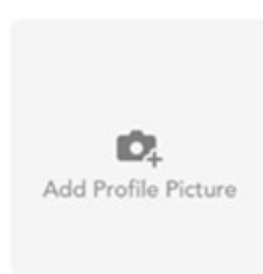
2

Create your profile

Sign in with your Cemex credentials by Single Sign-On (SSO) and create your Profile.

You will have to add a profile picture. Click on the camera, take a new photo, or choose one from your library.

Choose a Display Name and a Headline that best describes you, be original!



Display Name

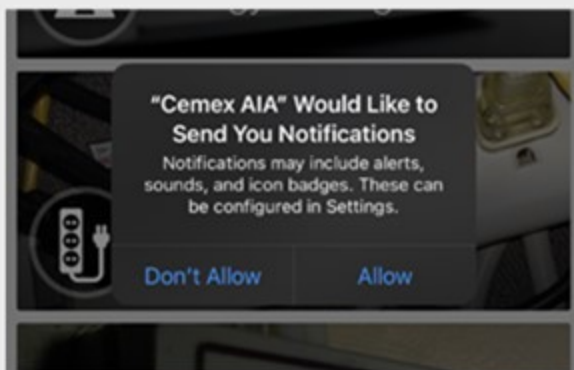
Headline

3

Finishing touches

Remember to allow the app to use your location and send notifications.

And you are set up!



Navigating Circular Economy Actions

Actions

Actionize your Values! Choose what actions to include in your challenge

Name	Description
Lunch Box	Pack your lunch in a reusable bag or container - you'll save money, packaging and the time it takes to stand in line.
Sustainability Action	Don't see a Sustainability Action you want to Log? Share what you're doing with this handy Action.
Print Double-Sided	Log this Action when you print double-sided pages (or on one side of each page). This saves most people more than 20% of their average paper output!
Reusable Mug	Whether you're in a cup or decaf every morning or if you prefer tea, you should carry a reusable mug, in terms of energy used and pounds of trash. Reusable paper cups are worse than aluminum.
Reusable Shopping Bag	Get your reusable bag! Stop it in a closet. Log this Action every time you say, "No bag, thanks!" at the store.
Reduce Washing Water	Waiting for that "just right" temperature? Capture that warm greywater from the sink, shower or tub and use it for flushing and watering. Your toilet or garden can't tell the difference. Log it each time you use greywater instead of fresh water for use around the house or outside.
Reusable Water Bottle	Many brands of bottled water are really just tap water - at 2,000 times the cost. Log this every time you refill your reusable bottle.
Recycled Printer Paper	Can you tell the difference between non-recycled and recycled printer paper? Today's papers are engineered for use in to speed copiers and printers. It's a pack of 20% recycled, some white paper, 100% Recycled.

Identify Circular Economy Challenge Actions!

Each one is a unique activity that helps the planet.

Tap the action to explore and learn how can you act.

Identify deadline to participate.

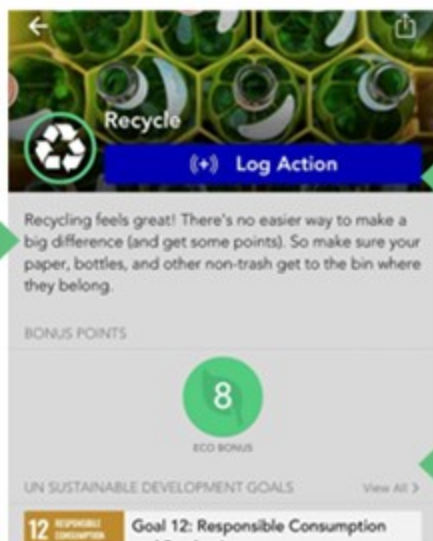
Remember that your point and actions will only count during these days, don't forget to register daily actions!



Choose an Action

Once you choose an Action, you can Buzz it when you do it in real life.

Each Action gives you points!



PRO TIP!

If you upload a photo, more points will be awarded!

Bonus

Each Action can also give you an Eco bonus or Wallet bonus.

There are other features like:



Activity

You can share posts & photos inside the App and your social media.

Get inspired with best practices & habits of your colleagues.



Challenges

You can participate in Challenges and see the top performers on your leaderboard.

Check the leaderboard to see who has the highest score and will receive eco-prizes.



Notifications

You'll get notified when you get a new follower request, challenge, or message!



Profile

Where you can check your stats!

And most importantly, where you can check on the **total impact of your actions**.

Let's all be Always in Action.

We all win when we take care of our planet.