

Join The **Action!**  
Be the **change** for  
a better future



EMEA  
**CEMEX**  
**4YOU**  
Our  
experience

# Take part in our Global Challenge



Download on the  
App Store



GET IT ON  
Google Play



Here by design there is no waste

Join our  
**Circular  
Economy**  
Global Challenge  
from  
**April 15th – 26th**  
in the **Always in  
Action app**



## Our goal for 2030

Process &  
transform +40  
million tons of  
waste



Be part of FiA pillar  
through actions of  
circular economy

Learn more  
Scan here!!

 **CEMEX**

# Join The **Circular Economy** Global Challenge!

From April 15<sup>th</sup> to 26<sup>th</sup>



## 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.

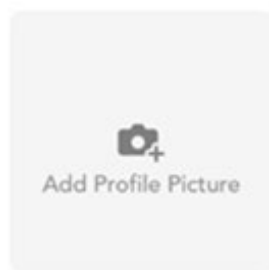
2

#### **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

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Headline

---

3

#### **"Cemex AIA" Would Like to Send You Notifications**

Notifications may include alerts, sounds, and icon badges. These can be configured in Settings.

Don't Allow

Allow

#### **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 %
Launch Box	Park your launch in a reusable bag or container - just save money, packaging, and the time it takes to clean it up.
Sustainability Action	Don't use a sustainability action you want to Log! Share what you're doing with the world.
Recycle Paper	Log this Action when you print double-sided paper or use the back of single pages. This saves more people more than 20% of their average paper waste!
Reusable Plug	Whether you have a plug or don't have one in your home, you should only use a reusable plug in both of energy used and pounds of trash. Reusable disposable paper cups are worse than aluminum.
Reusable Shopping Bag	Get your reusable bag! Stop it in time! Log this Action every time you log, for bag, basket, or the store.
Re-use Water	Waiting for that just-right "temp shower"? Capture that excess, give water from the sink, shower, or tub a second life for flushing and irrigation. Your toilet or garden can't tell the difference. Log each time you use greywater instead of freshwater for use around the house or outside.
Reusable Water Bottle	Many brands of filtered water are really just tap water - at 2,000 times the cost. Log this every time you fill your reusable bottle.
Recycled Paper	Can you tell the difference between non-recycled and recycled printer paper? Today's paper is engineered for use in the speediest copiers and printers. Try each of 20% recycled, faster white paper, 20% 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!

Start: Apr 15, 2024 12:00 AM

End: Apr 26, 2024 11:59 PM

**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.