



Welcome to UK News 18th July 2024
your weekly update from around Cemex UK

View UK News on: www.uknews.co.uk

You can also follow us on our
social media channels

@CEMEX_UK

CEMEX-UK

CEMEXUK



HEALTH & SAFETY

Global Safety Alert



The latest Cemex Global Safety Alerts relate to two fatal incidents involving operations outside of the UK. Both incidents tragically resulted in the deaths of people on customer sites.

You can find the two Global Safety Alerts at the end of this document and on the UK News download page:
www.cemexuknews.co.uk/downloads

In the first Alert a mixer truck driver tragically ran over a construction worker. There were several factors that contributed to the incident:

- The lack of a robust traffic management plan/system.
- Positioning of the camera monitor in the driver's field of vision – It is essential vehicle dashboards/windcreens are kept clear of all obstructions.
- Driver awareness of others in the area at greater risk of injury such as pedestrians.
- Shortfalls in the wearing/enforcement of high visibility clothing.

The second incident, in which a worker in a yard was killed when a bundle of reinforcing bars weighing 600kg fell from a truck, highlights the need for clear loading/offloading procedures including safe systems of work, suitable equipment, designated areas and exclusion zones. Working practices on customer sites can vary and it is important Drivers Take 5 and consider the MYSPACE principles to identify the safest methods of working and SPEAK UP whenever they have any safety concerns.

Please review these tragic incidents with your teams, taking the time to consider if there are any improvements we can make to eliminate/reduce the risk of incidents. The Alerts should also be posted on relevant notice boards.

Cemex Global Protocols require all Fatal Alerts to be communicated and managers to capture the signature of employees and contractors to confirm they have received and understood the information and the control measures they need to adopt. In addition, operations are invited to observe a one-minute silence in memory of the deceased at the time of discussing a Fatal Incident Safety Alert.

Before starting any new task always **STOP, THINK... & CHECK** it is safe, and always **STEP IN** if you see anything unsafe.



Look after yourself and each other. Health and safety information and resources can be found at the following location <https://cemex.sharepoint.com/sites/UKHealthandSafety>

School's Out for the Summer!

As school holidays commence it's crucial for all drivers to be extra vigilant regarding vulnerable road users.

Take extra care to look out for children now there will be an increase in the numbers of younger pedestrians and cyclists on our roads.

Here are some essential precautions for drivers:

1. **Reduce Your Speed.**
2. **Expect Different Road Users:** Be prepared to encounter various road users. Children, in particular, may misjudge vehicle speed and distance.
3. **Patience and Space:** Give others time and room. Avoid rushing or aggressive manoeuvres. Remember that vulnerable road users are at greater risk in any collision.

By adhering to these guidelines, we can all contribute to safer roads during the holiday season. #Zero4Life



Supply Chain Teams Celebrate 2 Years ZERO LTIs

Congratulations to the Aggregates and Asphalt Supply Chain team on reaching 2 years LTI free.

Dave Hart, Supply Chain Director, shared: "This is an impressive achievement by the teams and all those stakeholders internally who have helped reach this milestone despite the many challenges faced every day, both on and off road. Let's ensure we continue to look after our drivers, hauliers and customers with a relentless focus on safety and wellbeing. Well done to everyone involved, thank you for your commitment and focus on Health & Safety as our number one priority."



LTI and TRI milestones demonstrate that ZERO is possible, especially in challenging environments and working processes. With the right level of focus and attention to health & safety, our Zero4Life objective can be met and sustained.



Zero4Life: Let's Do It!



In case you missed the video from our CEO Fernando Gonzalez last week, where he shared some important Health & Safety messages, you can read the transcript here:

Fernando's Message....

"Hello, I hope you and your families are healthy and safe.

I say that, not as a general introduction, but with feeling and sincerity, because after all, what can be more important than everyone being healthy and safe? This is why, at Cemex, Health and Safety is our number one Priority. There is nothing more important.

We should be proud of what we have been achieving over the years in terms of the significant number of injuries we have been preventing and the culture we are creating. We have improved materially to become a positive industry benchmark, although for the past few years our performance has been static, and we now need to increase our efforts further to take the next step towards our ZERO 4 Life objective.

The majority of our operations are already achieving ZERO injuries, in fact, 95% with ZERO LTIs and 87% with ZERO TRIs. The teams in these operations are already showing us what is possible everywhere and if the rest can come on board to reach the same performance level, then we will be able to take those next steps forward.

We are all in this together, and we need everyone's engagement and commitment at all times to realise our objective and keep everyone safe. We can all make a real difference, so LET'S DO IT!

You will see and hear this slogan regularly going forward, often alongside our ongoing ZERO 4 Life identity, as a reminder and to symbolize that we now need to turn our objective into an achievement everywhere.

Quite simply, now is the time to make things happen, so LET'S DO IT!"

You can also watch the video [HERE](#)



Safety Essential #7 - Safe Driving

Safe driving is crucial to ensure the well-being of employees, contractors, members of the public and the overall safety of the workplace.

Verifying that every driver is authorised and competent to operate their assigned vehicle or mobile plant is essential. Supervisors play a critical role in this process by ensuring that drivers possess the necessary skills, certifications, and licenses. They must also confirm that vehicles are suitable for their intended tasks and receive regular maintenance to prevent mechanical failures that could lead to incidents.

Regular inspections and timely repairs are key to maintaining optimal vehicle conditions. This includes checking brakes, tyres, lights, and other vehicle safety features. The goal is to eliminate driving-related incidents that can result in severe injuries or fatalities. This requires a proactive approach to safety, including comprehensive training programs, strict adherence to safety procedures, and continuous monitoring of driving practices.

Employees and contractors also have a vital role in maintaining safe driving practices. They must conduct pre-trip inspections to ensure their vehicles are safe to operate and adhere to traffic regulations and site-specific rules while driving. Prioritising safe driving practices protects individuals and contributes to safer roads together.

Remember that at Cemex we also have the 12 Driving Essentials, which you can check here:

[Driving Essentials \(sharepoint.com\)](https://sharepoint.com)



CUSTOMER CENTRICITY

Reshaping Society

In the July issue of International Cement Review you can read our latest thought leadership article entitled 'Reshaping Society'.

Written for the magazine's Concrete Advances (Concrete Tech) feature and by-lined to Richard Kershaw, it's a good overview of UK and Euro perspectives with a spotlight on Europe-wide innovations.

We have taken the timely opportunity to focus in on end-to-end digital solutions (Cemex Go, BIM and i-Con), Regenera, lower carbon Readyblock, Vertua® luminescent concrete benches in Paris, and hydrogenated vegetable oil vehicle power at Tilbury – all wrapped up in Future In Action.



You can read the article at the end of this document and on the UK News download page:
www.cemexuknews.co.uk/downloads



FUTURE IN ACTION

Follow-Up and Recording of Recycled Aggregates Webinar

As many of you will be aware we hosted a Recycled Aggregates and Circular Economy webinar in the UK last week which was attended by over 235 participants, and reflects the importance of this topic in helping our business achieve its global ambitions of becoming a net zero business by 2050.



There were a range of speakers talking about a number of important topics that will help us to understand the steps that we can take and some of the challenges that we need to overcome in order to meet our own ambitious targets to increase the volume of recycled aggregates being used in our concrete. This will ensure that the UK plays its part in promoting a circular economy and achieving our Future in Action objectives.

If you missed the webinar but want to watch the recording you can do so by clicking [HERE](#), we've also made the accompanying slides available in PDF format for you to view [HERE](#).

Highlights from July

The level of engagement both during and following the Recycled Aggregates webinar has been very encouraging and we'd like to provide some updates on the activities that are now taking place:

- We have progressed to eight plants now consuming recycled aggregates across South West, Midlands, Yorkshire & North West markets. We're now targeting sources within the Home Counties (Kettering due to start imminently), followed by London & South Coast.
- The numbers for the month of July, up to and including the 10th, are laid out in the table below (627m³ sold containing recycled aggregates, in which 603 tonnes were consumed).
- We are on target for a record month and the fourth month in a row showing an incremental growth in tonnes consumed and total number of sites consuming.

Plant	Name	Code RMQ	Material	Material Description	M3 Delivered	TNs INC % CALC
I120	Newport	SGMR	1401455540	0/4 MP Recycled Sand	196.80	197.15
I075	Hereford (2)	SGMR	1401455540	0/4 MP Recycled Sand	187.70	169.84
I100	Cardiff	SGMR	1401455540	0/4 MP Recycled Sand	80.00	95.84
I098	Builth Wells	SGMR	1401455540	0/4 MP Recycled Sand	91.30	94.87
I083	Pershore	SGMR	1401455540	0/4 MP Recycled Sand	41.00	35.75
I121	Derby 2	SGMR	1401455540	0/4 MP Recycled Sand	13.20	5.52
I057	Ellesmere	SGMR	1401455540	0/4 MP Recycled Sand	4.00	2.98
I032	Chesterfield	GL2GR	1401455333	4/20 Recycled Limestone	13.80	1.55
Total					627.80	603.49



Continuing to track our progress

We've provided links to the following PowerBI reports to allow you to track our progress and performance with regards to testing opportunities and overall volumes of aggregates consumed in our Readymix. The following links will allow you to access these.

Progress with testing of recycled aggregate sources: [Circular Economy Opportunity Tracker](#)

Progress with recycled aggregates consumed: [Recycled Aggregates Used / Concrete Volumes Produced](#)

(*Please note you may need to request access to this report once you have clicked on the link)

Got any questions?

Please just ask – we would encourage anyone wanting to follow up on any of the topics relating to recycled aggregates to contact either: Steve Sheller (stephen.sheller@cemex.com) or Michael Haines (michael.haines@cemex.com) who will be able to help with your enquiry.

Thanks once again to everyone who attended on the day, your support is greatly appreciated.

Nature Around Cemex Europe Newsletter – Summer 2024



The Summer 2024 edition of the European Nature Newsletter, Nature around Cemex Europe, is now available to read. This is a collection of short stories which give a snapshot of what the Sustainability teams from across Europe have been doing, based around the topic of Biodiversity.

You can download it to read [HERE](#).

Please feel free to share or print off for noticeboards.

Take Part in the Big Butterfly Count



The UK's annual Big Butterfly Count is now live, running until 4th August.

The Big Butterfly Count is a UK-wide survey aimed at helping to assess the health of our environment simply by counting the amount and type of butterflies (and some day-flying moths) we see.

Why not take part! It only requires 15 minutes of your time and it's easy to use the App to record your observations. Insects have been in serious decline for decades and this project is helping Scientists understand the reason behind the losses.



Cemex works with Butterfly Conservation at several sites and they've always been helpful and encouraging, their advice has seen new habitats created that help support butterflies and moths.

Take part by clicking [HERE](#)



PROFITABILITY

Willington Quarry Team Scoop Idea of the Month

On behalf of the Management team, a big 'Thank You' goes out to everyone for continuing to develop and implement their ideas that will help make Cemex a Safer place to work, with better Quality and greater Efficiency/Effectiveness.

The following summary gives a brief overview of the ideas from the June 2024 competition:

- Leighton Buzzard Readymix – Have replaced heavy steel gully covers with lightweight high-vis plastic gully covers which had better slip resistance and are lighted to remove.
- Willington quarry – Installed full servicing Preventative & Predictive intervals for all critical parts within the quarry using Checkproof's 'Service' tab.



Click [HERE](#) to read a high-level PDF presentation of the Willington team's winning idea, to share with your teams – if you want further information on any of the Ideas, please visit the Ideation platform via the links here. Here is a direct link where you can search for any topic: <https://cemex.idhall.com/>



EMPLOYEES

Get Ready for Cemex Wellness Week!

Coming this September!! Cemex UK is thrilled to launch our very first Cemex Wellness Week, and we want YOU to join in the fun!

As One Cemex, let's seize this opportunity to prioritise our wellbeing, get Fit4Life, and explore new ways to stay active. Together, we can foster a positive team spirit and build healthy habits.

What's happening?

From 16th September to 20th September, a dedicated group of cyclists will embark on a 5-day bike ride. But that's not all! We invite everyone to participate in



wellness activities at your offices, sites, or homes. Let's see how many equivalent miles we can achieve together! Can we match the cyclists' efforts?

Are you passionate about cycling? We are assembling a core team of cyclists to cover over 400 miles, across five days, from Stockton-on-Tees to our UK Marine office in Southampton, stopping at Cemex sites along the way. If you have participated in multi-day cycling challenges before and are eager to join this epic journey in some way, then complete the short form to share your cycling experiences.

REGISTER YOUR INTEREST NOW! Click [HERE](#) or use the QR code in the poster at the end of this document and in the download section of the UK News website: www.cemexuknews.co.uk/downloads, to complete the expression of interest form.

Join the challenge for a cause

During the Cemex Wellness Week our #collaboratingforcommunities campaign will spotlight the incredible work of the charity Sense. We will be raising awareness and funds to support their mission.

Get involved

In the coming weeks we will be sharing more details on how everyone can participate in wellness activities and contribute to our collective mileage goal alongside the core cyclists.

Wellness is a lifestyle

Wellness is not just a one-time event, it's a way of life. Let's create a ripple effect of health, happiness, and resilience. **Together we can get Fit4Life!**

About Sense

We're proud to support Sense, a UK charity that aligns with our Diversity, Equity, and Inclusion (DEI) strategy. Sense helps thousands of people who are deaf, blind, or have complex disabilities to find employment and experience the world to their fullest potential. Their belief is that everyone should be able to participate in life, regardless of their disability.

**** Managers, please share this communication with your off-line colleagues, and share the poster on all workplace notices boards****

Digital Forward: Enabling a Digital-First Commercial Experience

Digital Forward is our new global program designed to leverage digital technologies to evolve business processes, provide a superior customer experience, and increase business value for Cemex.

Cemex is committed to developing a Superior Customer Experience. Our Digital Forward program will steer us towards becoming a 100% digital organisation, enabling us to evolve our business processes and increase business value with new technologies.



Having a Digital-First Commercial Experience is essential to remain competitive, meet customer expectations, and drive growth in today's interconnected world. This is why the first focus area of our Digital Forward Value Creation Model is the Commercial Experience.

Our best example of how we are achieving complete digitalisation among our customers is Cemex Go Oline Store. This platform is transforming how customers interact with the company by providing better services through digitalisation.

We aim to transform every customer-facing role into a digital promoter, enabling self-service capabilities across the customer's journey.

We want to integrate digital solutions so we can reach full adoption from customers and support our digital-first strategy by automating analogue processes and promoting our digital channels to place, manage, and track orders across our main business lines.

We will be committed to following up on our customers' behaviours to ensure the platform's adoption, so they can remain in our digital channels rather than turning towards analogue ones. Additionally, we will focus on achieving 100% visibility and traceability of our customers' journey through our digital path, from early stages all the way through lead and opportunity management until they're ready for order transactions.

With these efforts, we are enabling a digital-first commercial experience that is transforming the way we do business, and we are looking forward to enriching the customer experience with digital evolution across our entire value chain.

Our digital strategy challenges us to focus everything we do, directly or indirectly, in creating value for our customers. We invite you to think differently, and rely more on data to make decisions, be curious, and constantly learn new things to become part of the change that moves Cemex forward.

If you want to learn more about the Digital Forward program and its main processes, please visit our [Official Website](#) and be part of the cultural change. You can also join our Viva Engage Community [HERE](#)!

Steve Broomfield Celebrates 40 Years Service

Congratulations to Steve Broomfield, Sales Executive, Mortars, as he celebrates his 40 years long service with our company on 1st August.

Steve joined the company as a Sales Trainee in August 1984. He rapidly became a Sales Representative for Leighton Buzzard Mortar Plant following his training and was based out of the RMC Mortars London Colney Office.

In 1987 Steve was promoted to Sales Supervisor for RMC Mortars reporting to Arthur Brittain. Then in 1997 Steve was once again promoted to Sales Manager for RMC Transite looking after Mortar



& Concrete Sales. As a result of Project Rock, Steve was again promoted to Multi Product Sales Manager for the Home Counties area for Cemex UK which included Mortar, Concrete, Asphalt & Aggregates. This was a departure in discipline for Steve but he thoroughly enjoyed looking after all the major products excluding Cement at the time.

In 2007 a reorganisation allowed Steve the opportunity to move back to his Mortar roots and take on the huge task of promoting and selling the new Dry Silo Mortar solution in the Home Counties area. Steve has made a huge success of this and the Mortar sales results we achieve today are in no small part to the hard work and sales expertise he has invested over the past 17 years of his career.

Steve can be very proud of what he has achieved over his years with Cemex, particularly helping to build the Dry Silo Mortar business in the UK to its current scale and success.

Steve will quietly celebrate with the Mortar team with a meal.

Mike May, European Sales Manager, commented: "We know that you will continue to be a valuable member of Cemex's Mortars team. Thank you Steve and many congratulations on achieving this special milestone!"

Ron Smith Retires After 30 Years of Service

After nearly 30 years of service with the company Ronald Smith, an Operative at Tilbury Grinding Plant, retired on 30th June. To celebrate Ron's career and their time working together, the Tilbury team attended a leaving party at a local Greyhound Racing track.

The team arranged for Ron to have a race named after him (The Ronnie Smith Retirement Stakes) after which Ronnie got to present the winning owner with a trophy. A great day out was had by all.

All the Tilbury team wish Ronnie all the very best for the future.



Our Employee Assistance Programme

Do you need support? Care first

Cemex offers all employees a free, confidential employee assistance programme (EAP) called **Lifestyle Support**, operated by Care first.

Lifestyle Support is a free service available 24/7 and can provide help and support with a wide range of issues or concerns such as family matters, debt, relationships, bereavement, depression and anxiety.

It is run by a separate provider and not part of Cemex - we don't receive any employee specific information from them.

Call 0800 168 2143
Visit www.lifestyle-support.co.uk
Username: cemex
Password: cemex



Did you know that Cemex offers all employees a free, confidential employee assistance programme called Lifestyle Support?

Lifestyle Support is easy to access, available 24/7 and can provide help and support with a wide range of issues or concerns such as family matters, debt, relationships, bereavement, depression and anxiety.

It is run by a separate provider and not part of Cemex; we don't receive any employee specific information from them.



Contact the Employee Assistance Line (Lifestyle Support) for confidential advice and support – call 0808 168 2143 or visit www.lifestyle-support.co.uk (Username: cemex Password: cemex).

A poster can be found at the end of this document and in the download section of the UK News website:
www.cemexuknews.co.uk/downloads

Internal Vacancies

IVC Ref	Position	Company	Location	Closing date
123-07-2024	Plant Manager	Materials – Readymix	Totton	26/07/2024
124-07-2024	Operative	Urbanisation Solutions – Asphalt	Stoke (Spingetts)	30/07/2024

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@.com

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



GLOBAL SAFETY ALERT

CONSTRUCTION SITE WORKER FATALLY INJURED

INCIDENT DETAILS

A truck mixer driver was turning right within a construction site as he was heading towards the quality laboratory. As he entered the laboratory parking area, he was alerted by site personnel, that he had unknowingly run over a construction worker.



KEY FINDINGS

- The reversing camera monitor in the truck mixer had been installed in such a position on the dashboard that it generated a blind spot area in the lower right corner of the windscreen.
- The truck mixer driver did not maintain a safe distance from another truck that was traveling in front and our driver's visibility would have been limited when turning.
- The quality laboratory area did not have good signage and traffic management measures were basic.
- The fatally injured worker was not wearing high visibility clothing.

MANAGERS – KEY POINTS TO CHECK

- All drivers receive defensive driving training and refresher sessions, with content that includes safe distances when following other vehicles.
- Windscreen visibility obstructions are avoided in all vehicles. Making sure that camera monitors, stickers, helmets and other general items do not encroach upon any angle of vision for the driver.
- Where possible, checks are made to make sure product delivery points at the customer sites have traffic management measures in place and drivers are trained in the precautions to take and how to report any issues.
- Drive along VFLs are carried out periodically to help influence safe driving.

ALL PERSONNEL – ACTION TO TAKE

- **Always** follow safe driving guidelines such as maintaining a safe distance from the vehicle in front, this will give you better visibility of your surroundings and increase your ability to react to unexpected situations.
- **Always** maintain clear visibility. Inform your supervisor of unsafe conditions in your vehicle, as well as unsafe conditions at delivery sites.
- **Always** be alert for other road users, especially motorcyclists, cyclists, and pedestrians. They might not be wearing high viz, so be vigilant at all times!
- Remember, it is very important that you stay safe on the road and that you always **follow the Driving Essentials – Your family is waiting for you at home!**



Other road users



Keep a safe distance



Site safety



Remember

GLOBAL SAFETY ALERT

CUSTOMER'S WORKER FATALLY INJURED

INCIDENT DETAILS

An employee driver was unloading a bundle of straight steel rebar (weighing approximately 600 kg) at a customer's site in a designated area, when unexpectedly a worker at the site entered the area and was struck by one end of the bundle as it fell to the ground.



KEY FINDINGS

- The risk of someone entering the unloading zone and the need for control measures was not identified.
- The area where the unloading was taking place had not been physically isolated or shown to be a hazardous area with signs.
- Even though a verbal warning had been given about people staying away from the area, the worker either didn't hear the warning or he didn't perceive a risk.
- The rebars unloading process was manual and consisted of pushing the bundle, causing them to fall to the floor by gravity. This process can cause unexpected and uncontrolled movements of the material.

MANAGERS – KEY POINTS TO CHECK

- A safe procedure has been established with customers for unloading products at delivery points taking into consideration safe zones with good signage and isolation practices.
- When possible, product delivery points at the client's site are periodically visited to ensure that safe unloading processes are being followed.
- Safe unloading procedures are frequently reviewed and updated as needed, and the use of mechanical aids are used whenever possible.
- All drivers receive training in risk identification and assessment tools, such as Take 5, and they know they need to agree safe control measures with site supervisors. They are also informed not to proceed if they feel the situation is unsafe.

ALL PERSONNEL – ACTION TO TAKE

- Always carry out a risk assessment to make sure you can unload without putting yourself or someone else at risk – ¡Take 5!
- Always double check and continue to monitor the unloading zone to make sure nobody enters the 'line of fire'.
- Agree any additional control measures with the site supervisor and never proceed if you're still concerned about the potential for someone to get hurt.



Safe Systems



Incident/Hazard
Alerts



Look after yourself
and each other

Reshaping society

As the most widely-used man-made material in the world, concrete plays a key part in reshaping both the look and structure of the built environment. However, technological advances need to strike a balance with environmental requirements and the need for sustainable development.

■ by **Richard Kershaw**, Cemex UK, UK

Today's pioneers in concrete technology are responsible for reshaping society, the economy and the environment. Ready-mix concrete is the most widely-used man-made product on the planet, providing the current fabric of our built environment and the basis for our future renewable energy infrastructure. As such, we are compelled to work hard to mitigate climate change by reducing CO₂ emissions in our production processes and in the entire lifecycle of our products.

When it comes to balancing technological advancement and innovation with environmental needs and concerns, it is a finely-tuned operation and one that is not taken lightly at Cemex. Climate action is by far the biggest challenge of our time, demanding new ways for industry to work together to develop and embed new and ambitious technologies with urgency.

For many years, in the UK and globally, the concrete and cement industry has been committed to continuous improvement and innovation. On a European level, we are encouraged by CEMBUREAU's latest update outlining the sector's climate ambition within the cement and concrete value chain, which it says has moved from 'ambition to deployment' over the last four years. Clearly it is this appetite for improvement we share as an industry that is driving the continued acceleration and transition towards net zero.

Our 'Future in Action'

For Cemex, advancement in concrete technology means putting carbon reduction and collective action at the heart of all key decision making processes. Our global 'Future in Action' decarbonisation and sustainability programme sets the pace and is working hard to achieve sustainable excellence through climate action, circularity and natural resource management, with the primary objective

of becoming a net-zero CO₂ company by 2050.

In May 2022 Cemex announced the inauguration of a new UK Climafuel facility at its Rugby cement plant. Using Climafuel at the Rugby cement plant has contributed to 75 per cent alternative fuels usage across the company's European-wide operations. Whilst at the Cemex Tilbury cement plant on the River Thames, the company has just unveiled its first vehicle powered by hydrogenated vegetable oil (HVO). As a diesel-like biofuel, HVO is one of the leading alternative renewable fuels available to the construction industry, producing up to 90 per cent less CO₂ emissions than traditional diesel fuel. Considered a transitional fuel, it is helping to lower CO₂ emissions while the industry moves towards more longer-term solutions such as electric or hydrogen power. On a global scale Cemex Ventures, the corporate venture capital and open innovation unit, continues to invest in Carbon Clean to tackle industrial decarbonisation through advanced carbon capture technologies and solutions. Just a few examples of investment into breakthrough technology to achieve carbon neutrality.

By developing strategic partnerships with industries and companies at the forefront of carbon capture, utilisation and storage (CCUS), as well as other innovative solutions such as concentrated solar thermal power to drive clinker production and CO₂ mineralisation, among others, Cemex is currently working with over



Cemex's Rugby cement plant in the UK inaugurated a new Climafuel installation, supporting the use of alternative fuels

© Cemex

50 partners to develop industrial-scale solutions to reach net-zero CO₂ emissions. With more than 1000 innovation ideas in the pipeline, the company has more than 220 active projects in its innovation portfolio.

Cemex is making substantial progress globally with its decarbonisation commitments. In 2023, as the first company in the industry to provide validated environmental impact disclosure for 100 per cent of its cement products, it also successfully reduced Scope 1 and 2 specific CO₂ emissions by 13 and 12 per cent, respectively, since 2020. This progress has been achieved at a pace that would have taken 15 years to accomplish previously. In 30 per cent of Cemex sites that are located in water-stressed areas, it has now also implemented water optimisation plans. Alternative fuel usage increased to 37 per cent, the highest level in Cemex's history and the clinker factor fell to 72 per cent, a record for the company's cement operations.

In 2023 Cemex also launched its Regenera waste management business worldwide as part of the expansion of Cemex's profitable Urbanisation Solutions portfolio. The Regenera business specialises in providing circularity

solutions to extend the life cycle of products and materials by reusing them in value-added products. Leveraging Cemex's global expertise and infrastructure to use waste and industrial by-products as sustainable substitutes for fossil fuels and natural raw materials in its production processes, the company can now offer a wide range of tailored services including reception management, recycling and co-processing of waste. Globally to date, Regenera has helped to repurpose close to 28Mt of waste and by-products.

End-to-end digital solutions

With new and emerging technologies gathering momentum across the value chain, we are also witnessing major leaps forward in digitisation, machine learning (ML) and artificial intelligence (AI). The adoption of AI and ML are without a doubt poised to revolutionise the construction sector from an innovation and technological perspective, with applications ranging from design and planning to project management and maintenance. And whilst adoption rates might be slow compared to other sectors where they are being deployed, we are seeing highly favourable results.

Digital transformation is a top priority at Cemex, as the company continually looks for digital solutions to innovate and drive more efficient, sustainable and safer construction projects and practices. In the UK, Cemex's digital solutions portfolio was launched with the arrival of Cemex Go – the industry's first end-to-end digital platform, designed to support a faster, smarter customer experience by providing transparency on jobs, including status, order tracking, invoicing and more.

Cemex's end-to-end suite of added value digital tools also now supports an innovative BIM platform, plus Cemex i-Con software which has been specially created to drive greater efficiencies on-site to make smarter, more informed decisions during the time-intensive, and often complex, process of concrete strength development. The new software provides contractors with real time insights using Bluetooth and maturity tracking for the removal of formwork, applying loads and pouring concrete. It works across all Cemex concrete mixes and includes BIM Plug-in software.

Cemex's global Digital Forward initiative recently announced the development of the first generative AI tool of its kind in the building materials industry, which looks to

transform salesforce relationships by providing real-time customer support. The new tool, deployed through Microsoft Teams, uses Microsoft's artificial intelligence, combined with Cemex product information and construction expertise.

Easily accessible from any internet-enabled device, it ensures replicability across Cemex's global operations, forming part of the company's digital innovation efforts to support commercial, supply chain, manufacturing and back-office processes.

Lower-carbon concrete technology

Cemex's most significant breakthrough in concrete technology has to be the pioneering introduction of Vertua® lower-carbon concrete and cement. As the first to market in 2020, Vertua is now a US\$7.2bn global brand and part of an extensive family of products that includes lower-carbon cements, concrete, aggregates, admixtures and mortar products.

The brand covers five more sustainability attributes: lower-carbon emissions, increasing energy efficiency, saving water, incorporating recycled materials and optimising design. Continuously expanding to include a pipeline of new, updated and re-categorised products, the product portfolio includes a range of additional benefits such as increased durability, reduced heat of hydration, as well as aesthetic finishes.

In France 80m³ of Vertua Lower Carbon Concrete, was mixed with earth, sand, gravel, lower carbon binder and water and recently supplied for the construction of the Pierre Fabre Foundation's new prestigious facilities in southwestern France. The innovative formulation allowed for the replacement of approximately 60 per cent of the gravel and sand with on-site earth. Sourcing soil directly from on-site earthworks also minimised the CO₂ emissions associated with material transportation.

Whilst on the Place de la Concorde in Paris, Mexican architect Carlos Barba,

Cemex Vertua concrete has been used to create luminescent concrete benches in France – ahead of the 2024 Olympic Games



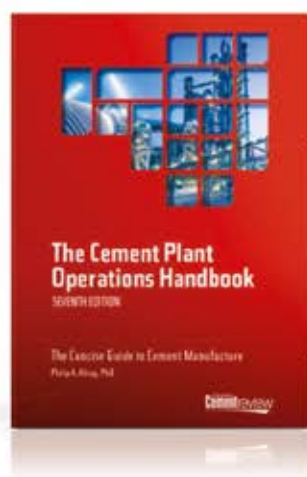
founder of AR + TE ARchitecture and TErritoire, has used Vertua concrete to create luminescent concrete benches with shimmering aesthetic surface finishes. Combining aesthetics with highly levels of durability, the use of lower carbon concrete technology here has provided an illuminating visual night-time tourist attraction, ahead of the 2024 Paris Olympics.

The recent amendment of BS 8500 in December 2023 has further broadened the availability of lower-carbon concrete mixes. In the UK Cemex manufactures a wide range of high-quality British cements using locally-quarried materials and additions. As lower-carbon concrete technology leaders, the company has recently reduced the embodied CO₂ across our ReadyBlock® concrete block range by an average of 44 per cent. In accordance with The Future Homes Standard, when all new homes must produce 75-80 per cent less carbon emissions by 2025, Cemex's medium lightweight blocks have already achieved a CO₂ reduction of 77 per cent. This enables Cemex to offer the lowest-carbon blocks on the UK market. (The calculation compares the current embodied CO₂ across Cemex's concrete product range vs 2021 embodied carbon data).

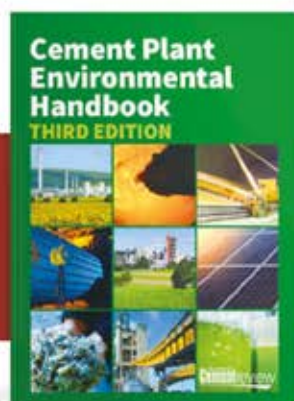
At the forefront of the circular economy in the construction value chain, Cemex pioneers in the field of concrete technology to increase the use of waste and residues as alternative raw materials and fuels across its operations. Providing cement, ready-mix concrete, aggregates and urbanisation solutions in growing markets around the world, we are powered by a multinational workforce which is focussed on delivering a superior customer experience, enabled by digital technologies. ■



Delivering business insight, market knowledge and technical expertise to the global cement industry.



**INCLUDES
FREE
HANDBOOK**



SUBSCRIPTION PACKAGE INCLUDES



Monthly Magazine

12 issues of the cement industry's leading publication, delivered direct to your desk by First Class Airmail with early access to the digital magazine via CemNet.com.



Free Handbook

Choose between *The Cement Plant Operations Handbook, 7th Edition* and *The Cement Plant Environmental Handbook, 3rd Edition*.



ICR Subscriber Discounts

on all other reference works published by ICR.



Building Bulletin Newsletter

Monthly newsletter covering the latest developments in the building materials sector – complimentary to all ICR subscribers.



Full Subscriber Access

to CemNet.com the industry leading website



ICR Subscriber App

via App Store or Google play

A COMBINED PRINT AND DIGITAL

ANNUAL SUBSCRIPTION TO ICR

GBP 220 / USD 315 / EUR 260



Subscribe online at
www.CemNet.com/subscribe

READ

ICR magazine
anywhere, anytime

SEARCH

the ICR archive of
digital back issues

ACCESS

premium articles

WATCH

video presentations
in high-definition



GEAR UP FOR THE CEMEX WELLNESS CHALLENGE 2024

in support of  sense

5 DAYS | 400 MILES | ARE YOU UP FOR IT?
STOCKTON TO SOUTHAMPTON



Day 1 82 miles
Stockton to Leeds

Day 2 71 miles
Leeds to Sheffield
to Dove Holes

Day 3 88 miles
Dove Holes to Binley

Day 4 85 miles
Rugby Works to
High Wycombe

Day 5 81 miles
High Wycombe
to Cemex Marine



SCAN TO
REGISTER
YOUR
INTEREST IN
PARTICIPATING

About Sense

Sense works with families to support disabled people and offers residential care, virtual support plus a number of network centres in various communities. They provide personalised support for people of all age groups. Apart from supporting the well-being of people with disabilities, they are assisting them in getting into employment and ensuring organisations are able to integrate the various disabilities.

sense.org.uk



HELP AND ADVICE AVAILABLE 24/7

Lifestyle support is your Employee Assistance Programme which can help you with any personal, work or family issue you face. Talk to highly qualified counsellors about anything that's on your mind, including:

- Consumer rights
- Family matters
- Employee support
- Elder care
- Health issues
- Loss/bereavement
- Well-being
- Debt management
- Childcare
- Depression & Anxiety
- Relationships

FREE CONFIDENTIAL COUNSELLING

Support available anytime, day or night

Call 0808 168 2143

www.lifestyle-support.co.uk

Username: cemex
Password: cemex

Outside the UK:
+44(0)1452 623 353
Minicom:
0800 174 319