

The authoritative worldwide voice

Developing and strengthening industry contribution to sustainable construction

The Global Cement and Concrete Association was launched earlier this year to provide an authoritative worldwide voice for the sector. Since then, we have been busy laying the foundations for an organization that will develop and strengthen the cement and concrete industry's contribution to sustainable construction. As we progress from the planning to the operational phase we will provide our members and other interested stakeholders with regular updates through channels like this newsletter. We hope you find it useful.

Frank Rossini
Acting Chief Executive, GCCA

Strategic partnership formed with WBCSD – work of CSI to transfer to GCCA

At the beginning of August, the GCCA announced the formation of a strategic partnership with the World Business Council for Sustainable Development (WBCSD) to facilitate sustainable development of the cement and concrete sectors and their value chains.

The new partnership will also create synergies between work programmes to benefit both the GCCA and WBCSD and their respective member companies.

As part of the new agreement, the work carried out by the Cement Sustainability Initiative (CSI) will transfer from WBCSD to the GCCA on 1 January 2019 with activities managed out of the GCCA's London offices.

"The GCCA is ideally placed to take [the work of the CSI] to the next level, building on the strong foundations established by WBCSD."

Albert Manifold, GCCA President

Albert Manifold, Chief Executive Officer of CRH plc and GCCA President said: "The GCCA and WBCSD are natural partners in sustainable development. This long-term agreement formalises our relationship, enabling the two organisations to work together efficiently on our many common objectives and areas of interest. Transferring the activities of the CSI to the GCCA is a logical step and further underlines the cement and concrete sector's commitment to advance sustainable development across the construction cycle."



"As the authoritative worldwide voice of the cement and concrete sector, the GCCA is ideally placed to take this work to the next level, building on the strong foundations established by WBCSD."

The CSI, which was established in 1999 and currently operates under the auspices of WBCSD, is a global effort by 24 major cement producers to advance sustainable development.

Welcoming the agreement, Peter White, COO and Vice-President of WBCSD, said: "We commend the sector's commitment to advancing sustainability and look forward to the synergies this partnership will bring to our two organizations."

Over its 19-year history, the CSI has focused on understanding, measuring, managing and minimizing the impacts of cement production and use by addressing a range of issues including: climate change, fuel use, employee health and safety, airborne emissions, concrete recycling and quarry management.

Benjamin Sporton appointed Chief Executive of GCCA

The GCCA has appointed Benjamin Sporton as its Chief Executive. He is due to take up the role in early October.

Benjamin joins from the World Coal Association where he has served as Chief Executive for almost four years.

As Chief Executive of the newly-formed GCCA, Benjamin will lead the association's efforts to drive advances in sustainable construction, working to enhance the cement and concrete industry's contribution to global social and developmental challenges.

More about Benjamin

- Dual Australian/British national
- Background in policy and advocacy
- Joined World Coal Association in 2010
- Appointed Chief Executive of the World Coal Association in 2014
- Holds honours degree in politics from University of Adelaide, Australia

Benjamin's appointment is an important step in establishing the GCCA as a respected industry voice and trusted source of information on sustainable construction.

His impressive background and experience in the area of industry policy and advocacy will help the association to quickly commence the important work of addressing the challenges facing the cement and concrete industry globally.

"I look forward to working with the industry to shape a sustainable future for cement and concrete and demonstrate how our product can help build a better world."

Benjamin Sporton



Recruitment in full swing

Near the top of the new Chief Executive's in-tray will be recruitment of the GCCA team. The process has kicked off for the following:

Cement Director

Concrete & Sustainable Construction Director
Communications & Policy Director

For more information contact [Andrea Stone](#)

Save the date: AGM and associated events

Mark your calendar for GCCA's first AGM and associated events. Following dinner on the evening of **22 November** a formal AGM takes place on the morning of **23 November** followed by a dialogue on "Future Trends in Global Construction" featuring internationally renowned speakers. More details to come.

Membership on the increase

The GCCA family is growing. Several new members and affiliates are in the pipeline and these will be announced over the coming weeks. Contact [Frank Rossini](#)