

# Chief Executive Officer's Report

June 2025

**Confidential:**

This report is strictly for GCCA members only



**CONCRETE**  
**FUTURE**



# Chief Executive Officer's Report

June 2025

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This Chief Executive Officer's Report provides a broad summary of activities of the GCCA since our annual gathering in June 2024.

# CEO's introduction

**It is a great privilege to provide you here with the GCCA CEO Report which summarises the activity and progress of the GCCA over the course of the last year, telling the story of the collective work of the GCCA.**

When I say collective work, I mean the work and input of you and your teams working across our Board, Work Program, Steering Committee, Working and Task Groups, and myriad informal liaisons to help deliver progress of our industry and the GCCA mission. So sincerely thank you, to you and your teams for your vital input, oversight and steering of the strategic direction of the GCCA.

The collaboration that we have with our national and regional association partners is also greatly appreciated – it is even more important as we look to drive the advocacy agenda across the world, and a number of key projects over this last year have brought us even closer together, ensuring that as an industry we can maximise our effectiveness, reach and influence.

Without question ours is a unique industry. It was the first global industry to collect and transparently report its emissions – for 25 years, the first to deliver not only a commitment, but a credible pathway to net zero through its now famous roadmap, the only one that I know of that has not one but two industry-wide innovation collaboration platforms. Whilst often our work is complicated and sometimes there are bumps in the road, our progress continues.

This document provides a short update on each of the strategic pillars that form the framework and reference points for the GCCA's activities:

- Net Zero Delivery
- Concrete Promotion
- Sustainability
- Innovation
- Engagement with our members

It is important to reflect on how we position ourselves in a changing and increasingly complicated world. There is an adjustment in geopolitics, trade and even leadership on climate issues. It is important that we are pragmatic in how we convey our mission and our work.

We know our materials are essential for society and for the challenges our planet faces – delivering prosperity, jobs, resilient infrastructure, homes and a modern built environment in the face of a changing planet. We have to focus on this work and its important narrative, whilst we continue to make progress to ensure our materials, and their production are even more sustainable.

This is why our communications and outreach work continues to be important, explaining to the world not only our mission, but the role of our essential building materials. Our annual global photography competition remains key, positively positioning our materials and winning hearts and minds.

Over the last years we have established a seat at the top table of global influence, and it is important that we keep engaging global stakeholders, key bodies and policymakers.

We have successfully launched a Low Carbon Rating system which will help drive key procurement decisions from customers. This was a great example that we can come together to make a difference – complicated and detailed work that has delivered a recognisable global solution.

Another key project that is hugely complex is work on our 'book and claim' system, that if implemented could really unleash funding for the transition across the world. We continue to collaborate with our members to ensure everyone understands the work and that we build consensus as we develop a viable system.

I often say that the GCCA is as much an innovation organisation as it is a trade association. Our world class innovation programmes continue to evolve and bear fruit under our Innovandi brand, with a fourth Innovandi Open Challenge launched with great interest from startups across the world, as well as the ongoing progress of the earlier challenges. The Innovandi Global Cement and Concrete Research Network is also maturing as evidenced by the progress of deep research underway, shared knowledge and promising results continuing to be published.

We want to ensure that we are supporting our members in the best way possible, sharing good practices and knowledge, ensuring a favourable policy and regulatory framework across the world and, where possible, highlighting financing opportunities and mechanisms to make the transition possible.

The GCCA team are honoured to continue to serve this great industry.

Thomas Guillot  
GCCA Chief Executive

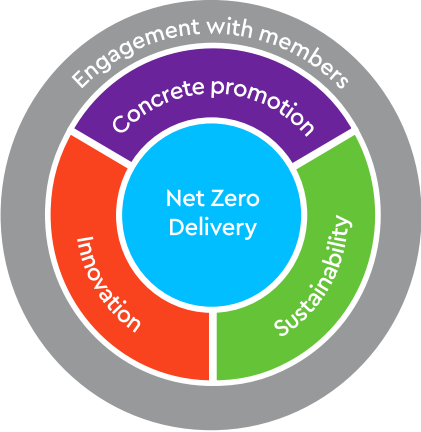




Our Mission



GCCA acts as a catalyst to accelerate the progress and sustainability ambitions of its Members and Partner Associations."



Concrete Future: Building a Net Zero World

Together, we are committed to building a bright, resilient and sustainable concrete future for our industry and for the world.



GCCA Strategic Pillars

● Net Zero Delivery

Delivering our Net Zero Agenda is essential to ensuring the credibility of the sector. The GCCA acts as a catalyst to accelerate the net zero ambitions amongst Members and Partner Associations.

● Concrete promotion

Telling the story of concrete's role in a future more sustainable society; and building a communications toolkit and network of stakeholders to help us deliver that message.

● Sustainability

Rising to the global challenges of sustainable development and climate change, promoting best practice in our industry and demonstrating our performance improvements.

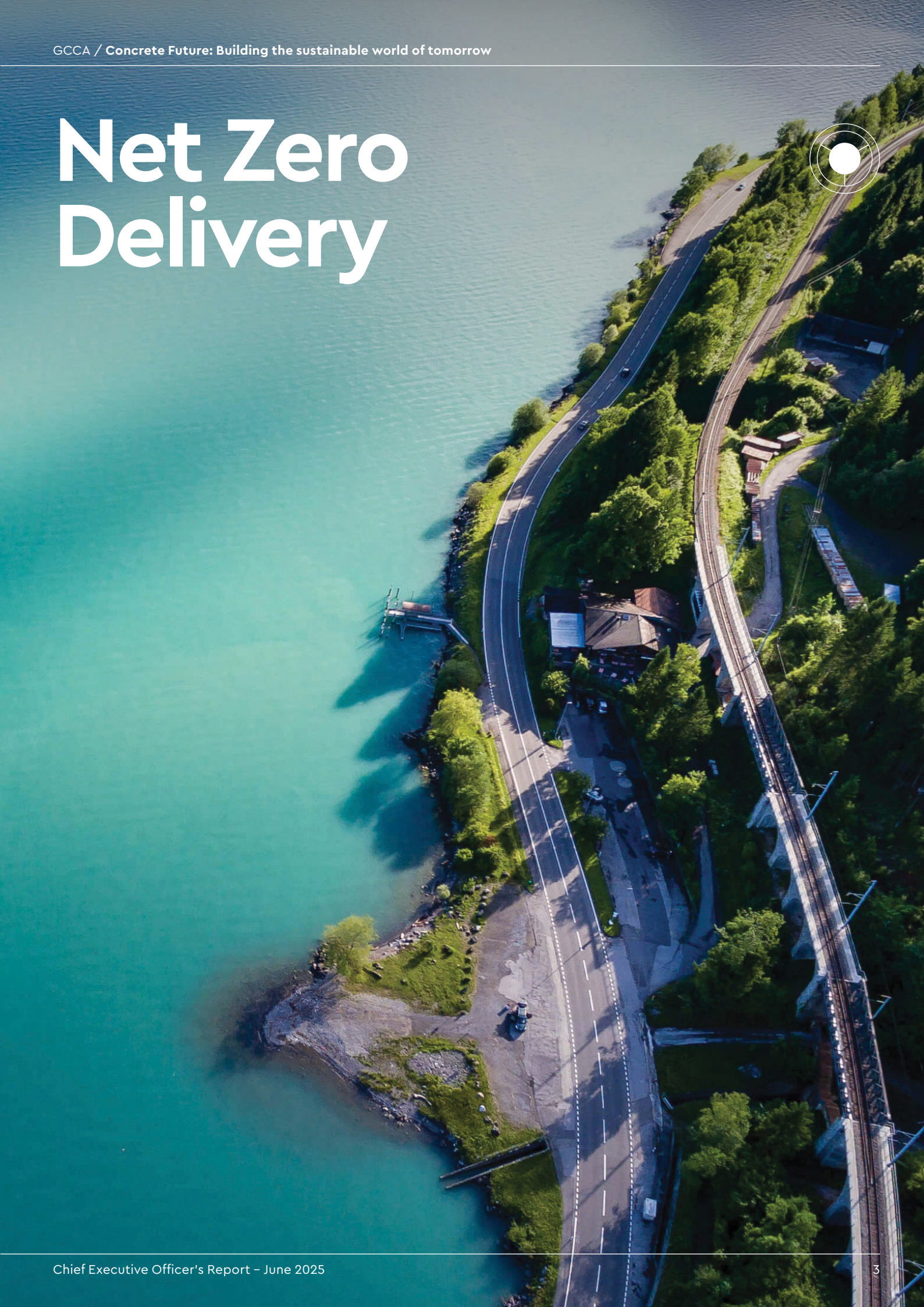
● Innovation

Driving performance and lowering CO<sub>2</sub> footprint further by fostering innovation in our technologies, products and manufacturing processes through partnerships across the supply chain.

● Engagement with members

Ensuring we are a highly effective organisation that delivers tangible value to our members, affiliates and the broader cement and concrete industry.

# Net Zero Delivery





# Net Zero Delivery

## Summary of our three priorities

1. Continue supporting development of national Cement and Concrete Roadmaps
- Technology: Forecast decarbonisation impact of technologies according to local challenges and opportunities
  - Policy: Develop set of enabling national policies and regulations and initiate local dialogue
  - Lighthouse Projects: Identify initial set of lighthouse projects to demonstrate and foster industry action
2. Influence and leverage international initiatives to advance policy dialogue and promote local implementation
- Actively participate in, influence and leverage relevant global initiatives and alliances – for example, Cement Breakthrough, CEM CCUS, Climate Club, Industrial Transition Accelerator, UNIDO
  - Identify synergies and mobilise policy engagement with national and region partner associations
  - Mobilise global influence to encourage adoption of enabling policies at national level
    - For example, work with IDDI, Climate Club and IEA Working Party for Deep Decarbonisation to clarify definition of low/near zero material and stimulate demand signal public commitments
3. Identify and leverage financial support for decarbonisation projects and innovation
- Develop strategic studies on key technology deployment
  - Support innovation and asset deployment
  - Collaborate with Multilateral Development Banks and other fund-providing institutions to catalyse industry cooperation and action

**The purpose is to translate global commitment to local action, with a specific focus on emerging economies."**

**Our three Net Zero priorities**

1. Supporting Development of National Roadmaps

Our Roadmap Net Zero Accelerator is a catalyst for national action on technology and policy roadmaps as well as lighthouse projects. The purpose is to translate global commitment to local action, with a specific focus on emerging economies. The Roadmap Net Zero Accelerator draws on the GCCA's Net Zero Roadmap template and definitions.

Roadmaps completed from June 2024 to April 2025, with the GCCA methodology, are India and Azerbaijan (host of COP29). Indonesia also published a government funded cement sector roadmap in February 2025.

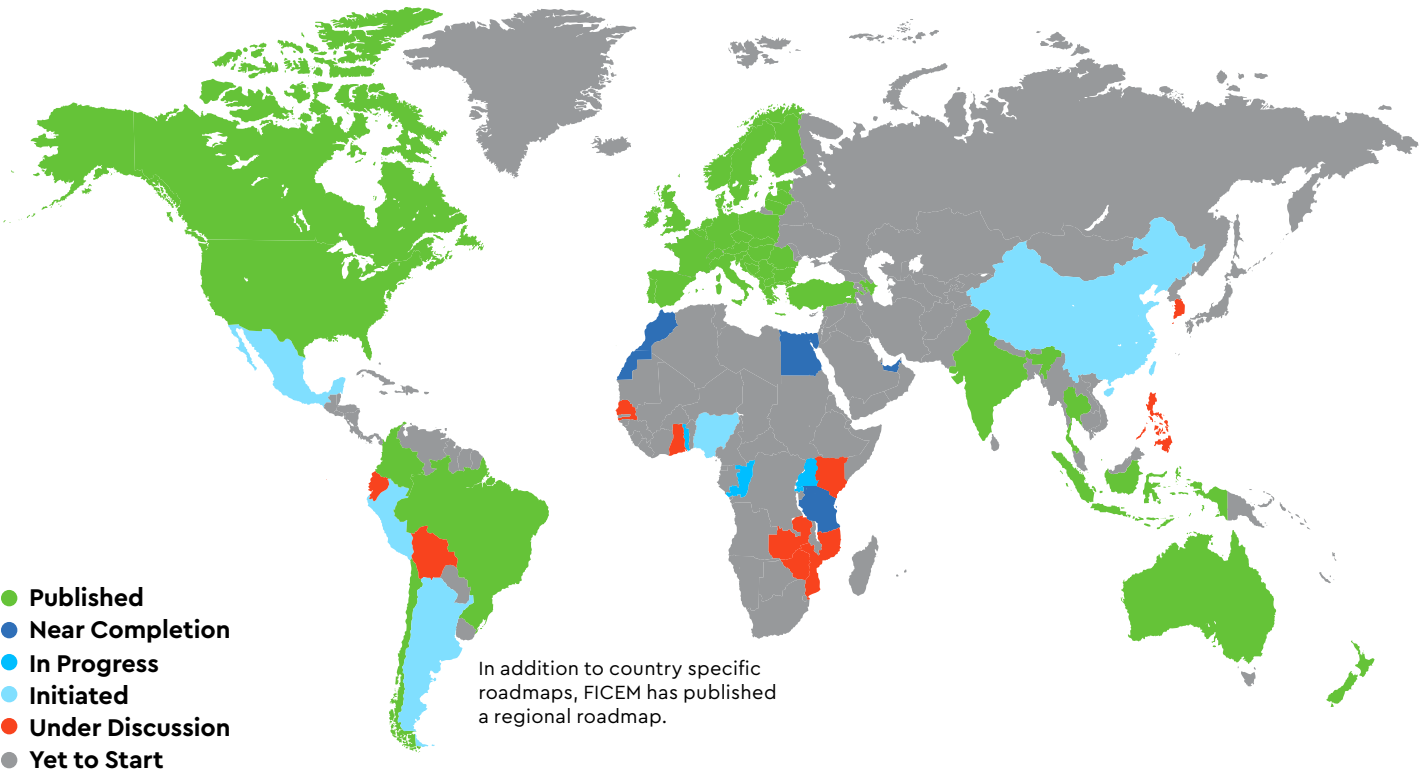
Other completed or nearing completion roadmaps are in Australia, Brazil, Canada, Chile, Colombia, Egypt, Europe, Morocco, New Zealand, Tanzania, Thailand, Turkey, UAE and United States. It is noted that Japan has published comprehensive cement information analogous to a roadmap.

Action has commenced in Argentina, China, Mexico, Nigeria, Peru, Republic of Congo, Rwanda, Togo, and Uganda.

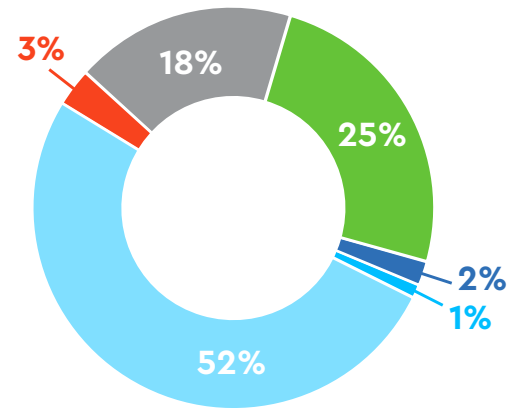
Discussions have progressed in Bolivia, Ecuador, Ghana, Kenya, Mozambique, Paraguay, Philippines, Saudi Arabia, Senegal, South Korea, Zambia and Zimbabwe.

## GCCA Roadmap Net Zero Accelerator Initiative: Supporting Development of National Roadmaps

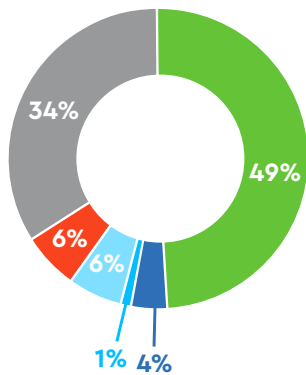
### Progress of Roadmaps around the globe



Percentage of world cement production covered by roadmaps



Graph showing percentages (excluding China)





# Net Zero Delivery

(continued)

**We are now seeing the partnerships leading to tangible outcomes that can assist our industry's transition."**



Image: Cement Breakthrough launch at COP28

## Our three Net Zero priorities (continued)

### 2. Influence Multi-National Initiatives to Advance Policy

The GCCA continues to have a strong voice at the top tables across the world on behalf of our members who are leading the transition. Having secured a position of trust with a range of leading influential groups and stakeholders, we are now able to collaborate with these initiatives and drive support and action on our decarbonisation agenda. We value a strong relationship with the United Nations at a leadership level and across a number of key initiatives and programmes that they run or partner on decarbonisation, including funding, and building sustainable and resilient communities across the world. We are now seeing the partnerships leading to tangible outcomes that can assist our industry's transition. A summary of the initiatives, particularly country membership, is provided on the members area of the GCCA website<sup>1</sup>.

<sup>1</sup><https://gccassociation.org/members-area-2/welcome-to-the-gcca-members-area/>

### Breakthrough Agendas – Cement and Buildings

The Breakthrough agenda is a global initiative to drive government support for industry transitions operating in seven sectors. These include buildings and cement/concrete. An annual progress report for the agenda is authored by IEA, IRENA and the High-Level Champions.

The Cement Breakthrough was launched in December 2023 at COP28. Led by the two co-chairs (Canada and UAE), GCCA has supported a programme of regular country roundtables and, to date, four thematic dialogues: Roadmap to Net Zero, Clinker cement ratio, Co processing and CCUS. The GCCA is able to use the thematic dialogues to explain the policy enablers for decarbonisation. This has led to cement breakthrough having a 2025 objective of having white papers ready for COP30 on each of the 3 technology themes already covered. Cement Breakthrough co-chairs are hosting the June 2025 Country roundtable from the GCCA gathering in Mexico City and participating in the remainder of the gathering.

The Buildings Breakthrough was announced in December 2022 at COP27, with France and Morocco as the co-chairs. The Global Alliance for Buildings and Construction (GABC), sponsored by UNEP, is the secretariat. Its ambition is decarbonisation and resilience. The GCCA is active on the resilience working group of the GABC and presented at the Annual Forum in Dresden in April 2024. Further advocacy of the role of cement and concrete in the built environment space at global level will require more resource and input.

# 29

The Clean Energy Ministerial (CEM) is an influential international energy platform of 29 leading governments across the world.



Image: A multi lateral government meeting with GCCA as guest speaker in person and Christoph Muller Vdz presenting on line.

### Climate Club (secretariat: OECD and International Energy Agency)

Hosted by the OECD and IEA, co-led by Germany and Chile, the Climate Club is a forum of over 40 countries with the goal of supporting implementation of the Paris agreement. They focus on policy transformation and the political agenda. They work alongside pre-existing initiatives and are identified as a key input into Cement Breakthrough. The GCCA is acting on all of their three pillars: the political aspects of carbon measurement and reporting; "spillover" of decarbonisation policy between jurisdictions; and political action to support public/private financial and technical assistance. On the last of these, UNIDO is delivering the Climate Club Global Matchmaking Platform – matching donor countries with recipients with decarbonisation projects.

### Clean Energy Ministerial – CCUS

The Clean Energy Ministerial (CEM) is an influential international energy platform of 29 leading governments across the world. The GCCA & CEM CCUS have a partnership to cooperate on joint initiatives and an advocacy programme to foster the development of cement CCUS projects around the world.

### Clean Energy Ministerial – Industrial Deep Decarbonisation Initiative (IDDI) (Secretariat UNIDO)

IDDI comprises members and working groups of industry experts. It solely works to promote and enable public procurement of low carbon and near zero steel, cement and concrete. In the future, this will expand to projects and perhaps other materials.



# Net Zero Delivery

(continued)

“It is widely recognised that a precursor for financial support is a decarbonisation plan and action on enabling policies/regulations.”



Image: Confederation of Indian Industry and GCCA India signing of Memorandum of Understanding. CII is an important collaborator in accelerating decarbonisation in India and the wider region.

## Our three Net Zero priorities (continued)

### 3. Identify and Leverage Financial Support

The GCCA's presence at the international top table, enabled by the sure foundation of the global roadmap and member commitment and action, is enabling the GCCA to identify and leverage financial support. It is widely recognised that a precursor for financial support is a decarbonisation plan (a country roadmap) and action on enabling policies/regulations. Then follows finance for country studies, first movers and, after that, finance for broader scaling up. UNIDO explain this in their "chain reaction".

Specific initiatives being worked with are explained here.

**UNIDO**

The partnership between the GCCA and UNIDO was a catalyst to funding of ongoing projects in Thailand that are building on the substantial work and commitment demonstrated in producing their national roadmap. It is hoped that this is a trail blazer for further funding in the region, and GCCA has been working with UNIDO in countries such as Philippines and Vietnam, Nigeria and India to grow a consensus with the national industry and develop country studies which in these examples would start with country roadmaps. Going forward the GCCA and UNIDO partnership will be strengthened to better respond to project calls from donating bodies (Mitigation Action Facility, IKI, GEF etc.) Specific discussions are also taking place trying to develop regional financing solutions specifically targeted at the cement sector.



Image: GCCA spoke at Urban Land Institute Change event in Barcelona, September 2024



Image: Engagement with UNIDO enables connections to promote funding to the cement sector. Philippines is one example: Dr Andrew Minson with Department of Trade and Industry official and UNIDO country representative.

**Global Matchmaking Platform**

The Global Matchmaking Platform is a support mechanism of the Climate Club. Its Secretariat is hosted by the United Nations Industrial Development Organization (UNIDO). As a partner with UNIDO GCCA is able to act as an advisor, and also be a liaison with country and regional association partners. For example, GCCA is coordinating with national partners when UNIDO issue country government funding requests. This has clear benefits beyond providing updates. It has already helped identify a country government request that was mis-conceived as similar work had already happened in that country. Funding was also allocated for projects in Kenya, Argentina and further discussions are taking place in LATAM, Africa and Asia.

**Multilateral Development Banks**

As a precursor to grants and investments, multilateral development banks have an interest in broader studies exploring the technical and commercial feasibility of decarbonisation investments in specific countries, such as carbon capture deployment. The GCCA is advocating that these funds are directed to the cement sector, and is providing expertise and connections to act as a catalyst for our sector.

**Industrial Transition Accelerator – ITA**

The GCCA was invited to lead the cement and concrete sector in this multi sector global COP28 Presidency/UNFCCC initiative aiming at developing an action plan and implementing decarbonisation projects. The GCCA is championing our industry to get at least its fair share of the finances promised as part of this initiative. Ultimately, it will require global/local collaboration within our sector to secure funding from global entities that are funding projects across all heavy emitting sectors. Its activity is focused in three geographies: Brazil (commenced), India (funding still pending) and MENA. Emerging ITA activity in MENA has come out of a preliminary demand side study and includes a potential calcined clay study in Turkey which GCCA is amongst consulted stakeholders, and a potential collaboration with GCCA on government guidance in implementing Low Carbon Ratings in procurement. At the current stage and despite promising initial discussions, the cooperation with ITA has been disappointing with little real cooperation from the ITA side.



# Net Zero Delivery

(continued)



Image: The Cement Industry Progress Report 2024/25

**60+**

The Cement Industry Progress Report features the crucial work of the GCCA's members, showcasing over 60 initiatives and decarbonisation projects being carried out across the world covering all technologies.

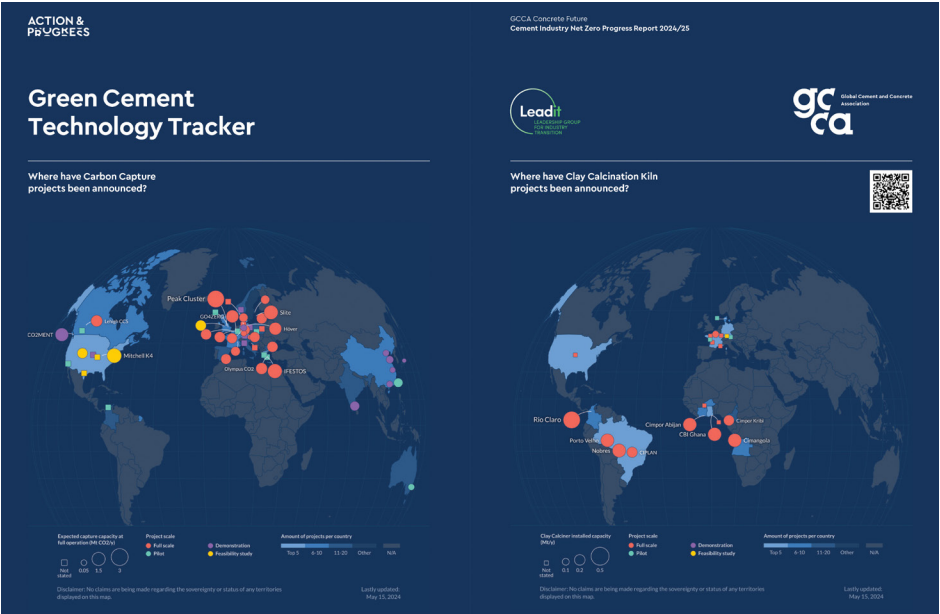


Image: The Cement Industry Progress Report 2024/25

**Reporting Progress**

Our GCCA 2050 Concrete Roadmap was the first published detailed pathway of any global so-called 'heavy' industry. It is clear that expectation and increased scrutiny will continue to be a factor for all businesses. It remains important for us to continue to transparently demonstrate that our collective commitments are being backed by action.

We know the breadth of work underway at our member companies, at plant level and in kilns, in R&D and the actions underway to drive decarbonisation in our sector. Our member actions are driving decisive progress on our industry mission to fully decarbonise.

**The Cement Industry Progress Report**

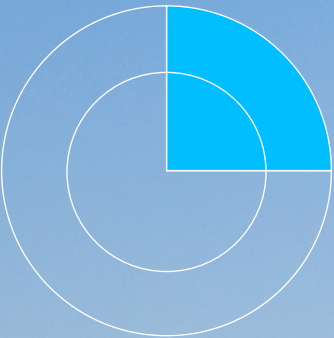
At COP29, we launched our Cement Industry Progress Report, a comprehensive update on the decarbonisation progress our industry has made three years on from the launch of the Concrete Future 2050 Net Zero Roadmap. It covers key updates across the 7 decarbonisation levers in the Global Roadmap and lists the policy enablers our industry requires. It features the crucial work of the GCCA's members, showcasing over 60 initiatives and decarbonisation projects being carried out across the world covering all technologies.

It also includes interventions from key stakeholders including Cement and Concrete Breakthrough co-chairs (UAE and Canada), Clean Energy Ministerial, Business for Nature, ACI, fib and LeadIT.

**GNR – GCCA in Numbers**

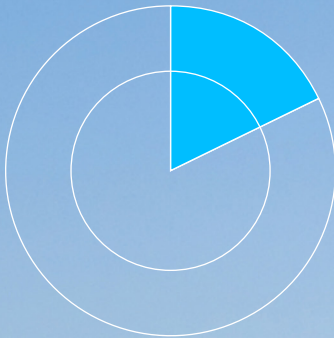
The headlines of 2023 data are shown in the accompanying graph. 2024 data is expected to be published in June 2026.

## Reduction progress since 1990



CO<sub>2</sub> emissions\*  
**25%**

Reduction in net CO<sub>2</sub> emissions per tonne cementitious (1990 baseline)



Energy\*\*  
**18%**

Energy efficiency improvement (1990 baseline)



Fossil fuel  
**22%**

Reduction in fossil fuel consumption (1990 baseline)



Numbers are based on the usual GCCA data perimeters reported by members of the GCCA and Partner Associations, in accordance with the GCCA Cement CO<sub>2</sub> and Energy Management Protocol.

\* Note 25% is a rounded figure – actual figure is 25.07%.  
\*\* Note 18% is a rounded figure – actual figure is 17.6%.



# Net Zero Delivery

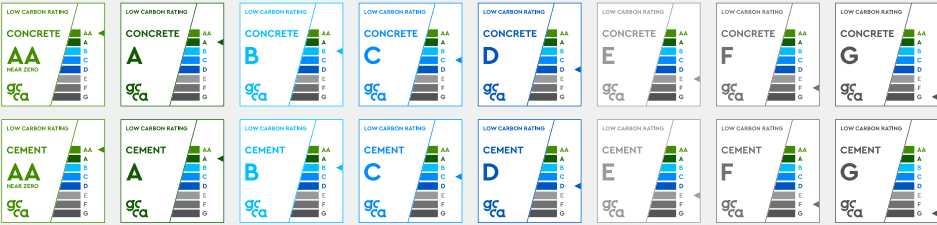
(continued)



Image: Andrew Minson discussing GCCA Low Carbon Ratings implementation in India



The LCR was developed through a dedicated GCCA task group with extensive member and external stakeholder engagement over a 2-year period. All GCCA members and association partners are part of this advocacy activity."



## Launching our Low Carbon Rating System

**Low Carbon Rating**  
The Global Cement and Concrete Association (GCCA) has developed a standardised low carbon rating system for cement and concrete to support marketing, procurement, comparison and reporting.

The GCCA LCR is robust, credible and transparent. The ratings are developed with extensive stakeholder engagement by industry to suit industry. The ratings are based on product carbon footprint (GWP) in an EPD, and are a perfect balance between global and local:

- Global system from AA to G: meets needs of governments and international companies
- Country adaption to country EPD custom and practice if needed (minority of countries)
- Local overlay of current GWP performance
- Local setting of targets/thresholds in procurement

**Context – why was it developed?**  
The ultimate aim is to support procurement of low carbon projects. The versatility and inherent properties of cement and concrete make them ideal materials to help deliver low carbon projects. The GCCA is supporting this activity along with owners, developer, funders and designers.

In parallel, procurement of low carbon materials is also demanded by the built environment value chain and governments. Fundamental to this is providing a rating which can be used locally to define low carbon. GCCA members chose to be involved in developing this rating rather than leaving it to others.

**How was it developed?**  
The multilateral government initiative called Clean Energy Ministerial International Deep Decarbonisation Initiative (IDDI) administered by UNIDO was identified as the most promising initiative with the most extensive reach to work alongside.

The LCR was developed through a dedicated GCCA task group with extensive member and external stakeholder engagement over a two-year period.

The starting point that IDDI chose was IEA production definitions for cement that were published in 2022. This IEA work introduced some key new concepts to low carbon definitions/ratings:

- Cement only needs to reach near zero not absolute zero (cement is a hard to abate sector)
- Definitions/ratings are not simply reductions but include the ultimate destination of near zero
- The definitions/ratings need to be global to enable interoperability
- Local current performance and progression to near zero varies, and these are to be overlaid onto global ratings

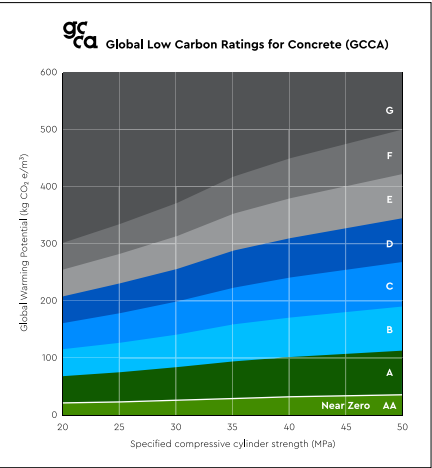
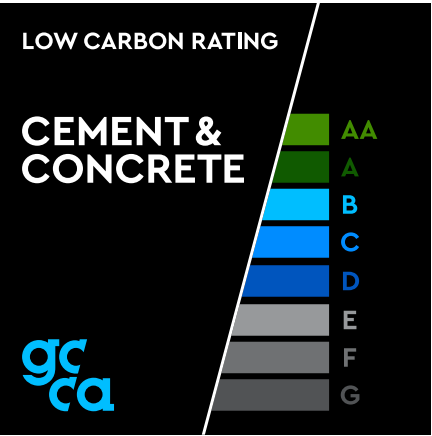


Image: Concrete LCR – Global Low Carbon Ratings for Concrete (GCCA)

(kgCO <sub>2</sub> e/m <sup>3</sup> )	Specified Concrete Cylinder Strength (MPa)					
	20	25	30	35	40	50
Top of F	302	335	372	418	450	500
Top of E	255	283	314	353	380	422
Top of D	208	231	256	288	310	345
Top of C	161	179	199	224	241	268
Top of B	115	127	141	159	171	190
Top of A	68	75	83	94	101	113
Top of AA-Near Zero Product	21	23	26	29	32	36

Image: Concrete LCR

**Benefits to industry of GCCA Low Carbon Rating**  
Industry has been able to shape the ratings with the following benefits:

- Near Zero AA aligns with the global roadmap (natural carbon uptake is in effect the difference between near zero and absolute zero)
- No product is attributed Red or Orange Colouring which implies "bad"
- The default in LCR is "net" emissions, supporting the global industry advocacy
- The LCR can be adapted at country level to account for different EPD custom and practice. This has been done already in the UK by MPA in the case of net and gross

**Local Overlay of Local Current Carbon Performance**  
The Global LCR does not state what is or is not low carbon. Low carbon changes between locations and over time. Local overlay of current carbon performance is required and will be updated. Local targets can be set based on local performance using the common globally consistent LCR.

*The GCCA Global Low Carbon Ratings for Concrete are the implementation of the numerical definitions introduced by the GCCA at COP29 in November 2024.*

**Advocacy of LCR**  
Extensive communications and advocacy have been underway since COP29 reaching multilateral initiatives, global NGOs and global sustainability assessment methods. In addition, association partners have collaborated in country specific actions.

All GCCA members and association partners are part of this advocacy activity and have webinar recordings, detailed policy documents, high level slide decks and other digital material to aid them.

**Concrete LCR**  
Concrete LCR is ready to be used today. The ratings account for categorisation by strength. In future more complex categorisation such as durability and consistence can be added.

The Mineral Products Association has published UK adapted global ratings to account for their local custom of EPD reporting in gross, together with a wider strength range and local nomenclature.

**Cement LCR**  
Cement LCR is ready to be implemented by country associations. Each association needs to decide on an input parameter for their local circumstances to determine the local ratings. Once done, the ratings are applicable.

Note that concrete low carbon ratings are interoperable and globally consistent. For cement, each country has been offered freedom to choose its own clinker to cement ratio. Unless the same choice is made, the interoperability and consistency achieved for concrete is not available for cement.

The German government and VDZ in parallel to GCCA developed a fully aligned cement carbon class. Their ratings are in increments of 100 kgCO<sub>2</sub>e/t such that "D" is 400–500 kgCO<sub>2</sub>e/t. They define Near Zero to D as climate friendly.

*Further reading:*  
See LCR/Definitions policy papers approved by GCCA Board October 2024 on GCCA website.



# Concrete promotion



## Concrete Promotion



Positioning cement and concrete as the sustainable building materials of choice is crucial to ensuring our sector has a viable and positive future."

Leveraging our collective members' work to convey progress and communicate a positive story for the cement industry and concrete in use, are major priorities for the GCCA and central to our mission.

Outreach and engagement with the external world and positioning concrete as the sustainable building material of choice is crucial to ensuring our sector has a viable and positive future, while also highlighting the essential role of concrete in modern society as our climate changes. Working Group 3 oversees and inputs into the communications and outreach activity of the GCCA.



This year's activity is focused on four key pillars:



### Essential Role of Cement & Concrete

Cement and concrete are essential to the modern world – key enablers for a future resilient and sustainable planet



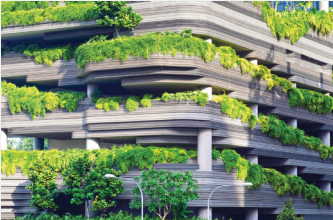
### Net Zero Mission & Action

It's essential to (continue to) reduce and then eliminate CO<sub>2</sub> emissions – our members are fully committed and driving decarbonisation action today



### Innovation – Renewed Focus

Innovation is key to unlocking our net zero future – and securing the long-term viability of our sector



### Attractive Successful Industry

Our industry is essential and will flourish in executing the opportunities from a net zero, circular economy





# Concrete Promotion

(continued)

Progress in numbers:



Key media that GCCA has achieved coverage in includes:

- Business Wire
- MailOnline
- MSN News
- Reuters
- The Guardian
- The Herald
- The News Tribune
- The Sun
- The Telegraph
- World Construction Today
- World Economic Forum
- Yahoo (Finance and news)

Continuing Progress in our communications and outreach:

GCCA – Global Cement and Concrete Association

26,418 followers

10mo ·

"The company has been able to reduce the CO2 emissions per ton of cementitious by 27% in comparison to the baseline established in 1990." We interviewed **Oswaldo Ayres**, Global CEO of **Votorantim Cimentos** whc ...more

**Oswaldo Ayres**

CEO, Votorantim Cimentos

2:26

1x

CONCRETE FUTURE

18 comments · 21 reposts

GCCA – Global Cement and Concrete Association

26,418 followers

10mo ·

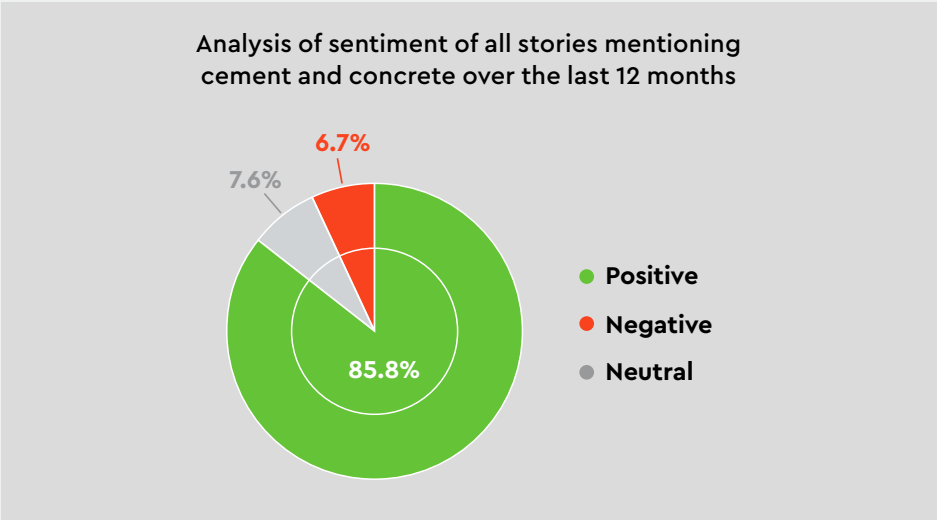
Calling Start-Ups! The Innovent Open Challenge 4 is now open. This unique industry accelerator that partners start-ups with our GCCA members to develop technologies and innovations to help the cement and ...more

INNOVATION

Innovation is crucial to achieving this mission.

We want start-ups working on new materials towards net zero concrete!

26 comments · 30 reposts



**Key activity, progress and next steps**

**Media and Social Media**

Media engagement and social media are key components in our external communications programme. We continue to drive media engagement primarily around our campaigns, which has been delivering positive results. Meanwhile, social media centres around ongoing activity that highlights the positive role concrete plays in society, as well as amplifying and supporting our campaigns to targeted audiences.



Celebrating Concrete in Life:

Top posts

**CONCRETE IN LIFE 2024/25 COMPETITION**

Now open! Our 6th Concrete In Life global #PhotographyCompetition #ConcreteInLife2425 Enter now for your chance to win \$10,000! Details of how to enter at link in bio or at gccassociation.org/concretelife2425 We are excited to have as judges: Diane Hoskins, Global Co Chair, @gensler\_design Tina Paillet, President @bricsurveyors Chris George, Content Director

535 likes

Our #ConcreteInLife 2024/25 global photography competition is now open! Enter your photo now for the chance to win up to \$10,000. To enter: 1. Upload your photos to Instagram or X. 2. Use the hashtag #ConcreteInLife2425 3. Also use the hashtag for your category: #UrbanConcrete #ConcreteInfrastructure #ConcreteDailyLife #ConcreteBeautyAndDesign 4. Follow us (@concretelife on Instagram)

502 likes

Due to unprecedented demand we are extending the deadline of our #ConcreteInLife2425 photography competition to 31 December 2024! Keep sharing your photos with us until 31 December for your chance to win \$10,000! To enter: 1. Upload your photos to Instagram or X. 2. Use the hashtag #ConcreteInLife2425 3. Also use the hashtag for your category: #UrbanConcrete #ConcreteInfrastructure #ConcreteDailyLife

474 likes

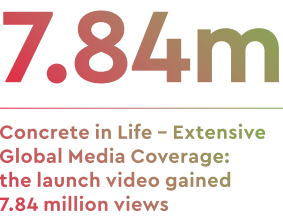


Image: Overall Winner, Concrete in Life – Henrik Hagerup, Venice Beach Skating

Campaign Highlights

**Concrete in Life 2024/25**

Concrete is essential to our world providing the basis for our homes, towns and cities. The Concrete in Life photography competition is our global competition which asks people from around the world to take photos of concrete in their lives for a chance to win up to \$10,000. The competition, now in its sixth year, saw over 20,000 entries from all over the world.

The competition is one of our key ways of engaging the general public audience on the benefits of concrete by encouraging them to highlight the beauty and essential role that concrete plays around the world. This allows us to convey a positive story of concrete as well as engage with thousands of people across the globe. The competition is predominantly run on social media, encouraging organic engagement and sharing across multiple platforms.

The winners of the 24/25 competition were announced on 1 April, with one overall winner, four category winners and a public vote winner.

A sustained social media campaign was carried out from September including a launch and winners video, promotion of the judges and sharing photos entered into the competition. A communications pack was sent to members and association partners to help them promote the competition.

- Media:**
- **Via businesswire, the release was posted 624 times, with a potential audience reach of c400m**
  - **Coverage includes Yahoo Finance, Dezeen, Guardian, AFP, Digital Camera World**
- Social media:**
- **Posts: 258**
  - **Winners video views: 700,000**
  - **Launch video views: 7.84 million**
  - **Post engagement rate: 8.24%**



# Concrete Promotion

(continued)



40,000  
New York Climate Week – 40,000  
social media post impressions



Image: SEI event, New York Climate Week



Image: Chana Poomee, SCG at UNIDO New York Climate Week Event



Image: UNIDO New York Climate Week Event

## Campaign Highlights (continued)

### New York Climate Week

The GCCA met stakeholders and carried the message of our industry at New York Climate Week 2024. We also hosted, spoke and partnered at a number of key events over the course of the week.

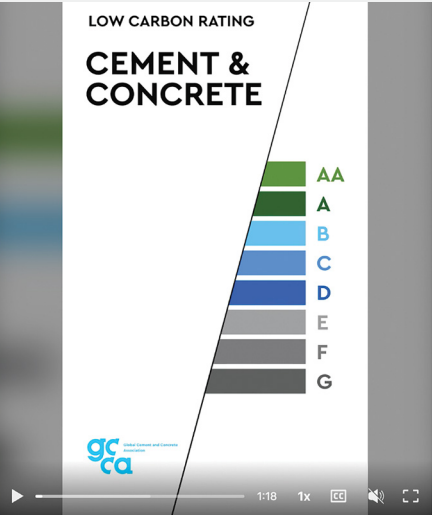
- UNIDO official side event: *Partnership in Focus: Advancing decarbonization of heavy emitting industries – Steel, cement and concrete*
- The Global CCS Institute, Clean Air Task Force, Clean Energy Ministerial CCUS: *Financing Carbon Management*

- Joint event GCCA and LeadIT: *Breaking down barriers – How to accelerate the transition to net zero cement and concrete*
- Joint event with Cemex: *Launch of Concrete in Life*

There was a campaign on social media in the leadup, during and post Climate Week to encourage event attendance, allow those who weren't there to find out about events and share outcomes.

### Social media:

- Posts: 54
- Post impressions : 40,000
- Post engagement rate: 6.6%
- Reactions: 700



### Social media:

- Posts: 100
- Post impressions: 190,00
- Post engagement rate: 6.92
- Reactions: 650



### Low Carbon Ratings System for Cement and Concrete (LCR)

Our industry is already able to produce lower carbon cement and concrete, but for this market to flourish these materials must be demanded by consumers and users of our product – private developers, governments and the public realm. Stimulating green demand is crucial. A key part of this is providing a system that allows for measurement and comparison of what is lower carbon and near zero product.

That is why the GCCA in April 2025 launched a 'global and national carbon rating system for cement and concrete' to enable producers to allocate a rating to each of their cement and concrete products based on their respective carbon footprints.

The LCR empowers anyone involved in the built environment and construction, right across the value chain – from procurement to end users – to quickly identify the carbon status of cement and concrete products and make more informed choices for sustainable building.

The ratings system is designed to be easily recognisable – with a simple visual graphic that clearly indicates a product's rating. Countries can adopt the global ratings as already published, or implement this framework with country adaptation if local carbon accounting differs from global norms. National cement and concrete associations with support from GCCA can easily implement such adaptation on behalf of public and private sector. The carbon rating system for cement and concrete retains inter-country consistency and comparability even with country adaptation.

The LCR system is based on the Low Carbon Definitions for Cement and Concrete, launched at COP29 in Baku, Azerbaijan in November 2024. The LCR was created to enhance the accessibility of the definitions and encourage wider use among governments around the world.

### Comms activity included:

- Design and creation of all graphics
- Press Release
- Social Media
- Launch Event
- Launch video



# Concrete Promotion

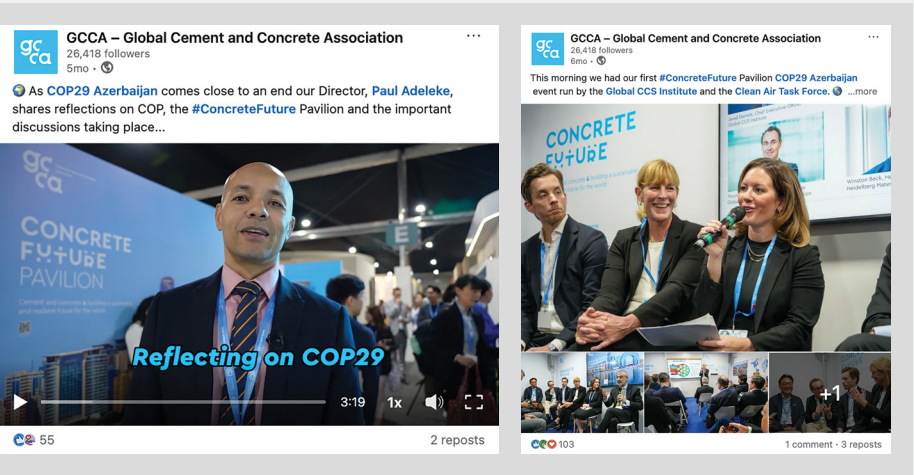
(continued)



Images: COP29, Baku, Azerbaijan



Image: The Cement Industry Progress Report 2024/25



## Campaign Highlights (continued)

**COP29**  
The GCCA was fully present at COP29, with a cement industry pavilion in the Blue Zone. It is very important for our industry to have a strong platform at the COP. We ran a full schedule of events and hosted many influential stakeholders and politicians on our pavilion, including the Vice Chancellor of Germany, Robert Habeck; Lithuanian Environment Minister, Simonas Gentvilas and Canada's Ambassador for Climate Change Catherine Stewart.

This COP saw us pivot more actively towards advocacy with policymakers and creating the enabling conditions (both policy and finance) to deliver our net zero transition. We organised 10 well-attended events at our pavilion, as well as speaking and attending at 20 more key events. Recordings are available on our YouTube channel.

A social media campaign in the run up to the event included videos filmed at COP28 and Pavilion event promotion. During COP key discussions, moments and event photos were shared. Key people and organisations were tagged ensuring that the GCCA's message was shared far and wide.

- Social media:
- Posts: 121
  - Post impressions: 106,000
  - Post engagement rate: 8.45%
  - Reactions: 3,000

**COP29 Highlight: Cement Industry Net Zero Progress Report 2024/25**  
We launched our new Cement Industry Net Zero Progress Report 2024/25, which highlights the extensive decarbonisation work being carried out by our industry to cut CO<sub>2</sub> emissions as well as the clear policy requirements against each Roadmap lever.

The report includes a formal call to action from the GCCA and its members for governments and policymakers around the world to help the sector achieve its key decarbonisation goals through implementing key enabling policies.



Image: COP29, Baku, Azerbaijan



Image: Azerbaijan Cement Industry Net Zero Roadmap Launch, COP29 Green Zone

**This is a big step forward towards delivering a greener built environment and a greener global economy."**  
*German Vice Chancellor and Federal Minister for Economic Affairs and Climate Action, Robert Habeck*



Image: COP29

**COP29 Highlight: Low Carbon Definitions Launch**  
The GCCA, with the German Vice Chancellor, Robert Habeck (above) launched its international definitions for low carbon cement and concrete.

- COP29 Events:**
- Advancing CCUS in the Cement Sector – Industrial Scale Rollout & Policy Enablers
  - GCCA Concrete Future Pavilion Launch – Action & Progress Report Launch & Reception
  - Building Net Zero Standards & Turning Pledges into Action
  - Collaboration & Knowledge: The Key to Concrete Sustainability
  - Ramping Up Industrial Decarbonisation Through CCS Deployment
  - Azerbaijan Cement Industry Net Zero Roadmap Launch
  - Cement Breakthrough Industry Roundtable

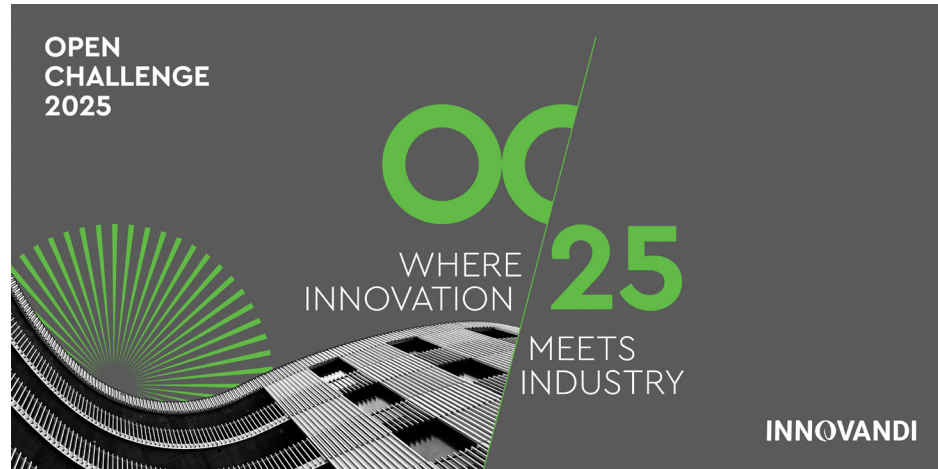
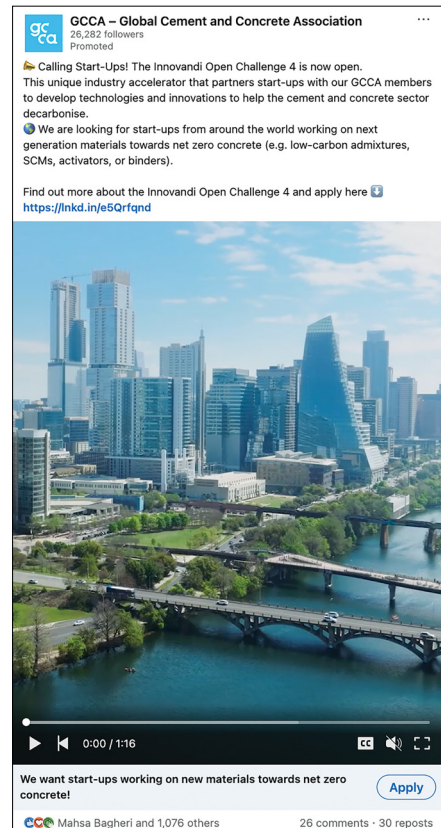
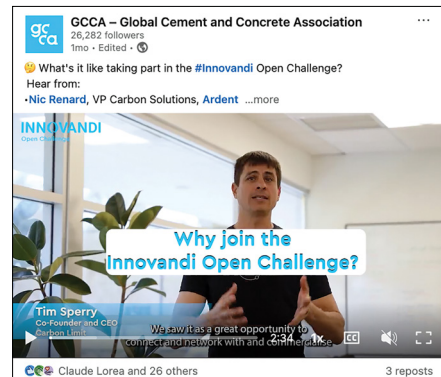
- GCCA Innovation Day
- Defining Green Cement & Concrete – Enabling a Decarbonized Industry & New Markets
- Building Resilient Communities & Cities: Action, Standards & Assessment

**COP29 Highlight: Azerbaijan Cement Industry Net Zero Roadmap Launch**  
On 15 November, the Azerbaijan Cement Producers Association, alongside ECRA launched the Azerbaijan Cement Industry Net Zero Roadmap. Representatives from the Government of Azerbaijan and High Level Champions joined the launch alongside the industry.  
The roadmap details the strategies adopted by Azerbaijan's cement producers to significantly reduce carbon emissions across the entire cement and concrete value chain.



## Concrete Promotion

(continued)



## Innovation in focus

**Innovation is vital to helping our industry decarbonise and a key pillar of the GCCA's strategy. Telling this story to the world through professional communications is an important part of helping to positively change the perception of our industry – showing it to be dynamic, future looking and attractive. We spend a lot of effort promoting the work of our world-class Innovandi programmes.**

## Open Challenge 4 launch

Open Challenge 4 was launched on 20 February 2025, and applications closed on 20 April. Start-ups were sourced directly by the GCCA and our marketing partnership with European b2b start-up network Start-Us. This included an initial press release, with a detailed social media campaign underpinning our messaging and providing targeted engagements. We focused specific targeting on social media by sector, company type and job role.

Consortia are being formed, and further comms milestones include consortia announcements and Demo Day results from Open Challenge 3.

This year's Challenge focused on "New materials for cement and concrete", which received 61 applications. Pitching is taking place, and consortia are hoped to be formed in the weeks and months ahead.

**Engagements:**

A large social media campaign was launched to encourage start-ups to apply to the Challenge. Content included a video about the Challenge, videos speaking to past Challenge participants, posts advertising the Challenge and sponsored content. Specific LinkedIn groups containing start-ups were also posted in. A helpful communications pack was sent to members and association partners to help them promote the Challenge.

**Social media:**

- **Posts: 58**
- **Post impressions: 1.8 million**
- **Post engagement rate: 7.1%**
- **Post reactions: 1,600**
- **Post clicks: 15,000**



Image: Diana Londoño Zuluaga, GCCRN Industrial Member, Cementir Holding

100k

100,000 social media  
post impressions

1,700

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1,700 social media post reactions



Image: Davide Zampini, GCCRN Industrial Chair and Vice President of Global Research Development at Cemex. Karen Scrivener, GCCRN's Scientific Chair, and Professor and Director of the Laboratory of Construction Materials at the EPFL in Lausanne.

## GCCRN Spring Week 2024 and 2025

The Global Cement and Concrete Research Network (GCCRN) is another key part of the GCCA's world class Innovandi brand, bringing a network of 450 researchers and scientists from more than 40 world leading universities and academic institutions, together with more than 30 business-leaders from some of our industry's top manufacturers and suppliers.

Innovandi Spring Week 2025 was held in Panama City. Our Social Media and Digital Lead attended Spring Week to promote the event and create materials for the upcoming year, interviewing 40 people from the network covering Innovandi leads and academic, industrial partners and PhDs from Core Projects. This included:

- Filming 11 interviews with Core Project members talking about their research
- Filming an interview with Thomas Guillot giving an overview of the network and the week

- Two group chats filmed with the network chairs chatting about why organisations should join the GCCRN
- Two interviews were filmed at the Cemex Plant in Panama with network members
- Filming an interview with Shiva Shirani the Nanocem Prize winner

Social media was also posted in the run up to, during and post the event and a photo gallery was provided.

**Social media:**

- **Posts: 66**
- **Post impressions: 100,000**
- **Post engagement rate: 7.1%**
- **Post reactions: 1,700**



# Sustainability



## Sustainability



By promoting durable and resilient structures, we aim to support long-term sustainability for both communities and ecosystems."



**GCCA serves as the global voice for the cement and concrete industry, embedding environmental, social, and governance (ESG) values across all aspects of our work. Our key priorities include cutting carbon emissions, safeguarding biodiversity, ensuring workplace health and safety, advancing sustainable construction practices, and enhancing transparency through Environmental Product Declarations (EPDs). By promoting durable and resilient structures, we aim to support long-term sustainability for both communities and ecosystems.**

### Key activity, progress and next steps

**Health and Safety**  
Safety and well-being are fundamental priorities in our work and key in the GCCA five sustainability pillars. The Working Group 1 remains dedicated to assisting and motivating GCCA members in achieving their comprehensive health and safety goals.

The year 2024 marked another flourishing important year for Health and Safety working group. We are pleased to see the growing enthusiasm among our members and increased participation. We are still a long way to go but we are on the right track.

This year we witnessed the launch of GCCA Good Practice Sharing Scheme. This scheme allows member companies to share the good practices across various, carefully selected thematic areas such as Effective leadership, Behaviour based safety, Road safety, Contractor safety management, Machinery isolation, Working at height and Digital Technology and AI Applications. We conduct these good practices once every quarter. We also updated GCCA Supplementary Guidance on monitoring and reporting of safety and addressed some of the key topics to make the document more comprehensive and precise.



Sustainability  
(continued)

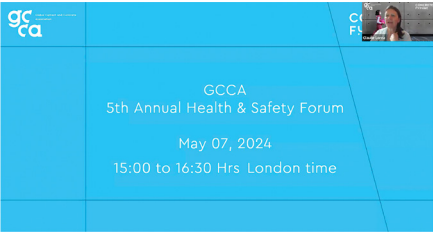


Image: GCCA 5th Annual Health and Safety Forum

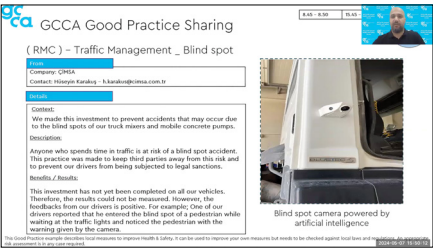


Image: GCCA Road Safety Good Practice Sharing

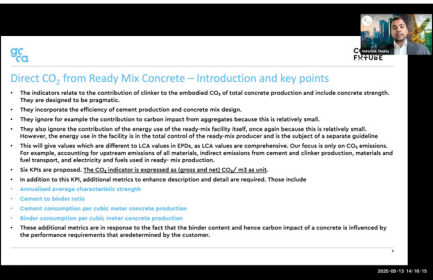


Image: Direct CO<sub>2</sub> from Ready Mix Concrete - GNR Info Session (May 13, 2025)



Image: GCCA India Contractor Passport Scheme – Training Program

Key activity, progress and next steps (continued)

Most fatalities in GCCA member companies are off-site, on road as per GCCA GNR Health and Safety Data. Last year “Road Safety Network” launch was proven to be successful. The network was able to work on producing Key Performance Indicator (KPI) to measure road fatalities and is working on another KPI to address “Blameworthy Incidents”. We are now in the process of piloting the KPIs with Working Group 1 member companies and once finalised we develop further guidance to help GCCA member companies strengthen the road safety. On a broader aspect the Road Safety Network will also start sharing good practices and foster safer practices.

GCCA Health and Safety Data insights help us to identify the national focus groups. These national focus groups are selected based on their performance in terms of Health and Safety. In 2023, we established India chapter with help of GCCA India, which worked on Contractor Passport Scheme. The scheme has developed and is now under pilot stage. The next national focus group will be established for Nigeria.

This will be led by Dangote Cement Group Head for Occupational Health, Safety and Environment, Satya Prakash. The Nigeria focus group also seek collaboration from GCCA member companies in Nigeria as well as local associations and organisations for Health and Safety. The topic of focus to be selected and decided in due course of time.

This year on May 07, 2025, we are hosting GCCA 6th Annual Health and Safety Forum. The theme for this year is “Future-Proofing Safety: Adapting to the Digital Revolution”. Our 5th Annual Health and Safety forum witnessed more than 100 participations from across GCCA members companies. Additionally, we will keep working as per the action items of our GCCA roadmap.



We are working towards the aim to make the GNR a key tool to monitor progress against the GCCA Concrete Future Net Zero Roadmap”

GNR Data Platform

There is significant interest in the GCCA GNR CO<sub>2</sub> and energy data from outside parties. Currently, over 190 external stakeholders utilise this information and more than 60 internal stakeholders have access to GNR data. Access is granted after signing the GNR agreement, which incorporates the GCCA Code of Conduct.

Additionally, the GNR system has proven effective for gathering health and safety performance metrics as well as GCCA's Basic Parameter indicators.

Every year we strive to improve the GNR dashboard functionality for our stakeholders. Following are the developments/technical updates which we have added in GNR dashboard.

Following are the new developments this year:

- 1. GNR CO<sub>2</sub> in Concrete Extension:** This initiative expands the GNR Campaign to include direct CO<sub>2</sub> emissions data from ready-mix concrete. Data will be gathered in alignment with the KPIs outlined in the GCCA Sustainability Guidelines for tracking and reporting CO<sub>2</sub> in concrete production. Collection for 2020 and 2022 will begin in 2025, with 2020 data starting in June and 2022 data in September. GCCA Secretariat has also planned an info session for the same.
- 2. Avoid closing the GNR data collection platform before launching new campaign:** To enhance flexibility, the upgraded system now supports simultaneous multiple GNR campaigns, eliminating downtime between data collection cycles.

- 3. Automation access to GNR data for external stakeholders:** Previously, external stakeholder access required manual approval. A new automated system—currently in pilot testing—will streamline this process by enabling online GNR contract signing. Full rollout is anticipated by mid-May 2025.
- 4. Development of GNR Parallel Campaign to collect V 4.0 data:** A dedicated campaign is being developed to collect data under the updated GCCA CO<sub>2</sub> and Energy Management Protocol V4.0. This will run concurrently with the existing V3.1 protocol, allowing pilot testing and comparison ahead of V4.0's official adoption.

Regional distribution curves, Improvement in the Basic Parameter Dashboard and possibly GCCA India Health and Safety extension are the other developments which are planned.

Also, we are working towards the aim to make the GNR a key tool to monitor progress against the GCCA Concrete Future Net Zero Roadmap, a priority for the future is to increase GNR coverage especially in countries where the roadmap is published.



# Sustainability

(continued)



Image: GCCA CO<sub>2</sub> and Energy Management Protocol Training 2024

## Key activity, progress and next steps (continued)

### CO<sub>2</sub> and Energy Protocol Review Work (Scope 1 and 2 Emissions)

GCCA's CO<sub>2</sub> and Energy Management Protocol (the GCCA Protocol) is a recognised tool within the sector and is gradually gaining traction among external stakeholders.

This tool helps the industry standardise Scope 1 and 2 emissions reporting with high accuracy, playing a key role in the GCCA Net Zero strategy by ensuring precise monitoring and tracking of carbon emissions—a critical requirement for decarbonisation.

Additionally, the GCCA Protocol serves as a vital resource for measuring and managing Scope 1 and 2 emissions in cement manufacturing.

The groundbreaking work to upgrade the protocol from V3.1 to V4.0, initiated by the GCCA CO<sub>2</sub> protocol task group experts in mid-2022 in response to developments such as SBTi's Net Zero guidance, updated ISO guidelines, and technological advancements like CCUS and Calcined clays, is now in the final phase of development. Over the past year, the updated protocol V4.0 has undergone rigorous discussions, the development of a road-testing version, and final road testing conducted by GCCA members, which concluded in October 2024. More than 250 comments were received on the road-testing version, which is currently being addressed and implemented by ECRA. The final Excel sheet release is still being planned as the comments are implemented. A concrete update will be announced to members as soon as it's ready.

The task group is also reviewing the final version of the updated protocol guidance, which will be released to GCCA members for review and comment. The guidance document is expected to be released for members' comments by the end of May 2025.

To test the conciseness of the updated protocol we are working on a parallel GNR CO<sub>2</sub> and Energy Management campaign. We plan to conduct parallel data collection from V3.1 and V4.0 for GNR data 2023 collection for 2 consecutive years 2025 and 2026. We are working with the PwC team (our GNR project management team) for updating the GNR dashboard to accommodate latest developments.

We are also working on a transition plan for our members to help them transition by building their capacity for the V4.0 version of the protocol. We are currently developing and discussing a series of GCCA webinars, and a physical training program called the "Train the Trainer" program. We will update GCCA members as soon as we finalise our planning and preparations.



Image: Scope 03 Task group meeting – London (7<sup>th</sup> and 8<sup>th</sup> November 2024)



Image: Heidelberg Materials – Ennigerloh Cement Plant Industry visit

### Training and Development on GCCA CO<sub>2</sub> and Energy Protocol V3.1

From October 29 to 31, 2024, 38 industry professionals gathered in Düsseldorf for the GCCA Cement CO<sub>2</sub> and Energy Protocol Training, organised in collaboration with ECRA. This training aimed to enhance members' proficiency on current V3.1 of the protocol and introduce new GCCA members to its application. The training covered Scope 1 and 2 CO<sub>2</sub> emissions calculations and provided a glimpse into the upcoming V4.0 revision. Participants actively participated in interactive tutorials, including a hands-on exercise where they completed a CO<sub>2</sub> and energy inventory for a cement plant. A visit to Heidelberg Materials' Ennigerloh plant offered practical insights into laboratory operations and material flow monitoring. The program concluded with a final exam, and all successful attendees received certification. Remarkably, 96% of participants rated the course as exceeding their expectations.

### Scope 3

Scope 3 emissions have seen significant traction across the cement industry and broader global discussions.

This shift stems from new frameworks by institutions like SBTi, which now require sector players to:

- Track all 15 emissions categories
- Set Scope 3 targets if these emissions exceed 40% of their combined Scope 1+2 footprint

Anticipating the need for the sector we initiated the development of Scope 03 guidance document with the help of Scope 03 task group.

The Scope 3 guidance work is now in its final stages, with the road-testing phase completed. To review the feedback gathered during this process, the GCCA Secretariat convened a 1.5-day in-person meeting in London, where each comment was thoroughly discussed and addressed with a detailed response. Beyond refining the guidance, the session also provided an opportunity for the group to align on the next phase of development, ensuring a structured transition forward.

GCCA Secretariat is finalising the document based on the road-testing comments and is planning to release the document most likely by mid-June or early July 2025.



Sustainability  
(continued)



The Nature strategy will encapsulate new KPIs, guidelines in line with the latest development in Nature Segment, as well as other principles that will serve the nature agenda for GCCA and its members."



Key activity, progress and next steps (continued)

**Nature**  
Nature being an important pillar of GCCA Sustainability has always been a key agenda item for GCCA and its member companies.

GCCA Secretariat with the help of nature task group members has always remained attentive to all the relevant developments in the sector.

In 2024 we engaged on multiple topics related to nature, one such topic being Task Force for Nature-related Financial Disclosures (TNFD) – Draft Sector Guidance Construction Materials. The GCCA Secretariat along with the experts engaged in an extensive discussion with the TNFD Secretariat to help provide comments and shape the document to benefit the sector. The draft guidance is now published and are used by GCCA members and others for TNFD disclosures and other important purposes.

The GCCA Secretariat is also working on "GCCA Nature Strategy" with the help of the task group to define strategic Nature goals, shape and strengthen the Nature agenda for our members. Once further approved, the Nature strategy will encapsulate new KPIs, guidelines in line with the latest developments in the nature area such as SBTN, TNFD, etc. as well as other principles that will serve the nature agenda for GCCA and its members.

In 2024, we also launched a task group called – "Natural Climatic Solutions (NCS) – Accounting". The aim of this task group is to develop a methodology for accounting of the carbon offsets using NCS. The task group is now preparing to develop a guidance document. The guidance document is still being drafted and will be available for review of GCCA members in mid-early July.



Image: Biodiversity COP16, Cali Colombia



Image: GCCA members and other attendees at Biodiversity COP16 – Cali, Colombia

45

The CBD COP16 event was attended by 45 industry professionals, who engaged in critical discussions across three key themes: Nature-Based & Climate Solutions, Biodiversity in Cement Production and Plastics & Circular Economy.

**Updates from Convention on Biological Diversity (CBD) COP16**  
The GCCA Secretariat participated and organised CBD COP16 in a collaboration with PROCEMCO and FICEM.

Overall, the cement industry's participation at COP16 was a resounding success, reinforcing the urgent need to scale up nature-focused initiatives across the sector. The event was attended by 45 industry professionals, who engaged in critical discussions across three key themes:

- 1. Nature-Based & Climate Solutions**  
A high-level panel featuring Cemex, Corona, ASOCARBONO, WHC, and Colombia's former Environment Minister explored challenges, opportunities, and the push for standardised protocols in implementing these solutions.
- 2. Biodiversity in Cement Production**  
Companies like Argos, Cemex, Holcim, and Alion showcased projects on reforestation, water/fauna management, and biodiversity impact mitigation. A clear consensus emerged: standardised regulations are essential to align industry efforts.
- 3. Plastics & Circular Economy**  
Holcim, Alion, Argos, and EAN University Bogota, highlighted innovations in plastic recycling and co-processing, underscoring the cement sector's pivotal role in waste valorisation.

**Mercury**  
GCCA has, under the leadership of Working Group 6 and its dedicated task group, continued to contribute to the UNEP Mercury Partnership Area Cement.

**Environmental Product Declarations**  
Environmental Product Declarations (EPDs) are a foundation of sustainable construction, offering clear, verified data on the environmental impact of cement and concrete products. They help the industry meet growing demands for transparency from regulators, customers, and the wider construction value chain.

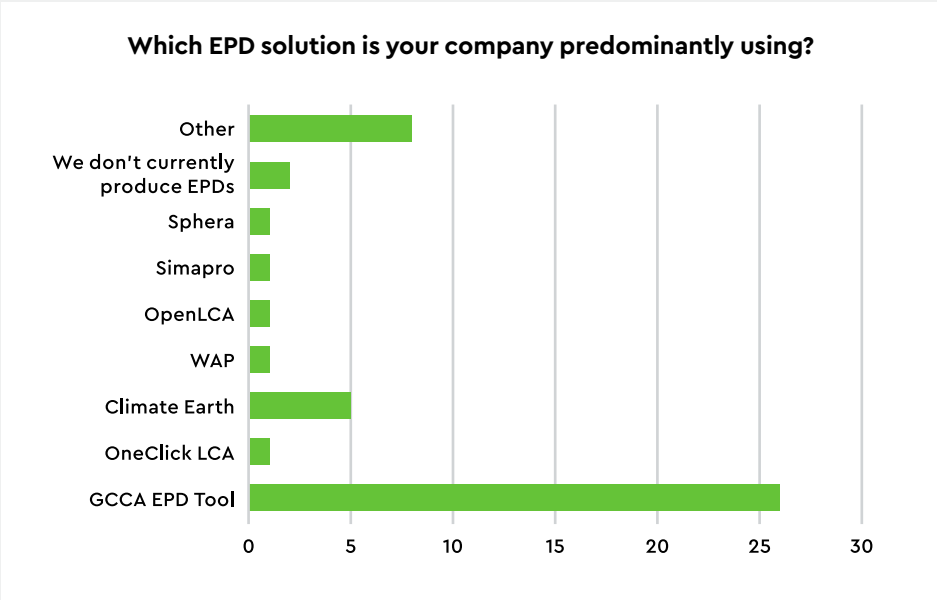
To support this, the GCCA makes available the EPD Tool, a standardised digital solution that makes it easier, faster, and more cost-effective for members to create third-party verified EPDs. The tool simplifies the full process—from data collection and life cycle assessment (LCA) to verification and publication—reducing the need for external consultants and enabling members to take greater ownership of their environmental reporting.



Sustainability  
(continued)



Image: GCCA Environmental Product Declarations report



**Key activity, progress and next steps (continued)**

To evaluate impact and guide the next phase of development, GCCA conducted a global survey of member companies currently using or planning to use the tool. The survey collected responses from 46 participants regarding their EPD usage, challenges, and future needs. The responses represent 26 unique GCCA member companies, four non-member companies (users of GCCA EPD tool) and three regional partner associations.

The results showed strong engagement and satisfaction: All respondents to the survey indicated that they are either already using the GCCA EPD Tool or plan to do so. Additionally, 90% rated the tool as helpful or very helpful in simplifying the EPD development process. Respondents also highlighted its user-friendliness, accessibility, and alignment with global standards as some of its most valuable features.

The survey also highlighted areas for improvement. In response, GCCA is now working to expand the tool's functionality in several key ways. One priority is improving integration with other software solutions (eg EPD on-Demand platforms, Program Operators, QC/ERM systems etc) enabling smoother data exchange. The GCCA is undertaking a significant investment, to replace the excel based calculation engine with OpenLCA, a powerful and modern LCA solution. The tool will also be continuously updated to keep pace with evolving standards, and support will be expanded to include additional product categories and regional variations.

With more than 20 members already engaged in EPD creation via the tool—and a strong pipeline of projects ahead—we are well on our way to making transparent environmental reporting the industry norm. This work supports our broader mission to accelerate decarbonisation and ensure concrete remains the sustainable building material of choice.

**We support an international agreement that sets ambitious targets and the enabling policy frameworks to end the global plastics waste crisis."**

**Co-processing:**

The GCCA has continued to advocate for a recognition of co-processing under the **Basel Convention** in close collaboration with its national and regional partners. The latest meeting in Geneva from 28 April to 9 May 2025 was an intense period of negotiations seeking alliances and trade-offs to secure recognition of co-processing in R15 whilst not ceding ground elsewhere. Thanks to members in these Geneva meetings who led and delivered this activity. The outcome is that no decision was made and the agreed timetable gives further opportunity in coming years to get co-processing recognised in this international convention.

The GCCA has been an official observer of the **Intergovernmental Negotiating Committee on Plastic Pollution**. The GCCA is calling for the Global Plastics Treaty to consider co-processing in cement kilns operated in line with existing BAT/BEP as a sound waste management solution for plastics which cannot be recycled in another way. In November 2024 at the fifth session, agreement could not be reached on the treaty, and a "5.2" session will be held in August 2025. The GCCA supports the United Nations Environment Assembly Resolution 5/14 and the overarching objectives to protect human health and the environment from plastics pollution. We support an international agreement that sets ambitious targets and the enabling policy frameworks to end the global plastics waste crisis.

An overarching **GCCA policy position paper** was developed in consultation with members and national and regional association partners and was approved by the GCCA Board in June 2024. This brings together the high-level messaging and will facilitate and enable consistent communication from the wider sector.

The GCCA has drafted a **Cement and Concrete Breakthrough Alternative Fuels white paper**. This comprises of content from the GCCA policy position paper and the GCCA co-processing guidelines. This will help countries implement supportive policies.

Regional initiatives of note are **FICEM's methane avoidance activities** in LatAm and the Caribbean to raise awareness of landfill methane avoidance by diversion of waste to co-processing, **SINTEF OPTOCE (Ocean Plastic Waste Turned in a Circular Economy Opportunity)** initiative which demonstrates the positive benefits of co-processing for the treatment of waste in SE Asia and an analogous project in Africa called **Stop Open Waste Burning**.

**GCCA support of Concrete Sustainability Council responsible sourcing certification:**

The global Concrete Sustainability Council (CSC) and their network of regional scheme operators (RSO), enable cement, aggregate and concrete suppliers to communicate the responsible sourcing credentials of their products.

The GCCA supports CSC, as the means through which responsible sourcing can be communicated. All in the sector should be aware of CSC, so that alternatives imposed by others outside the sector do not arise.



Sustainability  
(continued)



Image: GABC 2025 Annual Gathering  
Global Alliance for Building and Construction, sponsored by UNEP, is a forum in which GCCA is engaged to advance the resilience agenda and share decarbonisation progress.



The concrete message is that the material's inherent properties and versatility in how it can be used by designers means that it is the material of choice to deliver sustainable projects."



Key activity, progress and next steps (continued)

Concrete's Contribution to Resilience:

Climate exacerbated risks of wind, heat, flood and fire are all best addressed through concrete construction.

Climate mitigation and climate adaptation (resilience) are both recognised in the Declaration de Chaillot which was signed by over 60 countries in March 2024 in Paris. The event was administered by the Global Alliance for Building and Construction (GABC) – an entity of UNEP which is also the secretariat of Buildings Breakthrough.

The GCCA is active in the GABC resilience hub. The hub aims to raise the profile of resilience and identify barriers to in-action on resilience.

Decarbonising the Built Environment:

The GCCA is active in the Building to COP coalition, the GABC and members of these that have an international reach such as charities (Build Change), designers (ARUP) and member organisations (RILEM and fib).

The concrete message is that the material's inherent properties and versatility in how it can be used by designers means that it is the material of choice to deliver sustainable projects. This is in the context of the industry net zero commitments and decarbonisation actions of the producers.

Innovation





Innovation



Image: Innovandi OC25 launch video



Image: Innovandi OC25 social media

**Innovation is a key part of the GCCA Mission. Driving, supporting and advocating innovation in the cement and concrete sector is key to improving its sustainability and lowering its CO<sub>2</sub> footprint.**

Innovandi is the GCCA innovation arm, which runs three world-class innovation platforms to accelerate and foster innovation to help the industry decarbonise and produce carbon neutral concrete by 2050.

**Key activity, progress and next steps**

**Innovandi – world-class innovation programmes**

The Innovandi Open Challenge is a global programme which brings together tech start-ups and the world’s leading cement and concrete companies to help accelerate the next wave of innovations to achieve our net zero mission.

**The Innovandi Global Cement and Concrete Research Network (GCCRN)** is a consortium which critically brings together academia (over 40 leading global institutions) and industry (over 30 cement and concrete manufacturers, admixture companies, equipment and technology suppliers) to collaborate on essential actionable pre-competitive research, in areas such as calcined clays, concrete recycling, kiln electrification and carbonation.

**The Innovandi Entrepreneur Network** brings together start-ups that are developing technologies relevant to decarbonisation across the cement and concrete value chain and enables them to network with GCCA members.

- Open Challenge**
- We are in the fourth year of our successful Innovandi Open Challenge that has been running since 2021. The GCCA continues to manage consortiums and issues letters of support to finalists' start-ups.
  - Topics for the past challenges were Carbon Capture, Use and Sequestration (CCUS) and new materials for low carbon concrete. We are delighted that over 10 consortiums have been formed so far and new consortium associations will be announced soon.
  - We are delighted that more than 300 start-ups from around the world have applied to our Innovandi Open Challenge and every year we receive a not very high quality of start-up applications.
  - Currently for our fourth Innovandi Open Challenge we sourced 61 start-ups applications globally focussing on Next generation materials towards net zero concrete: new binders and activators. The experts from the cement and concrete industry have evaluated all applications and 17 start-ups are now invited to pitch in May 2025.



Image: GCCRN Spring Week 2025, which took place in Panama



Image: The winner of Innovandi NanoCem PhD 2024 prize, Dr. Shiva Shirani, presented her research highlights to the network at Spring Week 2025 meeting in Panama

450+

The Innovandi Global Cement and Concrete Research Network connects 450+ scientists in the field of cement and concrete.

1.2m

The Innovandi Global Cement and Concrete Research Network funds around 1.2 million Euros per year in research solely focused on reducing the CO<sub>2</sub> footprint of concrete.

**Innovandi GCCRN Research network**

The research network is now operating with over 450 experts and scientists involved, over 30 industrials and over 40 selected academic partners are managed by the GCCA, over 75 PhDs working on essential innovation matters.

GCCRN projects focus on Clinker Production, Cement and Binders including Calcined Clays, Recycling/ Recarbonation, CCUS, Durability and Admixtures.

One Core Project was completed in 2024, 12 Core Projects are under execution and additional three Core Projects on Clinker Optimisation and Durability, which were approved in 2024, are now being contracted.

More than 70 Partner Projects have been accepted into the network, and more than 10 New Partner Projects are under approval.

The GCCRN library is up to date and the GCCA is also adding the bios of GCCRN PhD students to it, to provide the public with important aspects of GCCRN, which can be accessed on our website<sup>3</sup>.

With the aim of knowledge exchanges, two GCCRN semi-annual meetings were held since our last CEO gathering including the GCCRN virtual Autumn Week in October 2024 and in-person Spring Week 2025 17th to 21st March 2025 in Panama meetings.

- 16 Innovandi GCCRN Core Projects and more than 20 GCCRN Partner Projects presented the latest updates of the key results and their future plans. The importance of these projects have been highlighted and discussed.

- Three knowledge transfer workshops by ending GCCRN Core Projects also were held to explain research results on Recycling/Recarbonation, Clinker Production and CCUS.
- The GCCRN regularly discuss the key achievements and remaining open questions for future GCCRN projects.
- The previous GCCRN research roadmapping in 2022 resulted in development of three new GCCRN Core Projects.
- GCCRN is having another research roadmapping. Three workshops on thematic areas defined by GCCRN Full Assembly took place in Panama and GCCRN discussed proposals and next steps to define the future GCCRN Core Projects calls.
- In addition GCCRN Postdoc Scholarship Call was launched recently for the first time to attract the best talents for the future of industry.
- The Innovandi Nanocem PhD Prize has been established to recognise the best global PhD on cementitious materials.
- In 2024, 32 applicants from over 20 countries submitted their valuable PhD thesis. Three honourable mentions together with the winner were announced.
- Dr Shiva Shirani was named as the winner for research using 4D nano-technology to help improving low-carbon cement, and awarded \$5000 by GCCA. Dr. Shirani presented her research highlights in Panama. This provided a great opportunity for the knowledge exchange and any possible collaboration(s) in the future.

<sup>3</sup><https://gccassociation.org/innovandi-gccrn-projects/>



Innovation  
(continued)



Image: PhD students, who are the future of our industry, visited CEMEX Planta Calzada Larga in Panamá! The plant visit provided them with a great opportunity to understand how their research results are used in our industry to achieve Net Zero Cement and Concrete.



The GCCRN regularly discusses the key achievements and remaining open questions to determine the future GCCRN projects."



Image: GCCRN Industrial Partners

**Key activity, progress and next steps (continued)**

The GCCA Innovation Working Group 5 is progressing the development of CCUS to decarbonise our industry.

We have continued our action towards CCUS deployment including maintaining the LeadIT Green Cement Technology Tracker in collaboration with SEI, pursuing our collaborations and activities with GCCSI and the CEM CCUS Initiative. Also we will be hosting an International Forum on Carbon Emission Reduction of Building Materials Industry 2025 in collaboration with CBMF in July in Beijing, China including visits to two oxyfuel projects. We are also looking into continuing our support to national initiatives (India, Thailand, Morocco and Brazil).

**Innovandi Entrepreneur network**

Our Innovandi Entrepreneur Network is our third programme under our Innovandi brand, open to start-ups, interested in collaborating to support our shared net zero mission. Membership provides a platform to access the Innovandi mentorship programme and network with peers and GCCA members, as well as access first-hand information on the Innovandi Open Challenge.

Fifteen startups have joined our newly formed network and a first webinar was organised around the art of pitching.

Engagement  
with members





# Engagement with members



Our industry's, and the GCCA's, strength is the close cooperation of our member companies."

### GCCA Webinars

The GCCA continues to host informative and expert-led webinars on a range of important topics for our members. On certain topics we also open them to wider stakeholder audiences.

- Launch of Low Carbon Ratings for Cement and Concrete
- Low Carbon Procurement
- Why and how to Implement the GCCA Low Carbon Ratings
- Innovandi 4th Open Challenge Launch
- GCCA Book and Claim Webinar
- Environmental Product Declarations
- GCCA at COP29
- INC-5 Plastic Treaty Road to Busan
- Launch of GCCA Definitions
- Global Partnerships: Focus on RILEM and fib
- CCUS in the Indian Cement Industry

### Key activity, progress and next steps

#### Working Groups and Partnership Council

Our industry's, and the GCCA's, strength is the close cooperation of our member companies. This is demonstrated no better than across the GCCA Work Program, with close collaboration, input and technical expertise of hundreds of colleagues from our member companies and partner associations to successfully help move our industry forwards. We structure this collaboration and input through six working groups. When more intensive activity is required, or additional expertise and experience is beneficial, subgroups or task groups are formed.

We also have a Partnerships Council that brings together the national and regional partner associations to share and discuss the common issues across our industry.

#### The working groups and their active task groups are listed below.

**Health and Safety Working Group 1**  
Mission – To ensure continuous improvement in health and safety performance and foster a collaborative and sharing approach across the entire cement and concrete sector.

- Road Safety Expert Task Group
- GCCA National Safety – Nigeria Focus Task Group

**Advocacy Working Group 2**  
Mission – Overseeing and supporting GCCAs policy and advocacy work.

- Cement Breakthrough and COP Task Group
- Advocacy Campaign #1: Low Carbon Ratings – Task Group
- Low Carbon Ratings Precast Associations Task Group

- EPD Tool Task Group and EPD On Demand Strategic Direction Task Group

#### Communications and Outreach Working Group 3

Mission – To help ensure (cement and) concrete is seen as the sustainable building material of choice, now and into the future.

- Key oversight and input into critical communications and outreach programmes, including:
  - Concrete in life
  - GCCA Gathering and Leaders Conference
  - COP and external platform programmes

#### Net Zero Delivery Working Group 4

Mission – Overseeing and supporting GCCA's and our wider industry's contribution to delivering a low carbon built environment in line with global climate objectives.

- Book and Claim Task Group

#### Innovation Working Group 5

Mission – To drive, support and advocate innovation in the cement sector to improve its sustainability and in particular lower its CO<sub>2</sub> footprint.

#### ESG Working Group 6

Mission – To ensure that the cement industry continuously improves its sustainability performance.

- GCCA Compliance Audit Task Group 2026
- GCCA Nature Task Group
- GCCA Natural Climatic Solutions Task Group
- GCCA CO<sub>2</sub> Protocol and Energy Management Task Group
- GCCA Scope 03 Task group
- GCCA Basel Convention and Plastics Treaty Task Group
- GCCA SBTi V2.0 Mirror Group



Images:  
London CEO Gathering 2018  
Singapore CEO Gathering 2019  
Online Roadmap Launch 2021  
Atlanta CEO Gathering 2022  
Zurich CEO Gathering 2023  
Bangkok CEO Gathering 2024



### CEO Gathering and Leaders Conference

The GCCA CEO Gathering and Leaders Conference is our annual conference, which brings together the senior leadership of our member companies in person to share insights and progress on our net zero transition and concrete future.

We have run CEO Gatherings every year, and they have grown to become the key date in our events calendar. Each event is an important platform for the industry to engage in key strategic discussions – including our industry vision and shared decarbonisation mission.

Over the years, we have held CEO Gatherings in London, Singapore, Atlanta, Zurich, Bangkok, and this year in Mexico City, the first time in LatAm.

Our Mexico Gathering also includes a Circular Cities Summit element, which is open to stakeholders from the wider value chain to attend and share insight from beyond the cement and concrete industry on how it can play a crucial role in the circular economy.



Thank you to all in the GCCA family who positively collaborate with us across the world.

Our Members	Our National & Regional Industry Association Partners
<div><ul style="list-style-type: none"><li>• Asia Cement Corporation</li><li>• Arkan</li><li>• Breedon Group</li><li>• BUA Cement</li><li>• Buzzi SpA</li><li>• Cementir Holding</li><li>• Cementos Argos</li><li>• Cemento Moctezuma</li><li>• Cementos Pacasmayo</li><li>• Cementos Progreso</li><li>• CEMEX</li><li>• Cimenterie Nationale</li><li>• Çimsa Cement</li><li>• City Cement</li><li>• CNBM</li><li>• CRH</li><li>• Dalmia Cement</li><li>• Dangote</li><li>• Fletcher Building</li><li>• GCC</li><li>• Heidelberg Materials</li><li>• Hima Cement</li><li>• Holcim</li><li>• Huaxin Cement</li><li>• JK Cement</li></ul></div>	<div><ul style="list-style-type: none"><li>• JSW Cement</li><li>• Kartuli Cement</li><li>• Limak Çimento</li><li>• Medcem</li><li>• MISR Cement Group</li><li>• Molins</li><li>• Nesher Israel Cement Enterprises</li><li>• Norm Cement</li><li>• Northern Region Cement Company</li><li>• Orient Cement</li><li>• PT Solusi Bangun Indonesia</li><li>• SCHWENK Zement</li><li>• Secil</li><li>• Siam Cement Group</li><li>• Siam City Cement</li><li>• Taiheiyo Cement</li><li>• TCC Group Holdings – Taiwan</li><li>• TITAN Cement Group</li><li>• TPI Polene</li><li>• UltraTech Cement</li><li>• UNACEM</li><li>• Vassiliko Cement</li><li>• Votorantim Cimentos</li><li>• Yura Cement</li></ul></div>
	<div><ul style="list-style-type: none"><li>• American Cement Association</li><li>• Asociación de Fabricantes de Cemento Portland – Argentina</li><li>• Asociación de Productores de Cemento – Peru</li><li>• Associação Brasileira de Cimento Portland – Brazil</li><li>• Association of German Cement Manufacturers (VDZ) – Germany</li><li>• Association Professionnelle des Cimentiers – Morocco</li><li>• Azerbaijan Cement Producers Association (ACPA)</li><li>• Betonhuis – Netherlands</li><li>• BIBM – Europe</li><li>• CANACEM – Mexico</li><li>• Canadian Precast Prestressed Concrete Institute</li><li>• Cement Association of Canada</li><li>• Cement Concrete &amp; Aggregates Australia</li><li>• Cement Industry Federation – Australia</li><li>• Cement Manufacturers Association – India</li><li>• Cement Manufacturers Ireland</li><li>• China Cement Association</li><li>• Concrete NZ – New Zealand</li><li>• European Cement Association (CEMBUREAU)</li><li>• European Federation Concrete Admixtures</li><li>• European Ready Mixed Concrete Organisation</li><li>• Federación Iberoamericana del Hormigón Premezclado – LatAm</li><li>• Federación Interamericana del Cemento (FICEM) – LatAm</li><li>• Japan Cement Association</li><li>• Korea Cement Association</li><li>• Mineral Products Association – United Kingdom</li><li>• National Ready Mixed Concrete Association – USA</li><li>• South Indian Cement Manufacturers Association</li><li>• Thai Cement Manufacturers Association</li><li>• The Spanish Cement Association (Oficemen)</li><li>• Turkish Cement Manufacturers Association (TürkÇimento)</li></ul></div>



# Summary of external outreach and engagements from 01 June 2024

Digital engagement	Media key engagements			Stakeholder engagements – organisations		
<p><b>LinkedIn</b> Posts: 335 Impressions: 683,000 Advert Impressions: 7.6 million Engagements: 17,000 Engagement Rate: 9.11% New Followers: 5,000 <b>Total Followers: 26,400</b></p> <p><b>Facebook</b> Posts: 319 Page Reach: 203,000 Engagements: 36,000 Engagement Rate: 2.2% <b>Total Followers: 5,200</b></p> <p><b>Instagram</b> Posts: 222 and 100 stories Accounts Reached: 18 million Organic Impressions: 230,000 Engagements: 17,000 Engagement Rate: 8.34% Video views: 17.3 million New Followers: 5,300 <b>Total Followers: 10,300</b></p> <p><b>Website</b> Visits: 290,000 Users: 169,000</p>	<p>Business Wire</p> <p>MailOnline</p> <p>MSN News</p> <p>Reuters</p> <p>The Guardian</p> <p>The Herald</p> <p>The News Tribune</p> <p>The Sun</p> <p>The Telegraph</p> <p>World Construction Today</p> <p>World Economic Forum</p> <p>Yahoo (Finance and news)</p> <p>1news Business</p> <p>AfricaNewsCircle.com</p> <p>Agg-Net</p> <p>Aggregates Business Europe (Online)</p> <p>APNews.com</p> <p>Archinect</p> <p>Azerbaijan News Gazette</p> <p>Azerbaijan24</p> <p>Azeri-Press news agency (APA)</p> <p>AZoBuild</p> <p>B2B-Cambodia.com</p> <p>Bangkok Post</p> <p>Building Services and Environmental Engineer</p> <p>BuiltEnvironment me.com</p> <p>Bulir.id</p> <p>Business Daily Africa</p> <p>Business Day Ghana</p> <p>Business Desk</p> <p>Business Intelligence.mo</p>	<p>Business Post Nigeria</p> <p>Business Radio KDOW</p> <p>Carbon Capture Journal (Online)</p> <p>Carbon Herald</p> <p>CarbonCredits.coms</p> <p>Cemento Hormigon</p> <p>CementProducts.com</p> <p>Cleantech Investor (Closed)</p> <p>Construction Links Network</p> <p>Construction World Magazine</p> <p>constructionindex</p> <p>Construction specifier.com</p> <p>Construction Technology.media</p> <p>Daily Independent (Nigeria)</p> <p>Daily Leader.com</p> <p>designbuild-network.com</p> <p>Destination Thailand News</p> <p>Devidscourse</p> <p>Dezeen</p> <p>DigitalCameraWorld</p> <p>Digital-News – Palinsesti, Notizie, Video, Recensioni</p> <p>Dubai News Today</p> <p>EIN Presswire</p> <p>ETEnergyworld</p> <p>Ethical Marketing News</p> <p>Europa Press</p> <p>European Business Magazine (Online)</p> <p>Global CCS Institute</p> <p>Global Cement Magazine (Online)</p> <p>Global Construction Review</p>	<p>Global Issues News Headlines</p> <p>India Education Diary.in</p> <p>Indian Cement Review</p> <p>International Cement Review (Online)</p> <p>Mexico Business News</p> <p>Nature</p> <p>Parliamentary Monitoring Group</p> <p>pbctoday</p> <p>Property Times – India</p> <p>Report News Agency</p> <p>Standard-Journal</p> <p>Sun Herald</p> <p>Taipei Times</p> <p>Taiwan News Online</p> <p>Thai MLM News</p> <p>The Business Gazette Online</p> <p>The East African Business Times</p> <p>The Energyst (Online)</p> <p>The Engineers Journal</p> <p>The Slovenia Times</p> <p>TheCanadianPress News.ca</p> <p>This is Money (Online)</p> <p>Times Online</p> <p>TradingCharts.com</p> <p>TradingView</p> <p>UNIDO</p> <p>Wall Street On Parade</p> <p>Wallstreet:online Ag</p> <p>Washington Internet Daily</p> <p>World Architecture Community</p> <p>World Cement</p>	<p>ACI and NEU</p> <p>AECOM</p> <p>Amazon</p> <p>Asia Development Bank</p> <p>American Concrete Institute</p> <p>The Biodiversity Consultancy</p> <p>Bolton Consulting Group (BCG)</p> <p>Business for Nature</p> <p>BusinessGreen</p> <p>Build Change</p> <p>C40 Cities</p> <p>CCS Knowledge Center</p> <p>China Building Materials Federation (CBMF)</p> <p>Clean Air Task Force (CATF)</p> <p>Clean Energy Ministerial (CEM) CCUS Initiative</p> <p>CEM Industrial Deep Decarbonisation Initiative</p> <p>Climate Action</p> <p>Climate Club</p> <p>Climate Champions</p> <p>Climate Economist</p> <p>Climate Imperative</p> <p>The Climate Group</p> <p>ClimateWorks Foundation</p> <p>Confederation of Indian Industry</p> <p>Convention on Biological Diversity</p> <p>Decarb Connect North America</p> <p>European Bank for Reconstruction and Development (EBRD)</p> <p>EPFL</p> <p>European Climate Foundation</p>	<p>European Roundtable on Climate Change and Sustainable Transition (ERCST)</p> <p>Federation International Beton</p> <p>F6S</p> <p>German International Development Agency</p> <p>Gensler</p> <p>GHG Protocol</p> <p>Global Alliance for Buildings and Construction (GABC)</p> <p>Global Industry Hub</p> <p>GCCSI</p> <p>Habitat for Humanity</p> <p>International CCS Knowledge Center</p> <p>International Chamber of Commerce</p> <p>International Code Council</p> <p>International Negotiating Committee on Plastic Pollution</p> <p>International Energy Agency (IEA) and IEA GHG</p> <p>International Emissions Trading Association (IETA)</p> <p>International Finance Corporation (IFC)</p> <p>International Fire Safety</p> <p>Standards Coalition</p> <p>Intergovernmental Panel on Climate Change (IPCC)</p> <p>LBR&amp;A Arquitectos</p> <p>LeadIT</p> <p>Ministry of Foreign Affairs of Denmark</p> <p>Mission Possible Partnership – Industrial Transition Accelerator</p> <p>MSP – End Open Waste Burning</p> <p>Net Zero Banking Alliance</p>	<p>OECD – Green Finance Resilience Action Fund</p> <p>OGCI</p> <p>Race to Zero</p> <p>RILEM</p> <p>RMI</p> <p>SBTI</p> <p>Sequoia Foundation</p> <p>SINTEF</p> <p>TEN Arquitectos</p> <p>The Energy and Resources Institute (TERI)</p> <p>United Cities and Local Governments of Africa (UCLGA)</p> <p>United Nations:</p> <ul style="list-style-type: none"><li>Secretary General and Climate Action team</li><li>Environment Programme</li><li>UNEP Global Mercury Partnership and UNEP Global Mercury Cement Partnership</li><li>Industrial Development Organisation</li><li>Economic and Social Commission for Asia and the Pacific (UN ESCAP)</li><li>Office for Disaster Risk Reduction</li><li>Global Champions Office</li></ul> <p>UNCTCN</p> <p>Urban Land Institute</p> <p>WBCSD</p> <p>We Mean Business Coalition</p> <p>World Economic Forum</p> <p>World Green Building Council</p> <p>WorldSteel</p>



# Speaking Engagements

## June 2024 to May 2025

### Speaking engagements

#### June 2024

- INTERCEM ASIA 2024
- OPTOCE Workshop
- Climate Club technical roundtable

#### July 2024

- Asia Pacific Accreditation Cooperation (APAC)

#### September 2024

- World Trade Organisation
- FICEM Technical Congress 2024
- World Nuclear Symposium 2024
- 2024 International Forum with CBMF
- MDB Sustainable Procurement Forum
- New York Climate Week** – numerous events
- First Movers Coalition Advisory Board

#### October 2024

- IEA SRI Platform 5th Plenary Meeting
- Greenhouse Gas Control Technologies Conference 2024
- ULI Europe C Change Summit 2024
- OECD at CBD COP16
- 2024 United Nations Biodiversity Conference (CBD COP16)
- Asia Development Bank
- ECRA Advisory Council

#### November 2024

- VDZ Congress 2024
- COP29** – numerous events
- UNIDO GED Brazil
- 17<sup>th</sup> International Technical Seminar TurkCimento

#### December 2024

- FLSmidth Cement DETOCS International Workshop

#### January 2025

- Global Concrete Decarbonization Convening

#### February 2025

- Global CemCCUS Conference and Exhibition
- INTERCEM Dubai 2025
- Green Grows Better: Decarbonizing the Cement Industry
- Concrete Europe
- GIZ (German Society for International Cooperation)

#### March 2025

- EnviroTech Athens 2025
- Ipieca: Benelux-UNEP roundtable
- INNOVANDI GCCRN Spring Week 2025
- NZ Industries Mission

#### April 2025

- GlobalABC Annual Assembly 2025
- Green Energy Summit Saudi Arabia 2025 (GESA 2025)
- International Energy Agency (IEA) & the UK government – Summit on the Future of Energy Security

#### May 2025

- Health & Safety Forum 2025
- CEMBUREAU Forum
- Global Concrete Decarbonization Convening
- INNOVANDI Open Challenge 2025
- 3rd Sinoma Cement Green and Intelligence Summit
- National Council for Cement and Building Materials (NCCBM)
- The Net-Zero Banking Alliance – Cement Working Group Roundtable on 'Unlocking Progress towards Net-Zero in Cement Portfolios'





# Concrete in Life



Image: Joshua Escalona, Life Line, Tokyo, Japan

20k+

This year, over 20,000 people entered our annual Concrete in Life photography competition.



Image: Overall Winner – Henrik Hagerup, Venice Beach Skating, Venice Beach, Los Angeles, USA



Image: Concrete Infrastructure Winner – Wentao Guo, Structure as Aesthetics, Washington D.C., USA



Image: Concrete in Daily Life Winner – Wellington Kuswanto, Daily Life in Bedok Jetty, Bedok Jetty, Singapore

## Concrete in Life 2024/2025

Over 20,000 people entered this year's competition and we are delighted to announce this years winners!

As one of the most widely used man-made products on the planet, concrete is essential to our lives: in our houses and offices; our roads and pavements; in the bridges that connect us; the wind farms that provide us with energy; and the sea barriers that protect us. As the sustainable building material of choice, it provides safe, durable and resilient structures as well as providing the basis for renewable energy infrastructure.

Concrete in Life is our annual photography competition, open to all photographers (or anyone with a camera phone) around the world. It tasks you to take photos of concrete in your life for a chance to win up to \$10,000.

Stay tuned for our next competiton!



Image: Concrete Beauty and Design Winner – Artemio Layno, Broken Building, Amsterdam, Netherlands



Image: People's Vote Winner – Mohamed Rafi, Fluttering Through Life, Pondicherry, India



Image: Cosmin Ovidiu, The road to the mountains, Nucsoara, Hunedoara County, Romania



Image: Neil Villaneuva, Concrete walkways and elevated paths, Seoul, South Korea



Image: Urban Concrete Winner – Anvar Sadath TA, Urban Flow, Dubai, UAE



Image: Anandu P Viswam, Beauty from the village, Trivandrum Kerala, India

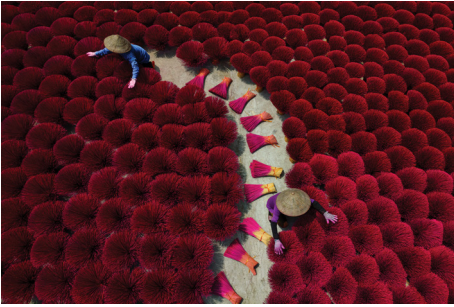


Image: Shibasish Saha, Drying incense sticks, Hanoi, Vietnam





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Image: Henrik Hagerup –  
Venice Beach Skating, Venice  
Beach, Los Angeles. Winner  
of Concrete in Life 2024