

# Cement / Concrete roadmap

## Where are we today ???????

**Rob van der Meer**

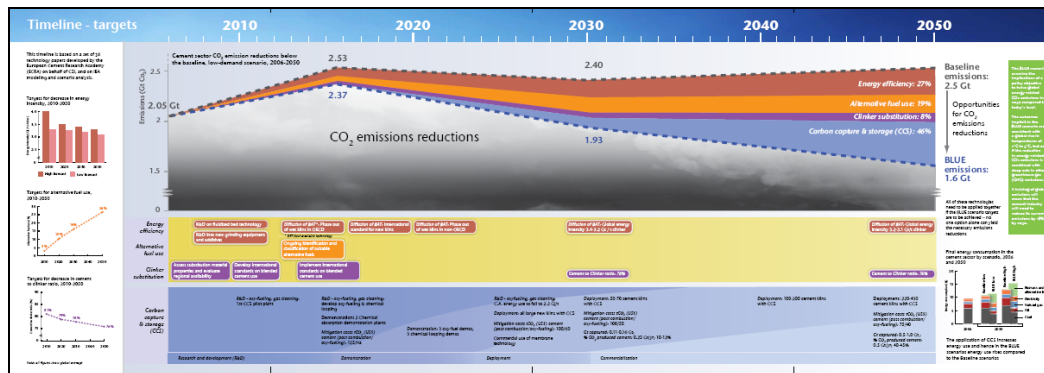
**18<sup>th</sup> September 2018**



# Roadmaps everywhere

- For cement industry recent years we have seen many roadmaps in different regions of the world

- **Global** WBCSD/CSI cement roadmap 2009, updated 2018



- **Europe** CEMBUREAU roadmap 2013 to be updated 2018
- **India** CSI India roadmap 2011 second version 2017
- **Egypt** CSI / EBRD roadmap 2016

But who is using these roadmaps ?

## Users of cement roadmaps are .....

**Cement  
companies**

**Cement  
associations**

**Critical  
NGOs**

**Research  
institutes**

**Think  
tanks**

**Global  
institutes**

**Other  
interested  
institutes**

## But are not .....

**Concrete  
companies**

**Construction  
companies**

**National  
governments**

**EU  
Commission**

## **New roadmaps from other stakeholder have been and are in development**

- **Stakeholders react on existing roadmaps:** ECF, ETC, WWF, others
  - Often more ambitious
  - Sometimes understanding the sector(s) very well
  - Always critical
- **Challenge for associations is to move forward**

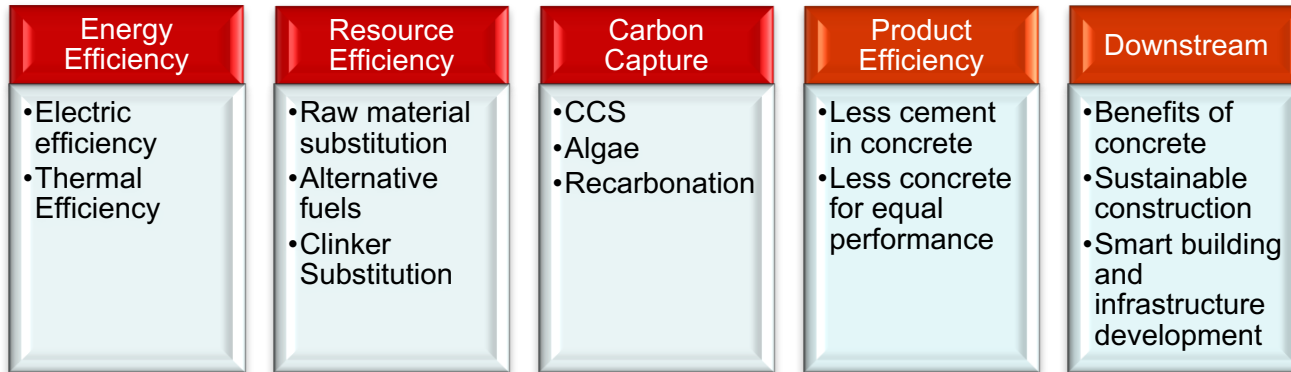
**Will there be an chaos on roadmaps ?**

## **BDI roadmap is a major step forward**

- **Country specific roadmap covering all major sectors**
- **Ambitious, challenging, forward looking**
- **Giving answers**

## Next step in roadmaps needed

1. Change from technical based roadmaps to solutions
2. Change from EU ETS focused to climate change focus
3. Overall perspective to be taken into account



4. Adopt a whole life-cycle approach and work collaboratively along the whole construction value chain (e.g. architects, designers, contractors)
5. Mobilize public-private investment to support the sustainable transition of the cement industry
6. Leverage international collaboration to support the 2DS vision
7. And..... Don't forget competitiveness.