

# THE CEMENT INDUSTRY'S 5 C APPROACH

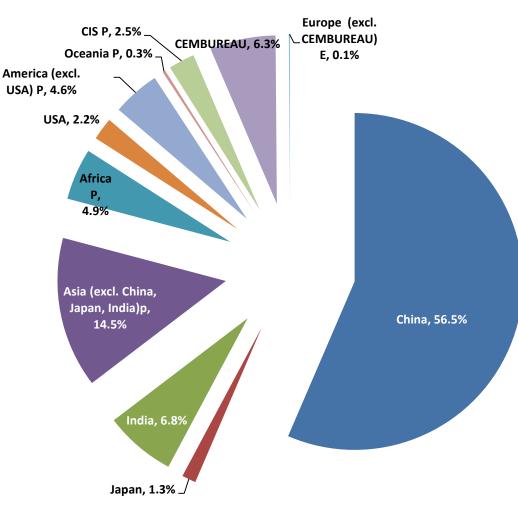
#### EU PAVE EVENT: "SUSTAINABLE ROADS TOWARDS CARBON NEUTRALITY"

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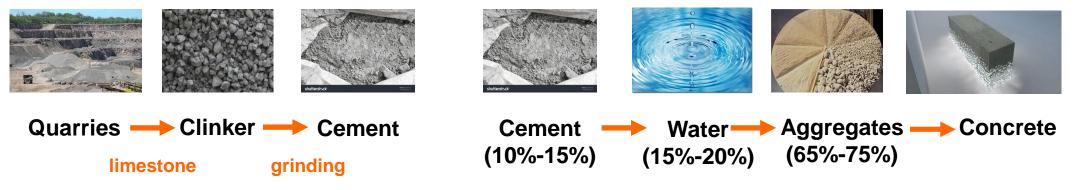
## THE CEMENT INDUSTRY IN EUROPE



- EU cement production 2017: 175 million tonnes
- Gradual recovery after 40% drop in 2007-2013 period
- Cement consumption EU: 309 kg/inhab. (China: 1705 kg/inhab.)
- EUR 15 bn turnover; EUR 4.8 bn added value; 47,000 employees; 350 enterprises in EU



#### CEMENT & CONCRETE KEY ENABLERS FOR THE LOW CARBON ECONOMY





SUSTAINABLE TRANSPORT

**RENEWABLE ENERGY** 

**THERMAL MASS** 



### INNOVATION ALONG THE VALUE CHAIN "5 C APPROACH"

