



# CEMEX VOLUNTEERING

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*CEMEX POSITION ON  
VOLUNTEERING*





## BACKGROUND

Volunteering emerges as a tool designed to drive the creation of alliances and partnerships between enterprises and Non-Governmental Organizations (“NGOs”). These alliances are one essential factor for effectively advancing towards a sustainable future.

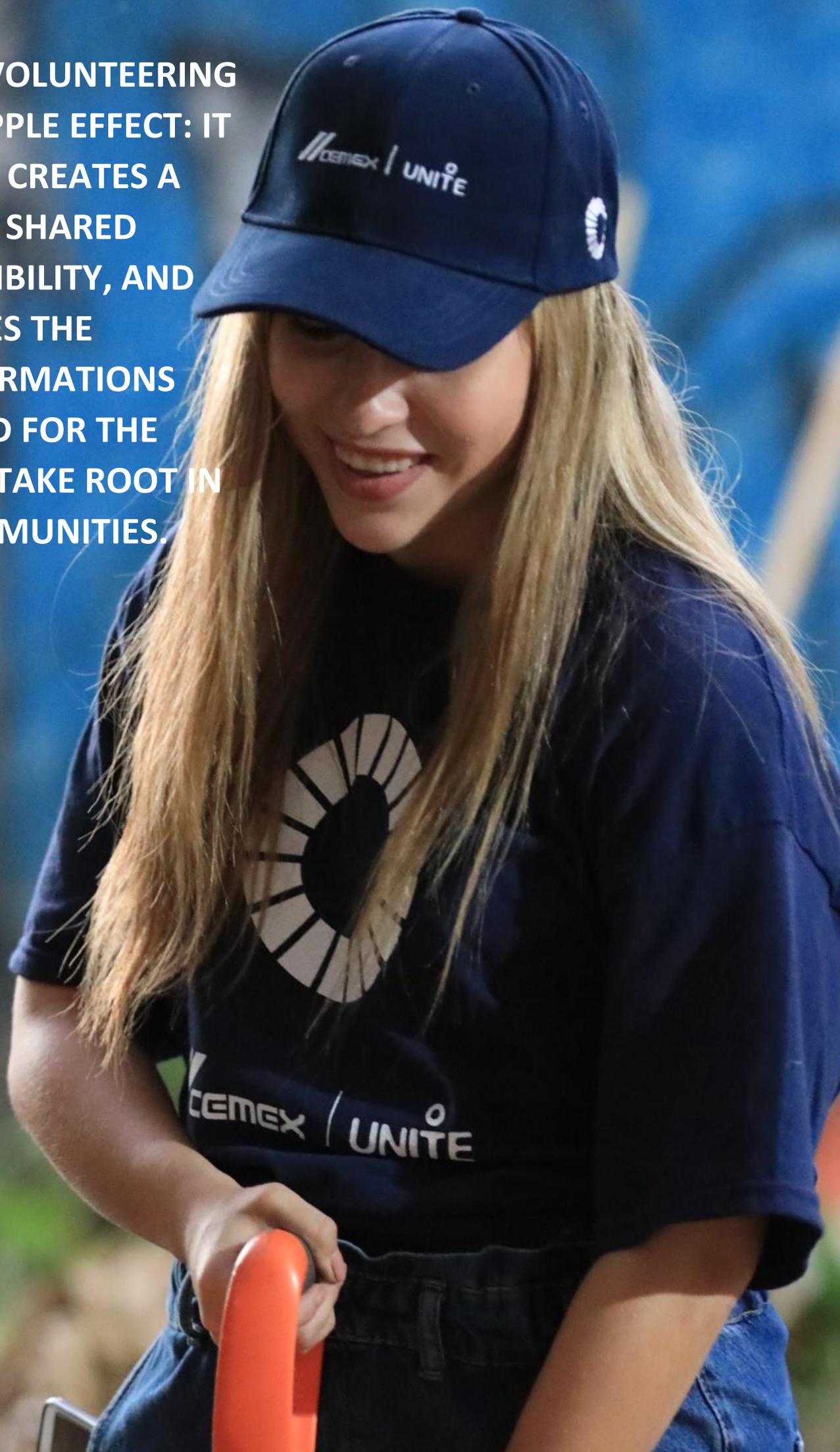
Volunteering represents an opportunity for the Social Impact and Human Resources teams to work together in developing leadership skills at all levels of the organization, essentially cultivating a workforce that is prepared for today’s and tomorrow’s challenges.

Volunteer groups are part of the United Nations’ 2030 Agenda for Sustainable Development and provide new spaces of interaction between governments, the private sector, and civil society for concrete and scalable actions. Volunteering allows people and communities to participate in their own growth: citizens build their resilience, enhance their knowledge, and gain a sense of responsibility for their own community.

The most relevant trends of volunteering are “skill-based” volunteering, which is the conscious use of professional and personal skills to benefit the community; and “cross-border” volunteering, which consists of work done by volunteers in international programs.

Global volunteering has a ripple effect: it inspires, creates a sense of shared responsibility, and advances the transformations required for the United Nations Sustainable Development Goals (“UN SDGs”) to take root in the communities.

**GLOBAL VOLUNTEERING  
HAS A RIPPLE EFFECT: IT  
INSPIRES, CREATES A  
SENSE OF SHARED  
RESPONSIBILITY, AND  
ADVANCES THE  
TRANSFORMATIONS  
REQUIRED FOR THE  
SDGS TO TAKE ROOT IN  
THE COMMUNITIES.**



## CEMEX POSITION

- As part of our commitment to support the sustainable development of the countries in which we operate, we encourage our employees, as global citizens, to actively engage and participate in activities that help improve their communities' quality of life and well-being.
- We encourage our employees to get involved as local facilitators of both skilled and hands-on volunteering projects, with the intention to contribute to the community and their own well-being. Through these volunteering strategies, we aim to make a positive impact on three social spheres: **the communities, the organization, and the business.**
- Volunteering activities are powerful and fulfilling experiences. Through our **Social Impact Strategy**, we encourage our employees to share their values, interests, technical expertise, and leadership skills with their communities generating a positive and meaningful impact for all participants.
- Our volunteering actions are crafted in our four Community Investment Pillars:
  1. Education and Capability Development for Employability
  2. Sustainable and Resilient Infrastructure and Mobility
  3. Social and Environmental Innovation and Entrepreneurship
  4. Culture of Environmental Protection, Health and Safety
- CEMEX was one of the first major companies in the industry to make a clear, public commitment to the UN SDGs in 2015. Our UN SDGs Commitment identifies those SDGs where we can innovate, create shared value, and focus our efforts on achieving meaningful impact. Our volunteering efforts are designed and focused on achieving, in particular:
  - **SDG 8:** Decent work and economic growth
  - **SDG 9:** Industry, innovation, and infrastructure
  - **SDG 11:** Sustainable cities and communities
  - **SDG 13:** Climate action
  - **SDG 15:** Life of terrestrial ecosystems
- The CEMEX UNITE Volunteers Program provides the means for CEMEX employees to participate in bettering our communities. Bringing our value of working as One CEMEX and following our CEMEX Global Volunteering Guidelines, our volunteers can participate in their local communities during their working hours to address global challenges. They can also participate in extended volunteering programs over the weekend, which allows them to share the experience of volunteering with their families.
- Through CEMEX UNITE, we are creating a workforce for the future, activating the expectations and needs from new generations, attracting talent that is empathic and socially innovative, and that has the skills that are critical for

the success of our business sustainability.

- We motivate CEMEX employees to engage in community activities consistent with our **Social Impact Strategy**, as citizens of the world, in order to strengthen their sense of responsibility, engagement, well-being, and personal development as core elements for the successful implementation of our business strategy throughout our operations.
- Through our community engagement plans, which contribute directly to our company's strategic priorities and to our five priority UN SDGs, we identify the needs of the communities for both skilled and hands-on activities and seek to develop volunteering programs hand-in-hand, maximizing our existing capabilities. We leverage existing work from NGOs to define actions that contribute to the quality of life and well-being of our communities.
- We collaborate with a wide variety of partnerships and alliances to develop volunteering activities according to each community's needs, as well as the company's strategy. We invest our time in planning, developing, and co-creating our strategic volunteering programs through multi-stakeholder dialogues with neighbors, schools, NGOs, and governmental authorities.
- Another key input to our strategic volunteering program is done in close collaboration with our Human Resources area. We identify the interests and needs of our employees to develop an offer that will both benefit their engagement and create a sense of purpose, while reinforcing the community's skills and strengthening their local economic development, and giving back what they have experienced in their professional careers.
- The COVID-19 pandemic is changing the way we work and live, and the shift away from in-person events has created opportunities to innovate in how we interact with others. During the pandemic, we have developed strategies to continue building community through our humanitarian support and volunteering efforts via our CEMEX UNITE digital volunteer offer. This allows our employees to have an opportunity to put their time, talent, and skills at the service of those who need it most.
- During this time, as a company, we understand the key role volunteering plays in our vision, and have strengthened partnerships to expand our efforts and involved our leaders in innovative solutions to keep building a better future for their communities.





26%

VOLUNTEERING  
PARTICIPATION  
RATE AMONG OUR  
EMPLOYEES  
GLOBALLY IN 2019



## LOOKING FORWARD

- We expect to increase our annual volunteering participation to 30% by the end of 2020 and 35% by 2030.
- We will continue to foster an internal volunteering culture through our CEMEX UNITE program, which represents a great contribution to social impact and, overall, to our commitments to the UN SDGs.
- Developing a culture of volunteering may increase employee engagement, strengthen our reputation, attract young talent, motivate our workforce, create a sense of belonging, increase organizational commitment and innovation, and enhance knowledge management.
- At the global level, we will continue to raise internal awareness and develop communications materials to amplify our volunteering efforts and actions via CEMEX UNITE.

**GOAL OF 35% PARTICIPATION RATE  
AMONG CEMEX EMPLOYEES GLOBALLY  
BY 2030**



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