



#### Title

The ten year partnership between CEMEX and BirdLife International began in December 2007. The following year, the CEMEX-BirdLife partnership began pioneering a strategic plan to prioritise action for biodiversity in the countries that CEMEX operates in throughout the world, resulting in the CEMEX-BirdLife Biodiversity Scoping Study. This study built on positive work already undertaken by CEMEX across the world, restoring sites and working proactively with conservation organisations and local communities to protect and enhance biodiversity.

## Why are CEMEX and BirdLife International working together?

The overall purpose of bringing BirdLife International and CEMEX together is to strengthen each organisation's ability to **achieve sustainable development** and in particular **provide better protection for biodiversity** at local (site), national and international levels.

CEMEX has developed a comprehensive Sustainability Management System that includes environmental and socio-economic topics. This is being implemented across the global business.

BirdLife International's global strategy outlines its mission, vision and objectives for achieving sustainability in the human use of natural resources through bird and habitat conservation.

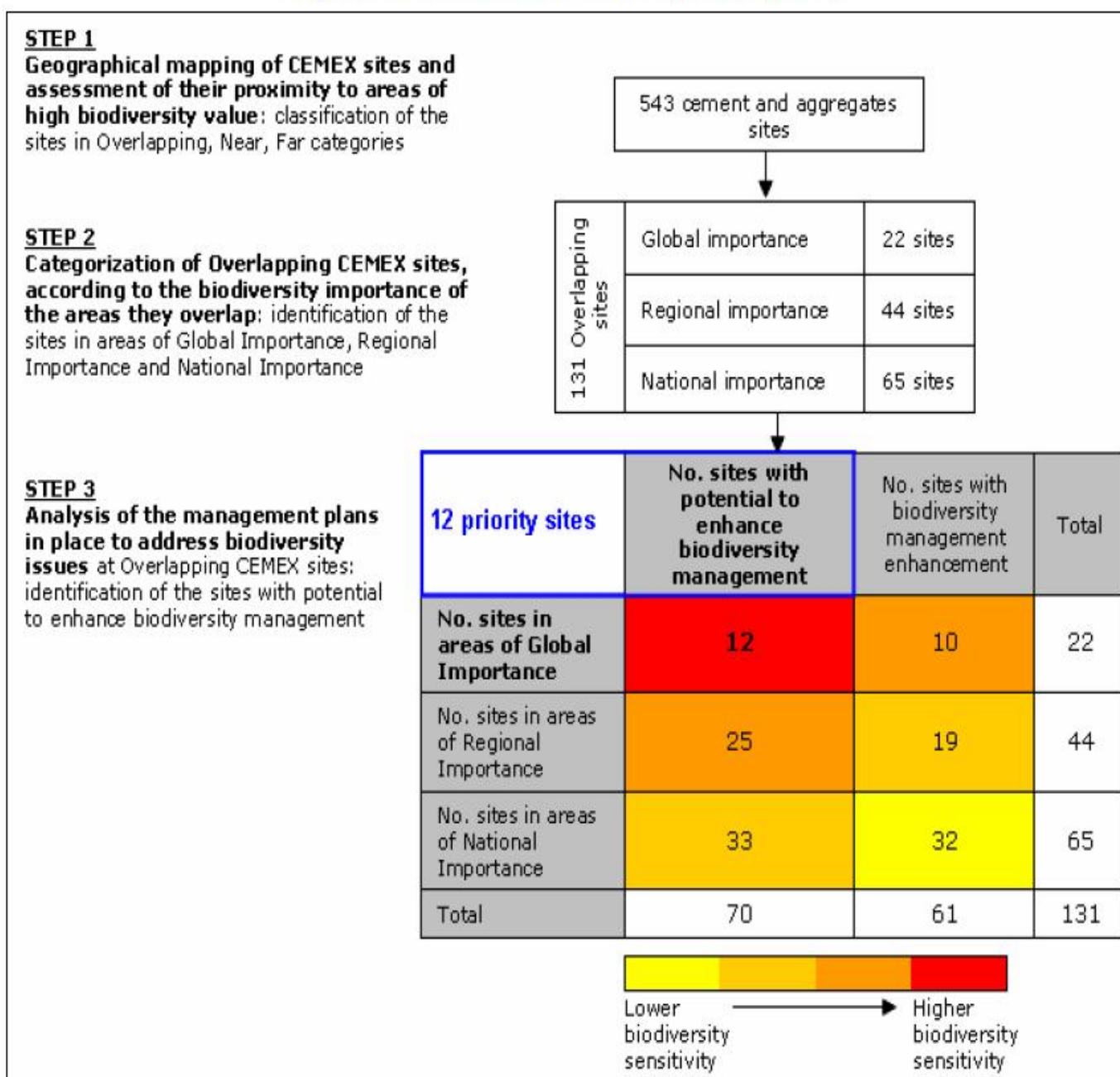
Find out more about the [specific objectives of the partnership](#).

## The Scoping Study

Launched in October 2010, at the tenth Conference of Parties for the Convention on Biological Diversity (CBD CoP 10) in Nagoya, the Biodiversity Scoping Study categorises all 543 CEMEX sites in terms of their proximity to areas of high value for biodiversity, i.e. *far, near or overlapping with* areas such as [Important Bird Areas](#), International Protected Areas, and Natura 2000 sites. The study also provides a set of innovative tools, spatial data and information describing the main biodiversity issues of each site. This enables both CEMEX and BirdLife partners to understand risks and opportunities, and evaluate proactive approaches towards conserving and enhancing biodiversity relevant to the broad geographic location of CEMEX sites.

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Figure 1 – Flow chart of the Biodiversity Scoping Study



The Scoping Study represented a significant milestone for the partnership, leading directly into the development of the next stage, the [CEMEX Biodiversity Action Plan Standard](#) (see below).

- [Methods used in the Scoping Study](#)
- [Summary of the Scoping Study](#)

## The CEMEX Biodiversity Action Plan (BAP) Standard

The Scoping Study prioritised where action to identify, protect, enhance and restore biodiversity is most urgently needed.

The [CEMEX Biodiversity Action Plan \(BAP\)](#) standard is **simply a plan to identify, evaluate and conserve or enhance biodiversity**. The BAP can be thought of as a tool for targeting conservation action at priority wildlife on or broadly within the context of CEMEX sites, promoting the development of collaborative partnerships, regardless of location, proximity to areas of high ecological value or experience in biodiversity management. It is

basically a systematic approach to guide action for the important wildlife at or within the vicinity of CEMEX operations.

## Partnership Aims

CEMEX has an ambitious aim to implement BAPs on all 131 sites that overlap with areas of high biodiversity value, and is keen to work collaboratively with BirdLife partners to achieve this. Specifically, the partnership aims to:

- **Foster and develop strategic partnerships** between BirdLife partners and CEMEX country operations and develop conservation objectives, using the BAP standard as a vehicle
- **Safeguard and positively manage high biodiversity value areas** through these partnerships, beginning at the site scale, leading to wider activities at a landscape scale
- **Maximise opportunities to develop unique conservation projects** targeted at priority species or habitats, using the BAP standard as a delivery mechanism

Work is now underway to develop pilot projects on sites in countries in each major CEMEX region; Mexico, the USA, the Americas and the Caribbean, Europe, the Mediterranean and Asia, to show what can be done and give confidence to CEMEX country operations.

CEMEX holds significant assets and is well placed to make a positive contribution to biodiversity conservation. Properly managed cement and aggregates sites can provide valuable habitats for sensitive species. In some instances, the ecosystems and biodiversity of these sites can be enhanced compared to neighbouring areas. Taking advantage of these assets presents real business opportunities for CEMEX.

With BirdLife Partners operating in over one hundred countries and territories worldwide, BirdLife International is collectively one of the world's largest biodiversity NGOs and provides a global outreach that aligns well with the global distribution of CEMEX operations. BirdLife is the leading authority on the status and conservation of birds and their habitats both at global, national and local levels and thus can provide CEMEX with technical expertise, access to wider stakeholder networks and improved credibility in terms of conservation capacity and delivery.

For more information contact the CEMEX BirdLife Partnership Manager:

[charles.butt@birdlife.org](mailto:charles.butt@birdlife.org)

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