

THE CEMEX BIODIVERSITY STRATEGY

In 2010, CEMEX published their biodiversity strategy for the next 10 years.

CEMEX'S BIODIVERSITY PLEDGES

1. Create and manage priority habitats.
2. Establish biodiversity flagship sites.
3. Empower our employees to act for biodiversity.
4. Work in partnerships for biodiversity.
5. Champion biodiversity to promote and raise awareness.

DOING THE TWITE THING AT DOVE HOLES QUARRY!

The CEMEX team at Dove Holes are helping this little bird, which is perilously close to extinction in England and holding on to survival by the skin of its beak.

Twite may not be very exciting to look at, but it's important for CEMEX to be involved in initiatives at our quarries to benefit a rare species like this.

These birds have declined rapidly in the 20th century and have been included on the red list of birds of conservation concern. On the site we have about 5% of England's breeding twite population, which is a great responsibility. So with advice from the RSPB, we're now restoring a flower rich hay meadow. This is to encourage more wild flowers such as sorrel and colt's foot, the seeds of which twite need to feed to their chicks. We're also working with a local bird watcher to help monitor our progress.

Hayden Gill, the site production manager, said "It's great to be making a difference helping these small and now incredibly rare birds on our site. It's both easy and affordable and if we can get more flowers on our site it'll please our neighbours too..."



Mike Reard (rspb-images.com)

