

CEMBUREAU BECOMES OFFICIAL PARTNER OF THE NEW EU-OSHA HEALTHY WORKPLACES CAMPAIGN

Campaign to focus on Safe and healthy work in the digital age

Brussels, 06/10/2023 – CEMBUREAU announced today that it has become an official partner of the new European Agency for Safety and Health at work (EU OSHA) healthy workplaces campaign, which will be focused on ‘*safe and healthy work at the digital age*’.

The announcement comes as the European cement industry is undergoing significant changes with automation, robotisation, and Artificial Intelligence, all playing an important role in the sector’s transition. These advancements not only represent technological strides, but also introduce a new approach to health and safety.

CEMBUREAU Chief Executive Koen Coppenholle expressed, “*We view this partnership not just as a collaborative journey with stakeholders across Europe, ensuring that we harness the power of the digital age responsibly. Every step forward is a step towards a safer and more skilled future for our workforce.*”

CEMBUREAU’s aspiration to partner with the EU OSHA ‘Safe and healthy work in the digital age’ campaign is twofold. Firstly, to fortify the industry’s commitment to ensuring that the sector’s digital transformation protects our workers. Secondly, the partnership offers valuable opportunities for learning across sectors, and sharing insights and best practices.

EU-OSHA is the European Agency for Safety and Health at work, based in Bilbao. The Healthy Workplaces Campaigns are the Agency’s flagship awareness-raising activity. They are the main way of getting our message to workplaces across Europe.

The 2023-2025 EU-OSHA healthy workplaces campaign aims to increase knowledge about the importance of occupational safety and health in the digital era. More information can be found at healthy-workplaces.osha.europa.eu & on [CEMBUREAU](https://www.cembureau.eu) website.

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NOTES FOR EDITORS

The European Cement Association is based in Brussels and is the representative organisation of the cement industry in Europe. Currently, its Full Members are 23 national cement industry associations and cement companies of the European Union (except for Malta) plus Norway, Switzerland and the United Kingdom. Croatia, Serbia and Slovakia are Associate Members of CEMBUREAU. Cooperation agreements have been concluded with Vassiliko Cement in Cyprus and UKRCEMENT in Ukraine.

Please click [here](#) to view the 2050 Carbon Neutrality Roadmap online and click [here](#) to access CEMBUREAU's map of ongoing innovation projects.

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