

Driving Competitiveness through Circularity: Creating Lead Markets for Low-Carbon Cement

03 June 2025

10:00 – 11:15 AM CET

As Europe accelerates its transition to a sustainable, competitive economy, creating lead markets for low-carbon, circular products is crucial. A robust policy and market framework is essential to support innovation, stimulate demand, and ensure competitiveness. Cement, as a strategic and indispensable material, is at the heart of this transition. [CEMBUREAU's Net Zero Roadmap](#) identifies the creation of lead markets as one of the key policy conditions needed to turn our sector's decarbonisation ambition into deployment. This webinar aims to bring together policymakers, industry leaders and relevant stakeholders to explore the creation of lead markets for low-carbon cement. The creation of such markets is indispensable to support the development of new technologies and processes, [which are already being developed by the EU cement industry](#), and foster a long-lasting demand for decarbonised construction products.

- 10:00 – 10:05** **Opening remarks** by Cliona Cunningham, Public Affairs & Communications Director, CEMBUREAU
- 10:05 – 10:45** **Panel discussion**
- Moderated by Jean-Baptiste Gomes, Senior Public Affairs Manager, CEMBUREAU*
- Barbara Bonvissuto, Director Ecosystems III: Construction, Machinery and Standardisation, DG GROW, European Commission
 - Rob van der Meer, Industrial Policy Director, CEMBUREAU
 - Irene Domínguez, Policy Manager, Embodied Carbon & Lead Markets, Bellona
 - Stephanos Pierides, Chairperson of Sub-Commission on Environmental Affairs, FIEC – European Construction Industry Federation
- 10:45 – 10:55** **Case study** presented by Manuel Mohr, Head of Political and Economic Affairs, the German Cement Association (VDZ)
- 10:55 – 11:10** **Q&A session**
- 11:10 – 11:15** **Closing** by Cliona Cunningham, Public Affairs & Communications Director, CEMBUREAU