WCA Aactivity Report
WCA活动报告

2020 WCA General Assembly

WCA会员大会

2020年12月10日

How WCA Responded to COVID-19 WCA
积极应对新冠疫情挑战

COVID-19 has presented unprecedented challenges to the global cement industry and disruption to how WCA delivers services to our members. In response, we implemented new services and activities to connect with members and the wider industry, and to offer assistance to members facing difficulties.

This included:

- Moving to Virtual Native formats for PEGASUS, Professional Committees and our Member Forums, with possibility to do in-person site visits and meetings when travel is derestricted
- Expansion of media, to webinars, podcasts, and videos
- Mask donations by Chinese members

新冠疫情给全球水泥行业带来了前所未有的挑战，对WCA会员服务开展造成影响。为此，WCA积极改变服务模式，推行新的会员服务及活动，以与会员和业界建立联系，并向遇到困难的会员企业提供帮助。

具体包括：

- 开展线上工厂对标、评估及巡检服务、专业委员会会议及会员论坛；差旅受限期间，组织线上工厂访问及会议；
- 利用在线媒体，开展在线报告会、播客及视频对话等活动；
- 转捐中国会员企业（中国联合水泥）捐赠的口罩等防疫物资。

COVID-19 Liveblog 新冠疫情专栏

Ran a COVID liveblog on the website, with regular updates and inputs from our members on the situations within their countries and businesses. This included:

- Reports from Members
  (Including KCA, Savannah Cement, PPC, Har Tuv, Cemindo Gemilang & CPAI, among others)
- WCA Updates (London & Beijing)
- Social Media posts

WCA官网开设新冠疫情专栏，定期更新、报道疫情对WCA会员企业所在国及业务的影响。具体内容包括:

- 会员报告(韩国水泥协会、肯尼亚萨瓦纳水泥、南非PPC水泥、以色列Har Tuv水泥、印尼Cemindo Gemilang水泥、伊拉克水泥制造商协会等)
- WCA最新资讯（伦敦总部&北京代表处）
- 社交媒体公告

WORLD CEMENT ASSOCIATION

Webinars 在线报告会

- 10 Webinars hosted; on two broad themes of “COVID-19 & the Cement Industry” and “Life After COVID-19”. Hosted in English and Chinese, with a total of 200-500 attendees per webinar, typically 65% WCA Members.

  Topics included:
  - Alternative Fuels (FLSmidth)
  - LC3 (West China Cement, Cementis, EPFL)
  - Waste Heat Recovery (Sinoma Energy Conservation)

WCA围绕“疫情对水泥行业影响”、“疫情后的生活”两大主题，10项内容，成功召开了20多场中英文在线报告会。每场200-500人参会，其中65%为WCA会员。

主题包括:

- 替代燃料（艾法史密斯）
- LC3新型低碳水泥（中材国际、洛桑联邦理工学院建筑材料实验室、Cementis公司）
- 余热发电技术及应用（中材节能）

“The webinars are very informative and interesting. Looking forward to the next WCA event.”
“在线报告会内容丰富、有吸引力。期待WCA下期活动。”

“Thank you very much for this professional webinar and good presentations.”
“报告会非常专业，感谢嘉宾的精彩演讲。”

“Thanks to WCA for this very interesting webinar and to the participants for their great contributions!”
“感谢WCA举办在线报告会，感谢参与人员所做出的巨大贡献。”

WORLD CEMENT ASSOCIATION

Webinars 在线报告会

Topics included （CONT.）：

- Medical Waste Co-processing (Huaxin & ADB)
- Modernising Cement Plants (KHD)
- M&A Trends & Outlook Post-COVID (Bank of America)

- We are now exploring a new webinar series around the theme of “Technological Developments in Cement” – showcasing technology of our Associate Corporate Members in depth.

主题还包括：

- 医疗废弃物协同处置（华新水泥、亚洲开发银行）
- 节能降耗及环保减排技术（KHD洪堡）
- 企业并购趋势及展望（美国银行）
- 其他

后期，WCA将围绕“水泥技术发展” ，召开一系列在线报告会，深入展示协作会员技术。

“The webinars are very informative and interesting. Looking forward to the next WCA event.”

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WORLD CEMENT ASSOCIATION

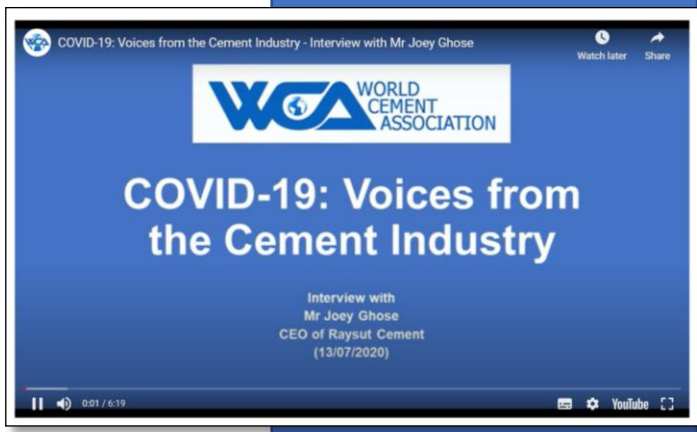
Video Interviews 视频对话

Conducted 11 video interviews with WCA CEOs & senior staff members in member companies as part of the “COVID-19: Voices from the Cement Industry”

Sharing insight from the impact of COVID-19 on their countries, businesses and daily lives.

WCA组织召开了一系列“水泥行业声音”视频对话活动，对会员企业CEO、高级职员进行了11次视频采访。

通过视频对话活动，分析新冠疫情对各国、企业及日常生活的影响。



WORLD CEMENT ASSOCIATION

Member Networking 搭建平台，互联互通

- Peer-peer member networking programme launched; participants randomly paired with other participating peers from WCA global network.
- Carried out three networking sessions with positive feedback from participants.

- 推出会员企业专家联谊活动；来自WCA会员企业的参与者随机配对，进行交流。

- 已举办三次交流活动，参与者给出了较高评价。

"It is useful to extend my networking with other persons."
- Survey Respondent 1
活动非常有益，可以帮助我加大与其他人员的交流范围。

"I would like to keep doing this"
- Survey Respondent 2
"我希望该系列活动能够持续开展"

WORLD CEMENT ASSOCIATION

Mask Donations防疫物资捐赠

WCA Beijing office coordinated requests for mask donations (masks donated by CUCC).

Beneficiaries included：

- WCA London staff
- WCA partners Footsteps Design
- Warm-Up Engineering (France)
- YTL Cement (Malaysia)
- Savannah Cement (Kenya)
- Cemindo Gemilang (Indonesia)
- Universal Commodity Trade S.L. (Spain)

中国联合水泥向WCA北京代表处捐赠口罩等防疫物资，WCA北京代表处向以下企业及同仁转捐防疫物资：

- 伦敦总部员工
- WCA商业合作伙伴Footsteps设计公司
- 法国Warm-up工程公司
- 马来西亚杨忠礼水泥（YTL）
- 肯尼亚萨瓦纳水泥
- 印尼Cemindo Gemilang 水泥
- 西班牙通用商品贸易公司

Letters of Appreciation

This solidarity is really very much appreciated, and I'm convinced that we will win over this battle. "感谢你们的帮助和支持！团结凝聚力量，我们一定能赢得抗疫战争的胜利！"

Thanks again for your kind support and arrangement when we faced shortages of masks. Please convey our sincere thanks and appreciation to your team and our Chinese members companies who donated the face masks.

"难关当头，感谢WCA的善举和支持！请允许我们对WCA团队、捐赠防疫物资的中国会员表达诚挚的谢意！"

Thank you again to you and the WCA for coordinating and arranging same and a big thank to CUCC for their consideration and generosity.

"感谢WCA慷慨捐赠！请接受我们诚挚的谢意，感谢WCA、中国联合水泥捐赠防疫物资！"

We are trying to do our best for our business continuity as well as keeping our employees safe and healthy, definitely your extended support will add value and help us in our mission.

"我们奋力保障业务运营，保护员工健康安全！你们的支持，为我们实现防疫使命，增添了一臂之力！"

WORLD CEMENT ASSOCIATION

Webinar Guest Appearances
出席国际会议

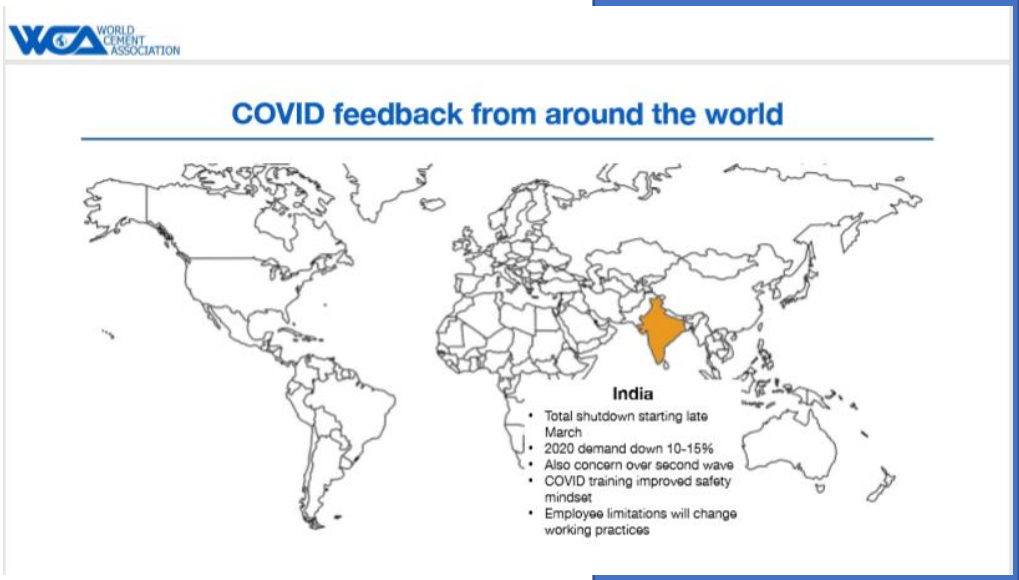
Ian Riley was asked to appear on the following webinars as a guest speaker:

- Global Cement (23/04): Introduction to WCA & the Chinese Cement Industry
- International Cement Review (24/06): Life After COVID – Lessons from around the world

李恩·瑞里作为特邀嘉宾，出席以下会议：

- 4月23日《环球水泥》会议：介绍WCA及中国水泥行业情况

- 6月24日《国际水泥评论》会议：疫情后的生活-世界各地经验综述



WORLD CEMENT ASSOCIATION

Post-COVID Member Services
(Adapting to the Virtual Native Format)
疫情发生后，WCA创新模式，持续为会员提供服务

In late 2019, WCA organised two in-person Member Forums in December 2019 in China, and a pilot plant audit in Saudi Arabia. As a result of COVID-19 and subsequent lockdowns, WCA cancelled the annual conference and unfortunately, we were unable to schedule any further forums or plant evaluations due to travel restrictions.

We have now adapted the following programmes to a virtual native format:

2019年12月，WCA在中国组织了两次会员论坛活动，在沙特阿拉伯组织了一次工厂巡检试点活动。由于新冠疫情爆发、各国实施封锁措施，差旅限制，WCA取消2020年年度大会，无法举办会员论坛、工厂巡检等线下会员活动。

WCA采用线上模式开展活动，持续为会员提供服务:

Post-COVID Member Services
(Adapting to the Virtual Native Format)
疫情发生后，WCA创新模式，持续为会员提供服务

- The Pegasus 2020 project aims to help members improve plant performance and profitability while working withing the restrictions imposed by COVID.
- Virtual Member Forums can be held now with the great advantage that no travel is needed and members from all over the world can easily participate. With the help of our committees we expect to arrange 8-10 of these in 2021.
- The professional committees were not active in the initial phases of COVID. Recently the Safety & Health, Technology & Innovation and Environment and Climate Change committees have been working on their 2021 plans, which will be presented at the GA.

- 会员企业工厂对标、评估及巡检项目（The Pegasus 2020）：旨在帮助会员企业改善工厂性能、提高盈利能力。
- 线上会员论坛：与会者无需安排差旅，世界各地会员企业可轻松参与。在各专业委员会协助下，WCA将于2021年安排8-10个线上会员论坛活动。
- 新冠初期，专业委员会开展活动较少。近期，安全与健康、技术与创新、环境与气候变化委员会已制定2021年工作计划，将在大会上进行报告。

PEGASUS 2020 会员企业工厂对标、评估及巡检服务

Pegasus 2020 is a multi-company benchmarking and knowledge sharing project, designed to be practical with the current COVID limitations around the world. The project is:

- Open to all clinker-producing WCA members
- Has no WCA fees
- Has no cost other than related travel
- Professional development opportunities

WCA Pegasus 2020 项目，可为会员企业提供工厂对标、知识共享服务。WCA根据全球疫情影响做出特殊安排。

- 面向生产熟料的会员企业开放
- WCA不收取任何费用
- 除相关差旅费用外，无其他费用
- 专业发展机会

WORLD CEMENT ASSOCIATION

PEGASUS 2020 PROJECT

MULTI-COMPANY BENCHMARKING & PERFORMANCE IMPROVEMENT INITIATIVE

PEGASUS 2020 会员企业工厂对标、评估及巡检服务

We are currently in Phase I: Benchmarking, which is running from **Sep-Dec 2020** with Virtual project meetings

Phase II: Performance Improvement will involve discussions to understand priorities and identify how WCA can support realization of these improvements

第一阶段：工厂对标，2020年9月-12月，通过线上会议进行；

第二阶段：工厂性能改善，了解会员企业重点关注点，确定WCA提供支持、改善工厂性能的方式。

Read the press release:

请登录WCA官方网站了解更多信息。

https://www.worldcementassociation.org/blog/spotlight/wca-kicks-off-pegasus-2020-benchmarking-and-performance-improvement-project

WORLD CEMENT ASSOCIATION

PEGASUS 2020 PROJECT

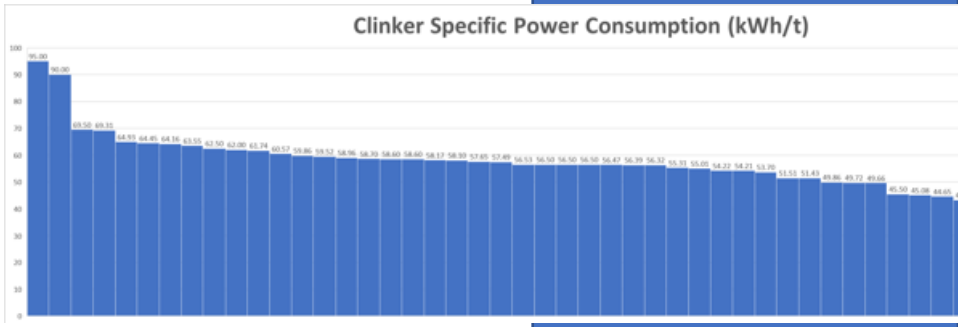
MULTI-COMPANY BENCHMARKING & PERFORMANCE IMPROVEMENT INITIATIVE

PEGASUS 2020 Benchmarking Project
工厂对标、评估及巡检服务—工厂对标

PEGASUS 2020 PROJECT
MULTI-COMPANY BENCHMARKING & PERFORMANCE IMPROVEMENT INITIATIVE

Reports to participating members have been issued. Next steps are:

- Agree priority plants with members and convene technical discussion on opportunities and how to realise these
- Gather additional data on productivity, maintenance and Industry 4.0



已向参与企业发送对标报告。下一步工作安排：

- 与会员商定优先工厂，召开技术会议，探讨改进方案
- 收集生产率、维护、工业4.0等相关数据

WORLD CEMENT ASSOCIATION

Launch of Professional Committees&Networks
改革专业委员会、设立专家库

Professional Committees and Networks

- Added Safety & Health to the Technology & Innovation, Environment & Climate Change committees launched in 2019
- The committees will present their plans and priorities later in this meeting.
- Professional networks established for each committee and for Marketing and Logistics to networking between specialists, and act as a channel of communication between the committees and and the wider membership.

专业委员会和专家库

- 2019年，WCA成立了技术与创新、环境与气候变化委员会。在此基础上，增设安全与健康委员会；
- 以上三个委员会稍后汇报2021年工作计划和重点工作；
- 设立上述三个委员会的专家库，以及市场与物流委员会专家库。专家库可加强专家间联系，并充当委员会与广大会员企业间的沟通桥梁。

WORLD CEMENT ASSOCIATION

Launch of Professional Committees&Networks
改革专业委员会、设立专家库

Launch of WCA's Gender Focus Network

- Launched the GFN to promote opportunities for women and wider gender equality in the cement industry.

设立WCA性别焦点库

- 设立性别焦点库，为水泥行业女性从业者创造更多机会，促进行业性别平等。

WORLD CEMENT ASSOCIATION

Virtual Member Forums 在线会员论坛

Adaptation of WCA Member Forum service to the virtual native format whilst travel is restricted.

- **Digitalisation Transformation in Cement Plants with FLSmidth – 2 day seminar**
  - Engaged 45 specialists from over 15 companies.
  - Presentations and live demonstrations/inspections from FLS and customer plants in India and Egypt.
  - Watch the seminar here:
- **Virtual Site Visit to a plant in the Philippines**
  - In progress discussions with Fives to organise virtual plant visit and site inspection of new grinding technologies and energy efficiency.

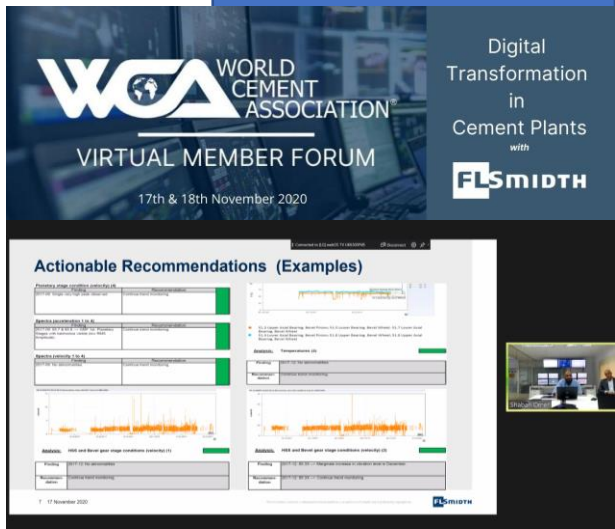
面对新冠疫情影响、差旅受限挑战，WCA开展了线上会员论坛活动。

与艾法史密斯联合举办“水泥厂数字化转型”会员论坛活动：为期2天

- 来自15家企业的45名专家参会。
- 印度史密斯、埃及史密斯及史密斯客户工厂专家进行在线报告，并进行现场演示/考察。

线上参观菲律宾工厂

- 与法孚进行讨论，组织线上工厂参观活动，考察新型粉磨技术、能效改善技术。



WORLD CEMENT ASSOCIATION

Ongoing Communications Activities
交流活动

In addition to the many communications activities in direct response to COVID, WCA continued with its work to build a stronger worldwide community and to be the voice of the cement industry and its stakeholders.

面对新冠疫情挑战，WCA组织召开了一系列交流活动。此外，WCA将继续努力，打造更加强大的全球交流平台，为水泥行业及利益相关方发声。

The “Clinker Factor” Podcast Series
“熟料系数”专题播客

Engage a wider audience, discuss current affair and topical subjects in the cement industry, including speaking with CEOs, NGOs, academia, the media.

Available on iTunes, Spotify and on the WCA website, here:
https://www.worldcementassociation.org/wca-media/podcasts

Current Episodes:

1. EU-ETS and its Impact on the European Cement Industry

Ian Riley with Michael Mehling, Anne Dekeukelaere and Vincent Lefebvre

对话企业CEO、非政府组织、学术专家、媒体，探讨水泥行业时事及热门话题。可在iTunes、Spotify、WCA网站下载播客内容。

当前直播内容：

1. **欧洲碳排放交易体系及其对欧洲水泥行业的影响**
   李恩·瑞里、文森特·列斐伏尔、迈克尔·梅林和安妮·德克尤莱埃

WORLD CEMENT ASSOCIATION

The “Clinker Factor” Podcast Series
“熟料系数”专题播客

Current Episodes（CONT.）:

2. The role of technology in responding to climate change in the cement industry

Ian Riley in conversation with Thomas Schultz, Group CEO of FLSmidth

3. Aligning climate response with profitability and society’s wider interest

Ian Riley in conversation with Mahendra Singhi, CEO of Dalmia Cement (Bharat)

当前直播内容：

2. 水泥行业应对气候变化：科技的重要作用

李恩·瑞里、艾法史密斯集团CEO 托马斯·舒尔茨

3. 应对气候变化、盈利能力、更广泛的社会利益：相互交织，相辅相成

李恩·瑞里、印度达利米亚水泥公司CEO马亨德拉·辛格

WORLD CEMENT ASSOCIATION

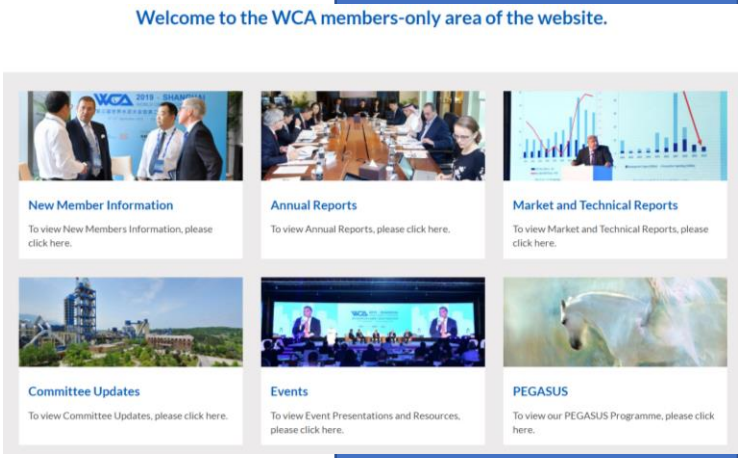
WCA Website 官网

Working on making the website an interactive and useful resource for WCA Members.

- **New Members-Only Area**
  - New Member-Area; access to technical reports, committee minutes/documents, presentations, PEGASUS information and more.
- **Media Area**
  - Access WCA webinars, podcasts and videos, as well as other media on demand from the website.

为增强WCA会员互动、信息共享，WCA官网新增以下专栏:

- **会员专栏**
  - 查阅技术报告、专业委员会会议记录/文件、报告、工厂巡检信息等。
- **媒体专栏**
  - 查阅WCA在线报告会、播客和视频、其他媒体资讯。



WORLD CEMENT ASSOCIATION

Media Articles 行业报刊发文

January 1月	World Cement: Emissions 《环球水泥》：排放	Published 已发表
March 3月	ZKG International: Biodiversity 《国际水泥石灰石膏》：生物多样性	Published 已发表
March 3月	Carbon Capture Journal: carbon capture 《碳捕捉杂志》：碳捕捉	Published 已发表
March 3月	CemNet: Energy savings 《国际水泥评论》：节能	Published 已发表
April 4月	CemNet: Waste Heat Systems 《国际水泥评论》：余热发电系统	Published 已发表
June 6月	ZKG International: alternative fuels 《国际水泥石灰石膏》：替代燃料	Complete 已完成
August 8月	ICR: CO2 reduction 《国际水泥评论》：降低二氧化碳排放	Published 已发表
August 8月	AggBusiness International: Life after COVID-19 《国际骨料商业杂志》：疫情后的生活	Published 已发表
September 9月	AggBusiness International: Market prospects for the global cement industry (BofA) 《国际骨料商业杂志》：全球水泥行业市场前景	Published 已发表
September 9月	AggBusiness International: Middle-East construction 《国际骨料商业杂志》：中东建筑业现状	Published 已发表
September 9月	Jcement: M&A article 俄罗斯《水泥杂志》：企业并购	Waiting for publication 待发表

Media Interviews 媒体采访

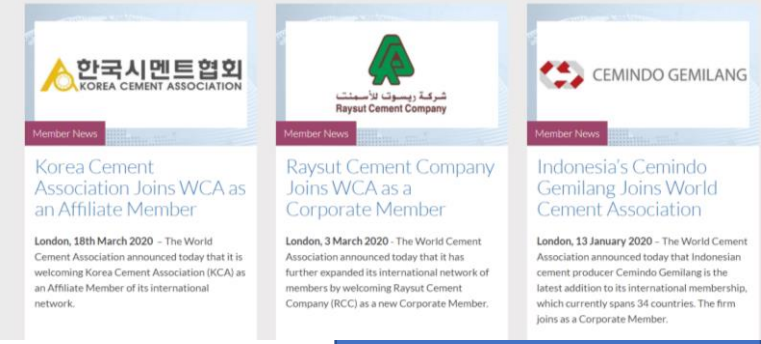
January 1月	Interview with Camilla Hodgson at Financial Times 接受《金融时报》卡米拉·霍奇森采访	Complete 已完成
January 1月	Interview with Vanessa Dezem at Bloomberg 接受《彭博社》凡妮莎·迪泽姆采访	Complete 已完成
January 1月	Interview with Sarah George at Edie.net 接受《伊迪网》莎拉·乔治采访	Complete 已完成
January 1月	World Cement Q&A - Song Zhiping 《环球水泥》采访宋志平	Published 已发表
January 1月	Interview with Jonathan Rowland at Cement Americas 《美国水泥杂志》乔纳森·罗兰德采访李恩·瑞里	Complete 已完成
January 1月	CemNet: Waste-to-energy 《国际水泥评论》：转废为宝	Published 已发表
January 1月	Interview with Richard Stubbe at Bloomberg NEF 接受《彭博社》理查德·斯塔伯采访	Published 已发表
February 2月	Interview with Harry Dempsey, FT 接受英国《金融时报》哈里·登普西采访	Complete 已完成
February 2月	Financial Times coronavirus comments 《金融时报》新冠疫情评论	Published 已发表
April 4月	ICR Q&A: Ma Weiping 《国际水泥评论》采访马维平	Published 已发表
May 5月	Ian Riley interview with Harry Dempsey, FT 英国《金融时报》哈里·登普西采访李恩·瑞里	Complete 已完成

Media Interviews 媒体采访

May 5月	Steve Peters interview with Harry Dempsey, FT 英国《金融时报》哈里·登普西采访史蒂夫·彼得斯	Complete 已完成
May 5月	Wang Jiajun interview with Christian Shepperd, FT 英国《金融时报》克里斯蒂安·谢泼德采访王加军	Complete 已完成
July 7月	Royal Scottish Geographical Society: Ian Riley interview with Jocelyn Timperley 苏格兰皇家地理学会乔斯琳·廷珀利采访李恩·瑞里	Waiting for publication 待发表
August 8月	CemWeek Q&A - Ian Riley 《水泥周刊》采访李恩·瑞里	Published 已发表
August 8月	Cement Americas: Ian Riley interview with Jonathan Rowland 《美国水泥杂志》乔纳森·罗兰德采访李恩·瑞里	Published 已发表
October 10月	AggBusiness International: WCA - Decarb connect article 《国际骨料商业杂志》：WCA与脱碳交流数字节建立知识共享合作伙伴关系	Published 已发表
October 10月	Concrete Trends: Captains of Cement Leader Interview Series 《水泥趋势》水泥领导者系列专访	Published 已发表
November 11月	Reuters: Carbon trading scheme 《路透社》：碳交易计划	Waiting for publication 待发表

Media Press Releases 媒体新闻稿

January 1月	Cemindo Gemilang joins WCA WCA新增会员印尼Cemindo Gemilang公司	Complete 已完成
March 3月	Raysut Cement of Oman joins WCA WCA新增会员赖苏特水泥公司	Published 已发表
March 3月	Korea Cement Association joins WCA WCA新增会员韩国水泥协会	Published 已发表
May 5月	CPAI joins WCA WCA新增会员伊拉克水泥制造商协会	Published 已发表
June 6月	Carbon Cure joins WCA WCA新增会员碳固化技术公司	Published 已发表
September 9月	WCA Kicks Off PEGASUS 2020 2020年工厂对标、评估及巡检服务启动会议	Published 已发表
October 10月	Decarb connect knowledge partnership WCA与脱碳交流数字节建立知识共享合作伙伴关系	Published 已发表



Social Media 社交媒体

Maintained active social media presence throughout the year with diverse content to keep members informed as well as to engage the wider cement community

- **LinkedIn**
  - 5255 followers (up by 2000 since Jan)
  - 300,000 post impressions
- **Twitter**
  - 1235 followers (up by 300 since Jan)
- **Facebook** (newly est. 2020)

社交媒体推广，提供多样化内容，吸引会员参与互动。

- **领英**
  - 关注人数：5255人
  - 点击量：30万次
- **推特**
  - 关注人数：1235人
- **脸书**

WORLD CEMENT ASSOCIATION

WCA WeChat Account 微信公众号

- WCA Beijing office set up WeChat Account for the World Cement Association
- More than 100 articles on
  - WCA and its activities
  - Promotion of WCA webinars an video interviews
  - Cement technology paper
  - World cement news
  - WCA member news
  - Covid-19 impact
  - Others
- Top-read article: 4,500 readings
- Good promotion of WCA and its service in China

- 北京代表处成功搭建WCA微信公众号
- 自搭建以来，共发表100余篇文章，内容涵盖：
  - WCA及其活动
  - WCA在线报告会及视频对话活动推广
  - 水泥技术论文
  - 世界水泥行业资讯
  - WCA会员资讯
  - 新冠疫情影响
  - 其他
- 单篇文章最高阅读量4500次
- 在中国地区，积极推广WCA及其服务

Networking Platforms in China 中文交流平台

WCA Beijing office established two networking platforms for Chinese members and non-members

World Cement Association WeChat Group：

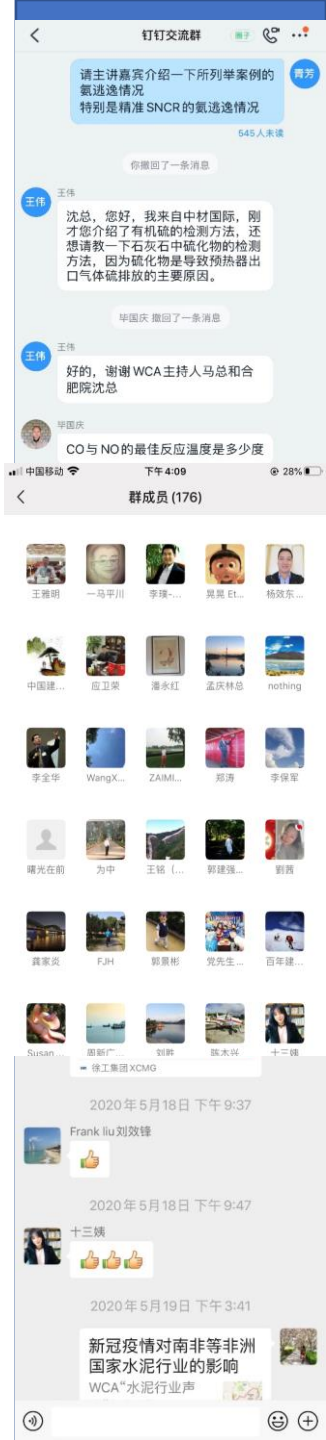
- About 200 senior executives, experts, association heads
- Sharing world cement news and information
- Promote WCA fame and influence

Dingding Group

- About 900 senior executives, professionals, experts, cement related business practitioners
- WCA webinars audience
- Sharing world cement news and information
- Attract non-members

WCA北京代表处搭建2大中文交流平台：

- **世界水泥协会微信交流平台：**
  - 近200名企业高管、专家、协会负责人
  - 共享水泥行业信息、资讯
  - 扩大WCA知名度及影响力
- **钉钉交流平台：**
  - 900多名企业高管、专家、业内人士
  - WCA在线报告会固定听众
  - 共享水泥行业信息、资讯
  - 吸引非会员企业



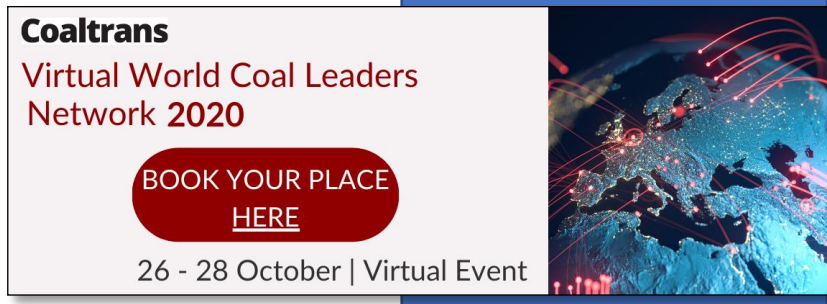
Event Partnerships 活动合作方

We have established speaking opportunities for WCA members, knowledge sharing partnerships, and access to the following events and groups:

1. CoalTrans China/CoalTrans World Coal Leaders Network Events (October 2020)
2. Climate Action Sustainable Innovation Forum (November 2020)
3. Global Concrete Summit (November 2020)
4. Decarb Connect Digital Festival (January 2021)
5. CBI and AFARM Brazil (May 2021)
6. DMG Events (ongoing)

WCA与以下机构及活动组织方建立了对话、知识共享合作伙伴关系:

1. 中国国际煤炭大会/世界煤炭领导者交流大会（2020年10月）
2. 气候行动可持续创新论坛（2020年11月）
3. 全球混凝土峰会（2020年11月）
4. 脱碳交流数字节（2021年1月）
5. 巴西水泥商业及工业&拉美可替代原燃料大会（2021年5月）
6. 迪拜DMG国际展览有限公司



WORLD CEMENT ASSOCIATION