

SUSTAINABLE + GENERATION

**For a fairer and more sustainable world....
we're counting on you**

**You're the key
to change**



YOU CAN HELP IN TRANSFORMING OUR WORLD...

Make better consumption choices!

Don't buy what you don't need!

If you can share a story
why not share things you don't use?

Buy and sell
second-hand products.



Get moving!

But better on a bike,
on a skateboard or walking.

They're pollution-free!

Buy locally sourced produce.

Help the local economy!

Repair things that break!

Give new life to broken things.

Consume
less animal products.



Recycle.

A simple way to help the planet!



Save energy

to avoid unnecessary
contamination.
Switch off lights and
electrical appliances.



Look after water

because, without it, we're nothing and...
It's a scarce resource!

Be an influencer,
share these ideas
with friends and family.

**Earth needs
FOLLOWERS, NOT HATERS!**



GET INVOLVED!

#sustainable+generation



We are the CEMA Foundation (Cement and Environment Labour Foundation) at which employers and trade unions work together for the sustainability of the cement sector.

The Sustainable Development Goals (SDGs) are aims for creating a better world, ending poverty, inequalities and looking after the planet.



We hope to **strengthen the commitment and collaboration of the education sector in the creation of a circular economy, thus, mitigating the effects of climate change.** This campaign has been designed with secondary school and trade school students at education centres near cement factories in mind.

We, young people, have a lot to say and do in support of a fairer and more sustainable world. Our decisions and purchases have important environmental and social consequences.

If you want more information, you can find games, a digital escape room and videos on our website:

generacionsostenible.fundacioncema.org



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