



VASSILIKO
C E M E N T

DOMISI

Building a better future

ISSUE 6 JULY - SEPTEMBER 2014



**OPENING
ADDRESS BY**

Stelios Sycopetrides
Deputy Plant Manager

It is a great honor for me to introduce this successful sequence of newsletter publications, as it is an important communicative tool for ongoing and qualitative information, transparency, collective work and participation in a joint effort. It is one more component added to the need to formulate and share common visions, ideology and values. I would like to particularly congratulate those who contributed to the publication and drafting of the newsletter urging them to continue and further intensify the effort.

Dismayed by a deep and prolonged recession, even deeper in the construction sector, resulting in side effects, such as crisis in human values and social phenomena that disqualify our people, our team should assert its presence, rising higher than the challenges and the phenomena of our times, converting the negative climate and the difficulties into opportunities, a positive experience and a stimulus for ongoing improvement, raising the bar higher. It should strengthen its infrastructure and its resistance, being able to face new twists and more difficult challenges; our company should become a very strong player in good times by creating reserves in order to avoid bursting like a bubble under new suffocating pressures.

The crisis gave us the opportunity to look thoroughly into our House, to be protected and improve; to get out of our shell, to become extrovert, to become stronger as regional and global players.

The ongoing effort, tenacity and the non-compromise with any form of complacency will safeguard our competitive advantages both at local level and in our export targets.



Continued page 2



I will refer to three basic components/pillars whereupon we focus our efforts.

We constantly plan and invest in technological optimization having as key pillars the sustainable development and utilization of the best available production technology infrastructure which we developed in recent years. Our efforts will not leave aside simple details such as energy efficiency improvement and reliability of a simple blower. Projects and ideas are being constantly planned and promoted which shall contribute to the creation of competitive advantages, establishing a solid basis in all the alternative scenarios of our products distribution, as occasionally taking shape. The projects under way relate to renewable energy sources for electricity generation, increased use of alternative fuels and biomass compared to conventional fuels, use of excess hot gases from the refrigerator and/or preheater for electricity generation, use of hot clinker in cement mills instead of petroleum gas (LPG) for drying raw materials, reduced emissions of nitrogen oxides by means of primary measures; as a result, the use of urea or ammonia solutions is reduced; other projects include the improvement of infrastructure in our exports to investigate the targeting of possible and alternative markets, such as bagged cement, capacity to host larger vessels for more distant destinations and faster servicing of customers. Our daily agenda involves projects to ensure our products' quality, health, safety, environment and personnel well-being.

Manpower is recognised as the No.1 priority and its ongoing development is ensured. The positive attributes of manpower, its indisputable talent with well selected proper education, mentoring, training and development could be very well combined with qualified and specialized sub-groups and subsequently with a group, constituting a chain without weak links to implement its duty in a qualitative and productive manner. The effort is to establish a culture of teamwork, collective decision-making, collaboration, cohesion, mutual support, solid foundations, and not individual arrogance, introversion and the mentality of minding one's own business. For this purpose and aiming at maximum productivity adapted to the dynamics of our needs, infrastructure was created related to movements, flexibility, interchangeability, synergies and a synthesis of skills. Young newcomers with new ideas and ways of thinking joined our organization; when appropriately utilized and combined with long standing experience, they constitute a significant component to complete the puzzle.

Over time our company has been committed to corporate social responsibility practices; at a time when the economy is suffocating, unemployment is rampant and soaring, especially among young people, it gave young unemployed graduates opportunities to work and develop their talent, to combine practical work with theoretical knowledge and to enhance their future perspective on the basis of needs for filling job vacancies in our company, or elsewhere in Cyprus, or even abroad. Moreover, on the basis of arising needs, many unemployed people are given employment on extraordinary basis. We take pride in our work and this is something we should safeguard and further reinforce; moreover, through our efforts we gain the appreciation of the wider society, customers, suppliers, partners, competitors and generally all stakeholders.

We move forward with optimism, positive thinking and hard work. We can succeed, and we will succeed.



PARTICIPATION IN 7TH CONFERENCE & EXHIBITION ON CORPORATE SOCIAL RESPONSIBILITY

For the first time in its 50 years, our Company participated as one of the sponsors in the 7th Conference & Exhibition on Corporate Social Responsibility that took place on July 4th at the Hilton Park Hotel in Nicosia.

Our presence at the Conference through sponsorship, gave us the opportunity to present to conference participants, through our stand, our activities relating to the Corporate Social Responsibility culture in our company. At the conference we were able to promote our business and put forward our corporate image to more than 300 business executives who attended the Conference.

What we endeavored was to send the message that Corporate Social Responsibility is not just an irrelevant formality but a daily concern which penetrates the company's policies regarding human, environmental issues but also quality, Health and Safety issues.



Farewell to a worker who retired from Vassiliko Cement Works

On September 3rd, 2014, the General Manager, Mr. Georgios Sideris, with our company's senior management team, bid farewell to Mr. Aristides Economou who retired from the company after 21 years of service. A beautiful watch was offered to Mr. Aristides as a souvenir gift together with a plaque, thanking him for the services rendered to the company with zeal and selflessness, from 20/01/1993 to 3/9/2014, when his working life drew smoothly to its retirement.



The Edition

Dear Ladies and Gentlemen,
Colleagues,

Welcome to the autumn Edition of our journal "DOMISI", being the 6th in order publication. It is a sheer pleasure and satisfaction for all of us that we keep on with its preparation without any hindrance.

Apart from various external activities our company organizes and which are thoroughly outlined, underpinned on Corporate Social Responsibility, these editions place special emphasis on activities, projects and actions within the company in order to give emphasis to the development of our staff and to the improvement of relations and communication between us. Some of the themes in this edition regard the address by our company's Executive Chairman, Mr. Antoniou, the blood donation that took place at Vassiliko Infirmary, the last part for the Cement Industry Energy Management System, the supply system of alternative fuels as well as articles relating to our social activity.

We hope you enjoy this edition, too and may you have a beautiful fall.

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EXECUTIVE CHAIRMAN'S ADDRESS TO THE PERSONNEL AND BLESSING OF WATERS CEREMONY



On Thursday, June 19th, 2014, a Blessing of Waters was held in the company, by the Archbishop of Cyprus Chrysostomos II, and then the Executive Chairman of the company delivered an address to the personnel. The meeting was attended by all company staff.

Mr. Antonious' speech covered succinctly 3 important points concerning the company's operations, such as: - **the economic progress of company, Company Targets 2014-and-Results & Actions in the 1st semester 2014.**

The ongoing reorganization, change of mindset, better communication, personnel Health & Safety constitute important parameters for the company's Actions and Flexibility. He highlighted that at present the company's objectives regard its Sustainability and Empowerment; as far as the future is concerned, the target is for the

company to rank in the 10% best companies in Cyprus and, why not, one of the 10% best cement industries in the world.

Mr. Antoniou also made reference to his 3 TENETS:

- The more flexible and hard working you are..., the luckier you become!
- Those who fall short in the courage of their decisions, they will always come up with a good reason to justify it. ... and
- What is versatile and constantly moving, it will grow and prosperWhatever is jammed and rigid, it will wither and die

Concluding his presentation, he mentioned the Success of Objectives based on Individual Flexibility, Team =Flexibility + Cooperation and Winning team = Flexibility + Collaboration + Mutual Respect.

He particularly stressed that "success is a matter of time" because we are in the right direction, having laid solid foundations, and staying committed to our goals.



Lecture on TACKLING OCCUPATIONAL SEGREGATION BY GENDER

Vassiliko Cement Works, within its policy for training and strengthening relationships with employees organized a lecture in cooperation with Intercollege Cyprus, with respect to the critical issue of "tackling occupational segregation by sex." The informative seminar / lecture held on September 26, within the frames of a program of the Department of Industrial Relations of the Ministry of Labour and lasted two hours. In this lecture participated a significant number of employees who showed great interest in this topic. Discussion included issues such as: gender, Organic - gender, gender identity gender stereotypes. Also important was the analysis given regarding the upbringing of children, occupational segregation by gender, as well as the wage gap between women and men and the role that the family plays in the Professional choices for our young children.



BLOOD DONATION

Voluntary blood donation is saving lives! Voluntary blood donation is a gesture of goodwill, caring and love towards our fellow human beings, because blood shortage and deficiency constitutes a condition that poses an immediate danger to the lives of those who need blood as a means of therapy. Voluntary blood donation is the most precious gift since it is a gift of life for the recipient.

In the context of our policy on Corporate Social Responsibility, we organized a day of voluntary blood donation in cooperation with the Blood Bank of Limassol Hospital; blood donation was carried out on July 24 at Vassiliko medical facility. The company's employees, who had signed up to participate in this action as blood donors, offered their assistance in order to turn this effort into a success. Our aim is to make this voluntary blood donation day an established institution and to increase the number of volunteers in order to contribute to the arduous work of the Medical Centers on our island who truly need our assistance.





VASSILIKO CEMENT WORKS ENERGY MANAGEMENT SYSTEM

Part 3-last one

By our company's New Projects' Manager
Mr. Christophoros Nikolaidis

Mr. Christopher Nikolaidis-Director of New Projects in Vassiliko Cement Works, gives us the latest details regarding the Energy management system of our company referring to the attainment of the project's objectives.

The Energy Management Team of Vassiliko Cement Works is committed to the continuous improvement of the energy efficiency of all activities, products and services of our plant by installing and implementing efficient energy management programmes and the international standard ISO 50001 which will support our productive capacities and will provide a safe and comfortable working environment.

To meet the above targets, the following shall be put in place:

- Adoption of energy conservation technologies in all our projects.
- Replacement of non-energy efficient equipment with energy efficient equipment
- Elaboration of conservation studies, including financial audits with the recruitment of external experts in their respective fields.

- Awareness-raising of employees with publicity campaigns on the need of energy conservation.
- Creation of benchmarking criteria for energy consumption levels with the best performance at international level.
- Recognition of workers' efforts in energy conservation initiatives and suitable rewarding thereof.
- Close monitoring and control of energy consumption with the use of efficient energy management systems.
- Maximization of energy waste recovery.
- Reduction of specific energy consumption in all our operations and activities.
- Preservation of fossil fuels through expanded use of renewable and alternative energy from waste recovery.
- Safeguarding of profits from energy efficiency by creating and maintaining an information management system to support administrative decision making.
- Regular administrative inspections with a view to ensuring continuous improvement of our target attainment levels.

WE SAY "YES IN SPORTS!" "FAIR PLAY"

We believe that by supporting sports we contribute to keeping children close to sports, teaching the value of doing sports and fair play. Football conveys the sense of teamwork and cooperation.

Within its Corporate Social Responsibility policy as well as its contribution and support to organized groups and associations, once again, Vassiliko Cement Works is a sponsor to the **Football Academy "1619"** seated in the community of Kofinou and for the first time to the **'Sports Club Olympiakos Nicosia'**.

We firmly believe that doing sports, besides the spectacle it offers, develops in a multifaceted way the skills of those being involved and builds cultural ties among nations.



VASSILIKO - TRAINING CENTER

The company's development focusing on human being and on the modernisation of its operations is no longer taken for granted; this is shown through the Human Resources Management which places emphasis on the crucial issue of promoting and developing the skills of our people in order to obtain competitive advantages. This is achieved through a distinct spectrum of integrated employment policies, programmes and specific practices.

Personal and professional development is the result of serious and scheduled education, as well as continuing mentoring in the workplace. We, therefore, believe that significant investment is required in the training of human resources; this is the most profitable investment with guaranteed results.

Vassiliko Cement Works aims to establish its position as a supporter of young people and their future and is willing to help in any way possible so that the latter, being either graduates or active students, acquire at its premises the experience which will make them capable and worthy to join the domestic or international labour market.

All the above are certified through the following practices that our company has put forward in the past few years:

TALENT ACADEMY: Employment of Unemployed Graduates on a 10-month basis

EXCHANGE OF STUDENTS FROM ABROAD:
Cooperation with French Universities



PRACTICAL TRAINING:

1. Student in-service training through Universities
2. Student in-service training on their own interest
3. Six-month employment through University
4. Working Week
5. Technical School Students
6. POST UPPER SECONDARY INSTITUTES OF VOCATIONAL EDUCATION AND TRAINING IN CYPRUS

With our upgraded technologies, the diversity of our production processes, the multiplicity of maintenance operations performed, the high quality products, the innovative projects put forward by the company, its environmental policy, as well as its good geographical location, could very well turn it into a standard training center for Technical Professions.

INSTALLATION OF ALTERNATIVE FUELS SUPPLY SYSTEM

PART A'



Mr. Christophoros Nikolaidis, makes extended reference to the Alternative Fuels Processing Unit that has operated in our company, explaining its benefits both for the industry itself and the environment as well as the responsible waste management authorities.

Through our company's strategy for continuing strengthening of its competitiveness and implementation of the sustainable development programme, we made a commitment and we proceeded to the installation of an alternative fuels and raw materials supply system (AFR) in the rotary kiln of clinker production line (1st phase) which was set in operation in July 2014.

The first results of the system's operation are considered very positive presenting high performance and stability without serious problems. Such results convey very hopeful and encouraging messages to further upgrade the system in the near future.



In this 1st phase, two landing, weighing and supply systems were installed in the precalciner of the rotary kiln's preheater with RDF alternative fuels (fuel Derived from urban solid waste Refuse-Derived Fuels) and chopped tires.

The system has been designed in such a way so as to be expanded in future phases and to reach simultaneous supply of up to 5 different kinds of alternative fuels. It has the capacity to use different alternative fuels such as Dried sewage sludge, solid waste-SRF (Solid Recovered Fuels)/glass/Bone meals etc.

The European Cement Industry has undertaken the commitment to contribute to reducing CO₂ (carbon dioxide) emissions. The use of waste as alternative fuels will greatly help in achieving this goal/commitment.

By saving fossil fuel from the use of AFR, a significant energy cost reduction is achieved in cement production making it more eco-efficient. This is achieved by reducing the impact of waste and greenhouse gas emissions on the environment.

Co-processing of waste at Vassiliko Cement Works offers advantages not only to the factory and to the environment, but also to the authorities responsible for waste management. Savings can be achieved on the cement production on fossil fuel, reducing energy cost, and resulting a more ecoefficient production.

The advantages for the authorities and communities in general is that this waste recovery method uses an existing facility and eliminates the need to invest in a new purpose –build incinerator or secure landfill site.

(The 2nd part in version 7 of our Newsletter)

REWARDS TO PUPILS AND STUDENTS

Vassiliko Cement Works, in the context of its Corporate Social Responsibility policy, supports schools and higher Institutes on our island.

The young people in our country are the athletes taking the relay, who will continue our history and reflect the values and ideals of our country. We are standing by those children rewarding them for their excellent performance in schools and universities in an effort to support pupils and students and to encourage learning.

Therefore, this year we have rewarded the excellent performance of 3 students at the University of Cyprus in the Department of Mechanical Engineering and Manufacturing offering a symbolic amount of money; we also awarded nine students and a high school student who excelled for the academic year 2013-2014, as well as an elementary school pupil in its graduation year from the neighboring communities of Mari and Zygi.



FOOD PROVISION TO THE CHILDREN OF THE PRIMARY SCHOOL OF TOCHNI VILLAGE

Vassiliko Cement Works states that, within the framework of its Corporate Social Responsibility policy, it remains steadfast to its pledge to support schools in covering serious needs that occur or any deficiencies with a view to improving the functioning of the school and in particular the equal treatment of children. For this reason, we helped in the purchase of raw materials for the preparation of breakfast for the elementary school children of the neighboring community of Tochni.

We feel proud for achieving, as stated by the school Headmaster, to make children feel equal to each other and be happy and satisfied with what it was offered to them.

SPONSORS TO CULTURAL EVENTS DRAMA WORKSHOP SPONSORSHIP OF THE CULTURAL GROUP OF KALAVASOS COMMUNITY

A huge hug, kisses and an unstoppable clap! This was the way to embrace the young heroes of the play 'BURNED OUT' which was staged on August 31, 2014 at the theatrical workshop of Kalavasos Cultural Group.

Our company supported the theatrical activity for the first time in a rather tentative start by our little friends from the neighboring community of Kalavasos. The theatrical workshop we sponsor started in autumn 2013 and marks one year of presence with the theatrical play 'BURNED OUT'.

The beautiful costumes, gorgeous scenery and indescribable talent of young children aged from 7 to 15 years old who participated in the play, stole the hearts of all spectators.

Activities such as theater, soccer, art are very important for the preservation of our cultural tradition. It is also a healthy way to keep our children busy away from hazardous situations. Our company therefore supports such activities within the framework of its social contribution and actions.



SUPPORT OF THE PREVENTIVE PAEDIATRICS CENTER THROUGH "WINDSURFERS ON TOUR" ROWING SCHOOL

The Centre for preventive paediatrics is a charity organization which was founded in 1988. It has pioneered in Cyprus applying detection programs for diseases affecting children and particularly newborns. The Centre has been offering successfully for many years now the Neonatal Screening Program aimed at early detection of metabolic abnormalities in newborns. In addition to early diagnosis, the Centre offers continuous monitoring of disease progression and treatment, while children are systematically monitored for physical and psychomotor development by a qualified psychologist.

Vassiliko Cement Works in the context of its social contribution, supported the rowing school "Windsurfers on Tour" in organizing an event called "Paddling for Life, Paddling for children" with the aim to offer economic assistance to the Centre for Preventive Paediatrics.

Any contribution, large or small from companies, organizations and individuals is welcome and precious because it exclusively aims at prevention and treatment of all children - if possible - of Cyprus. Investing in the health and happiness of children who have equal rights to life is certainly a noble gesture and sacrifice.





{ Candidate }

IN BUSINESS

Business

AWARDS

2014

VASSILIKO CEMENT WORKS IS NOMINATED FOR THE IN BUSINESS AWARDS 2014 IN THE CATEGORY "INDUSTRY-PROCESSING"

Vassiliko Cement Works have been chosen by the IN Business Awards 2014 Evaluation Committee, as one of the five candidates in the category "Industry-Processing".

For the company this is another powerful key for the achievement of its strategic goals.

In our company, we consider employees Health & Safety as one of the most important priorities and for this reason we have elaborated a comprehensive programme for integrating health and safety culture in the industry. It is important to create suitable processes, forms and practical solutions for mobilization, sensitization, awareness raising and direct solutions with the participation of Managers and employees.

The benefit for the company and for human resources is important because it contributes to improving the safety culture as well as to continuous updating of workers offering them the opportunity to exchange views and concerns resulting in a more productive company.

The voting process for the public has begun and will continue until November 28, 2014, when the winners of each sector will be highlighted.

We invite you to vote for our company which is nominated for the category "Industry-Processing", either with SMS at 5511 writing the category IB5 space and 05, or by phone at 90031705 or else through the website "INBUSINESSNEWS.COM".



NEWS FROM MEDLOOK

Body language, communication and interpersonal relations

- Pay attention to the facial expression of the person you are talking to.
- Watch how this person is looking at you, the body posture, his/her hands and feet.
- Observe carefully the person's movements, how he/she walks, how much he/she pays attention to your presence or of others.
- Study, ongoing practice, careful observation of your interlocutors is required; a short term or long term verification of your conclusions about a particular person or situation is also needed.

It is always important to remember that people communicate at different levels.

Learn to listen with your eyes and you will definitely have a lot to gain. Body language can reveal more than what a person is saying.

Once you acquire these automatisms when interacting with other people and in your interpersonal relationships, you will be able to understand if what is verbally uttered by your interlocutor goes hand in hand with his/her deeper thoughts or if it is inadvertently expressed by means of non vocal expressions.

- **Bear in mind that if there is a mismatch between someone's verbal expression and what is transmitted with the body language, the reality lies behind the latter form of communication.**
- Evaluate your interlocutor by **the way he/she appears, the body image, attire, but in particular the posture, the movements, gestures and expressions thereof.**
- You will be able to draw many things about the person's strongest points, abilities, weaknesses and other information regarding his/her personality that would be of interest to you.
- **Don't rush into premature conclusions.** On the other hand, don't ignore your instinct as regards the assessment of a personality's sincerity and credibility.
- **At the same time you should be careful about the impact of your behavior on other people's psyche.** If you talk too much, beware of any signs of discomfort in your interlocutor or your audience. Watch carefully the reactions of others to what you are saying, the changes in their mental state and customize your own intervention.

By listening with your eyes and not only with your ears, interpreting the information you receive correctly and quickly with your mind, you will be able to achieve more, while the people around you will be more satisfied.

Don't forget that for an experienced connoisseur of body language, the majority of people look like an **open book.** These people are well aware that most of the communication is carried out by non-verbal messages.

Researches have shown that in human interactions, up to 93% of communication effectiveness is due to non-verbal behavior. It was also observed that the effectiveness of a communication depends by 7% on the words used, by 38% on voice quality and by 55% on body language.

If you want not to disclose what you are really thinking, be careful of what messages are transmitted by your non-verbal behavior.

This is even more difficult when you receive new information in the presence of others.

The effects of new information may be directly obvious; this happens because it's hard to hide your real thoughts being unprepared whereas you can better control what you are saying.

This is why you need to improve not only what you can read in others for their true intentions and sincerity, but also what you give to experienced connoisseurs of body language, to read from your own behavior and your body language.

