

EMO becomes Belgian

What a great end of the year! As seventh EMO president it was a special honor for me to sign the new statutes as required by Belgian law in December in Brussels. This marks the start of a new era for EMO. I would like to take the opportunity to thank all who supported us on the way there. I would like to give a special thanks to Dr. Hans-Joachim Riechers for his splendid work as General Secretary and his engagement for EMO. Without it, many things would not have happened. Although he has handed over the position of General Secretary to Antonio Caballero González, he will continue supporting EMO as Technical Secretary of the Technical Committee in the future.



EMO-President Ludwig A. Soukup

In January Antonio Caballero González took over the position as General Secretary. He is very well experienced in this job as General Secretary for ECSPA over the last 6 years. I wish him a successful start and that he will master the challenge with joy and passion. Antonio Caballero González is well connected in Brussels and able to push forward our issues. I am very pleased to have him on our side.

Finally EMO has its headquarters in Brussels, however, let us bear in mind that it was a long and cumbersome way. In his article, Neil Beningfield reminds us of the seven presidents who paved EMO's way to Brussels since 1991. Many enterprises are not aware of the significance of national associations. So Carlos Duarte points out in his article the advantages of co-operating in national association and describes why this co-operation and the work of national associations is vital for the future of our industry.

I look forward to our next General Assembly in May in Amsterdam and I wish you a good start into a beautiful, busy and productive spring.

Greetings



By Prof. Dr. Hans-Wolf Sievert
(President of Honour)

During its 23 years of existence, EMO, based in Duisburg, has evolved into one of the most powerful lobbies in the European mortar industry. As cofounder, longstanding chairman and now honorary president of EMO, I am tracking this development of the European Mortar Association very attentively.

In the course of the Europeanization of the economy, fundamental issues of the construction industry are being increasingly dealt with and decided in Brussels. With the establishment of a local office, EMO is staying abreast of these changes. As a result, communication, exchange of opinions and cooperation with the institutions of the European building sector and related organizations in Brussels can be handled much more effectively than in the past. Thus the presence of EMO in a European context is being expanded and strengthened for the long term.

For this new dimension of cooperation, I wish the European Mortar Industry Organization all the best and call out to it a hearty "Good luck!"

MORTAR TECHNICAL HIGHLIGHTS FOR 2014

By Rainer Älgars

The world, especially in Europe, is becoming more and more complicated. Consequently the challenges for EMO have not decreased, but have on the contrary increased. Last year the Construction Product Regulation (CPR) came into force. This meant a challenge, as all the Declarations of Performances had to be prepared by 1 July 2013. With this recent experience in mind it may seem strange, but from an administrative perspective the CPR bears the potential if not to reduce than at least to restrict the bureaucratic burden.

It has made the DoPs the main medium for product information: only information that is in the DOP can be legally required and only then can it be published elsewhere. This is a powerful tool against mushrooming political ideas, initiatives and public or private data bases. From a technical perspective of course, satisfying the growing demand for information is a major challenge.



EOTA wall for ETICS

In that respect all matters related to sustainability, green values and health came more and more into focus over the past few years. The "Let's Take the Initiative - NOW!" -project, initiated by EMO and the German and French associations, was timed very well to cope with the legal and public demand for health and environment related product information. And the next challenge lies ahead: satisfying the growing number of clients asking for information regarding the environmental impact of our products (e.g. CO₂-footprint), needed for life cycle calculations and sustainability assessments of buildings in an economic manner for our industry.

Knowing that all additional costs have a negative impact on the competitiveness of our industry, EMO has to continue avoiding unnecessary testing and costs as shown in the examples hereafter.

The European standards are under revision and the environmental characteristics of the products have to be included in the standards. To simplify this process it is of utmost importance for us in EMO to influence the process in such a way that the outcome, i.e. the final standard is both practical and economical for the mortar industry.

In the worst case scenario all mortar plants would have to test all their individual products separately. It is needless to say that this would mean a tremendous extra cost for the European mortar industry. As mentioned afore, in that respect the "Let's Take the Initiative -NOW!" -project was timed very well. It will be finalized this year and will save our industry as a whole more money than it will cost, by avoiding expensive testing.

Costs can also be saved in fire testing. EMO will continue its

efforts to minimize the fire tests needed for mortars. Already several years ago EMO applied for a Classification Without Testing for rendering and plastering mortars with regards to their reaction to fire, by means of a Commission Decision. In the meantime the legal instrument "Commission Decision" has been replaced by so called "Delegated Acts". This and the transition from the CPD to the CPR has caused a delay of our request within Commission, but EMO continues upholding the pressure on the Commission to publish that delegated act and relieve our industry from testing soon.

Related to general political awareness of health issues, are also workers' protection issues. EMO has been very successful in handling the reporting on respirable quartz contents in natural sands to the NEPSI system, thereby avoiding a lot of extra work for the mortar industry as Markus Schumacher is describing in his article in this EMO News.

In Europe the majority of the buildings are more than 30 years old. In the buildings most of the used energy is for heating and cooling. In an old building up to 50 % savings can be reached when installing ETICS! It is obvious that insulating existing buildings with ETICS is a relatively easy and economical way to save energy - a lot of energy. Here EMO's activity again is needed when new European standards are prepared enabling CE -marking. In TC 88 WG 18 where these standards are drafted, EMO is currently underrepresented.

In addition to afore mentioned most topic issues for 2014 we must not forget to participate in the key technical committees and working groups in CEN and in parallel in the corresponding national mirror committees to have our views taken into account from the very beginning.

Here a strong support of our members is vital due to EMO's own limited resources!. EMO's task in this is coordinating its members' views to speak with one powerful voice to promote the interests of the European mortar industry. As mentioned before the importance of health, environmental and sustainability issues will increase and dominate our agenda in the years to come.

Our modern products originate from products that were first used 2500 years ago and hence indeed are based on a well-established technology. They are sustainable and pose no health risk as final products and are used both for new build and for renovation. Often they can be applied in thinner layers, i.e. more resource efficient than conventional products. Modern application techniques, make work easier and faster. We all know these arguments and many more, but it is our task and challenge as EMO members to communicate to others and convince them.



Leaching test. Let's take the Initiative - Now!

EMO's way to Brussels



The decisive moment: President Ludwig A. Soukup signs the new EMO statutes on the occasion of an extraordinary general assembly on 11th December 2013 in Brussels.

By Dr. Hans-Joachim Riechers

It has been a long way - the way from founding the European Mortar Industry Organization in November 1991 in Frankfurt to moving to Brussels in January 2014.

What are the milestones along this way? Working together across borders and nationalities was the main challenge! EMO has mastered this challenge with flying colours. The cooperation was characterized by respect, trust and mutual appreciation at all times. This is not to say that there were no differences of opinion on critical issues. When the debate in the Technical Committee gained considerably in ferocity, we got our act together and adopted the EMO CODE OF COMMUNICATION AND CO-OPERATION in 2006. There it states: "The spirit of EMO is characterized by mutual respect, liberal discussions, an open exchange of information and democratic decision-making." And this spirit has proven feasible until present.

But to make a decisive step into the future, it required an

additional impulse: a president, who was determined at the right moment to convince his colleagues of the need to move to Brussels. Lots of talks were necessary and many different models had to be discussed, prior to achieving the breakthrough at the General Assembly in June 2012 in Duisburg.

The fact that EMO was able to propose Antonio Caballero González as suitable secretary general at that time, made the envisaged concept particularly attractive.

EMO's future-oriented project "Let's take the initiative" showed for the first time that our industry is capable of pooling its interests to jointly and much more effectively respond to European challenges. This experience also gave impetus for taking the step towards Brussels.



The European Mortar Summit, which is organised every two years, is on its way to becoming an event of international significance. A merit of the president, Ludwig A. Soukup and of course another milestone on the way to Brussels.

Last but not least also financial issues had to be resolved. In this point all EMO members acted in

solidarity and with loyalty. In that respect it is worth specially mentioning the role of EMO's French and German member, which both agreed to advance payment if other countries needed further time for decision-making.

It is characteristic of EMO that neither the 10th anniversary nor the 20th anniversary was particularly celebrated. Consequently we will also not celebrate the relocation to Brussels. These are "just" milestones on our common way. We all enjoy going this common way, so in this sense every single meeting is a small celebration. And this is what drives our success!



"EMO Executive Committee 2001 in Stockholm: Hans-Peter Braus (General Secretary), Neil Beningfield (Past President), Rainer Ålgars (Chairman EMO TC), Hans-Joachim Riechers (Technical Secretary), Louis Moynard (President), Prof. Dr. Hans-Wolf Sievert (President of Honour)

A history of the Presidents of EMO

By Dr. Neil Beningfield

The great European integration continues to evolve. Like many things in life, it attracts controversy and debate, with the huge benefits already received by all of the member nations sometimes overlooked in the daily socio-political debate. Within Europe however, EMO, the European Mortar Industry Association continues to evolve and to move ever forward. At this time, only 2 years from the 25th anniversary year, it may be appropriate to pause and reflect on the rich past history of our association and the roll of presidents who have led it since its inception.

The Presidents of EMO 1991 to date

M. Antoine Faure, France. Nov 1991 - May 1997. What could be more appropriate in the beginning of EMO, to be led by the leader of Weber and Broutin, who were the very first company to make factory made mortar, from their factory based in Paris in the end of the 19th Century, with the company operating continuously even today, although now a part of the St Gobain Group.

Prof. Dr. Hans-Wolf Sievert, Germany. May 1997 - May 1999. Leader of the internationally successful Sievert Group, fluent Chinese speaker and philanthropist, Prof Dr Sievert continues to work with EMO today as life president of honour, and makes a point of visiting the UK association annually to ensure liaison.



Dr Neil Beningfield, UK. May 1999 - May 2011. For many years Technical Manager, then General Manager of RMC Mortars, now part of CEMEX, Dr Beningfield continues to work with EMO today as Active President of Honour.



Mr Cornelis Altena, Sweden. May 2005 - May 2008. CEO and President of another of the great names in the industry, Maxit, Mr Altena led the Association with enthusiasm for 3 years.



M. Louis Moynard, France. May 2001 to May 2005. Sadly taken from us prematurely, charismatic leader, ebullient personality, M. Moynard will always be remembered.



Dr Neil Beningfield, UK. May 2008 - May 2009. Now running Neil Beningfield & Associates Ltd, Dr Beningfield returned for one year.



Herr Ludwig Soukup, Germany. May 2009 - current. Dynamic leader, Herr Soukup continues to lead the Association from the front.

And now what are the future challenges for EMO? In an ever changing Europe, the industry will face more daily issues. The increasing threat of deflation and the ever present problems of unemployment and debt, hover like a cloud over Europe.

The industry faces pressures in the field of the incredibly positive NEPSI agreement, and Green issues are more and more to the front, often based on emotion and not science. Nevertheless, EMO continues to steer a steady path and the future now appears even more assured with the most fortuitous appointment of Antonio Caballero to take the Association forward on a professional path to continuing success.



Why do we need National Associations?

By Carlos Duarte

Quite often, when invited to join a national association, the reaction of small companies is to confess "We don't have the time nor the people to spend around a table attending endless meetings. Besides that, it costs a lot of money!", while larger companies react saying: "It's not a matter of money, but we don't feel the need for a national association. Our headquarter treats all the problems, keeping us always informed".

Under this circumstances, establishing - and operating - a national association would be risky, frequently acting below its critical size, with insufficient budget, producing limited results and lacking credibility and visibility.

The consequences would be disastrous: limited results would lead some members to abandon the association, reducing the income until eventually having to close the association.

Is there some kind of magic formula to use with both groups of companies to convince them to join the association, paying the annual fee, being active and profiting from the results? Unfortunately no. It requires a lot of work and determination from individuals to convince the potential associates that they will benefit from a membership on the long run.

The main role of a national association can be:

- Networking with construction stake holders (government, universities, researchers, etc.)
- Conduction and co-ordinating common research
- Participating in National and European standardisation
- Educating users and clients (e.g. by means of brochures, workshops, etc.)
- Promoting mortars and ETICS in general
- Joining forces with other stake holders
- Collecting and providing market data (statistics)
- Shaping the industry's image

Obviously, a strategic plan should be designed and approved by the members, but ambitions must match practicalities and feasibilities.

Association work takes time to show results. It requires patience and confidence from its members, particularly at the beginning, before returning results and benefits to trust in the work done by the association. As soon as some results show, the members are convinced that commonly results are attainable, which cannot be achieved individually. National authorities prefer meeting with associations rather than with single companies. Even medium and large companies recognize that only a national mortar and ETICS association

has the opportunity to represent and defend the industry's common views and interests in front of national authorities and institutions.

The role of associations at European Union level is similar. They - in our case, EMO - amplify the voice of single countries to one strong European voice. But due to the split powers and in particular the subsidiarity principle, European associations also rely on national associations to support common views. It is therefore vital for the European mortar & ETICS industry as a whole that all countries have a national association and main local companies need to be encouraged to join forces and create associations where they do not yet exist.

Nowadays, mortar is much more than a "sand&cement" mixture. Technical mortars are the result of complex formulations, for multiple uses like fixing, anchoring, waterproofing and thermal insulation, among others.

A state-of-the-art family of mortars - nano mortars - is nowadays developing with the help of nano materials, opening new horizons for the oldest construction product made by man.

Under all this complexity, a mortar and ETICS national association has many ways of demonstrating the benefits of cooperating in the fields of research, marketing, lobbying, etc.

EMO will be happy to support the industry in starting-up national associations where they do not yet exist.

APFAC, March.2014

c.f. EMO website (www.euromortar.com) "Construction Mortars: a 10,000 Years Story"

2014 - More than just another NePsi Year

By Markus Schumacher



Social Dialogue Agreement on the reduction of Respirable Crystalline Silica (RCS): Companies encouraged to engage actively in the NePsi reporting campaign

The NePsi signatories of the involved industry sector associations and trade union federations strongly **ask and encourage its members and companies to support the agreement once more by contributing their own reporting data to ensure a comprehensible and detailed reporting in 2014.**

The strong plea to actively participate in the reporting campaign has to be seen against the background of the political considerations which are coming to an end: 2014 is the year when for lack of broader support from all affected industries the Commission is expected to decide that legal measures are needed to achieve the level of protection regulators and employees want to see implemented. Two legal implementation options are currently being assessed, the Carcinogens and Mutagens at Work Directive (Directive 2004/37) and the Chemical Agents at Work Directive (Directive 98/24). The European Association of Industrial Silica Producers (EUROSIL) contracted a study¹ aimed at assessing the socio-economic impacts of introducing binding or indicative limit values for respirable crystalline silica. "The study comes to the conclusion that additional efforts of 152 billion Euros for a 10-year period (2015 to 2025) are

2014 - More than just another NePsi Year

expected for the European industry in case of an implementation of a binding limit value in the Carcinogens and Mutagens at Work Directive while introducing a binding limit value in the Chemicals Agents at Work Directive is related to 25 billion Euros expected costs (23 billion Euros for an indicative limit value)." In addition to the considerable effect the introduction of a binding limit value for RCS would have on costs, depending on the legislative instrument chose, a similar impact was identified with regards to jobs. While introducing a binding limit value for RCS via the Carcinogens and Mutagens at Work Directive would put more than 7500 jobs at risk, opting for the Chemical Agents at Work Directive as legislative instrument would reduce the jobs at risk by more than 90%. While the impact of the potential legal instrument on costs and jobs is considerable, the study also concluded that the effect on costs and jobs of a binding limit value for RCS thorough out Europe vs. an indicative limit value is less than 10%.

Against the potential jobs and cost threat it goes without saying that EMO and its fellow NePsi partners will primarily focus on convincing the Commission to choose the appropriate legal instrument, i.e. opting for the Chemical Agents at Work Directive for introducing either a binding or an indicative limit value. While the Social Dialogue may be replaced by a legal requirement it is not the time to stop cooperating in NePsi! On the contrary: it is of utmost importance for our joint lobbying activities that the sectors show continuous commitment for the RCS issue, by demonstrating (reporting) the continuous increase of awareness that has been achieved and the preventive actions that have been taken by our companies.

The current reporting campaign on the implementation of the agreement is now running since 15 January to 14 March 2014. The reporting principles remain the same as in 2008, 2010 and 2012. It's a joint effort we need to make! EMO has invited its national member associations to start the reporting and the national associations need to encourage at national level, to ensure their member companies participate in the online reporting for their sites and employees!

To those companies who have already reported: well done and thank you very much!

To those who have not yet reported: on your mark, get set, go! Please participate and engage in this crucial issue for our industry!

Find more information about RCS, the agreement, NePsi and helpful features under www.nepsi.eu and www.crystallinesilica.com.

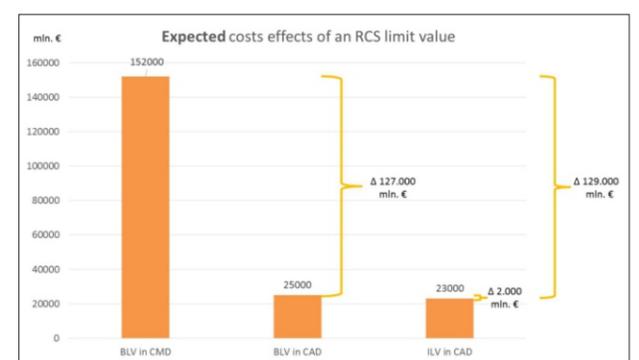


Fig. Expected cost effects of introducing binding limit values (BLV) resp. indicative limit values (ILV) either by means of the Carcinogens and Mutagens at Work Directive (CMD) or the Chemical Agents at Work Directive (CAD).

¹A socio-economic impact study to an EU limit value for process generated Respirable Crystalline Silica in the Chemical Agents at Work Directive compared to the Carcinogens and Mutagens at Work Directive. BiPRO GmbH, Grauertstrasse 12, 81545 Munich (a study conducted for the European Association of Silica Producers (EUROSIL))



Carlos Duarte, Vicepresident

Now, EMO is in Brussels. What's next?

By Antonio Caballero González

With all time it took for EMO and ECSPA to finally start a joint Brussels' venture it feels a little like deserving a rest now. But of course it is in fact as usual: after every step (directive, regulation, etc.) you climb in Brussels, it seems a new one is added to the seemingly never ending staircase. So, which are the next steps?

Naturally, EMO needs to start "knocking on doors" and becoming known in Brussels. EMO is not a total stranger to the Brussels' community. Of course EMO is known to parts of the European Commission, as well as to CEN, EOTA and of course Construction Products Europe (CPE, former CEPMC); but the Members of the European Parliament have taken little notice of EMO so far.

How do we become known? By knocking on doors and dropping business cards? By visiting or even organising dinner receptions? No, this isn't really the way to build up a long-lasting, good reputation. So what should we do?

To start it is important to agree and understand EMO's role as lobbyist in Brussels. Lobbyism in public is being perceived as something harmful, a lesson learnt from the negative industry examples presented in the media. Luckily in Brussels lobbyism is seen more differentiated.

Decision makers in Brussels admit that besides industrial lobbyism there is also e.g. consumer, environmental and other types of lobbyism. Both the European Commission officials and Members of the European Parliament welcome and rely on input to get the "full picture" prior to making up their mind and deciding. Providing that input is the main role of lobbyism.

Naturally this includes inviting decision makers to look at things from the lobbyist's angle of view and drawing the attention to specific aspects as well pointing out the possible consequences of potential decisions. Decision makers accept and welcome lobbyism if the provided information is considered to be truthful and reliable.

As a lobbyist you know you've achieved your goal in becoming a reliable and credible partner when decision makers contact you before you contact them. EMO's primary target should therefore be achieving this goal. But careful: credibility is a very valuable, but also very fragile currency! It takes effort and time to build it up and little to lose it.

Mark Twain is quoted having said: "If you have nothing to say, say nothing". If everyone in Brussels tried following this advice, it would be easier and less time consuming to distinguish the meaningful from the seemingly ever growing amount of information. Decision makers, like (shadow) rapporteurs and spokesman, suffer from this information overflow and appreciate substantial information.

Following Mark Twain's advice, EMO should thoroughly develop its messages and consider the best way of presenting them. To this first the issues/dossier that are currently being dealt with in Brussels and those that are in the legislative pipeline need to be identified and assessed in accordance with EMO's interests and concerns.

EMO does not have the means to "serve all masters" it is therefore important to prioritise the dossiers/issues. It is also necessary to identify for which of them a distinct opinion is needed and for which defining a common opinion in an alliance with other concerned stake holders is possible or even the most sensible approach. In this, EMO can play different roles, depending on the importance of the issue for the mortar

industry and the expertise it may be able to contribute.

There will be dossiers for which EMO can slip into the "driver seat" and dossiers for which the co-driver or back seat are better suited. If we have a strong opinion and good expertise we should seize the opportunity to take responsibility, speak up and gain opinion leadership. The fact that EMO and ECSPA chose to closely co-operate the way they do is a perfect proof of the industries' awareness of its means and its capability to co-operate in alliances for the benefit of both industries.

This all reads well, but when are we getting started? Well, to some extent we already have. EMO opted for a co-operation with ECSPA because both associations share similar opinions on key issues. The "deal" - as you know - included sharing a secretary general between both associations.

EMO's goal in this was shortcutting the get-to-know-us phase by benefitting from a secretary general who is already known to some of the political and administrative key players in Brussels that are of relevance to EMO, who is known to other fellow associations and EU Institutions and who is already engaged in our umbrella association CPE.

So since the beginning of this year, whenever I show up or communicate on behalf of EMO, I make sure people realise there is an old "boy" with a new mandate "in town". This is working perfectly well at the EU Commission's, CEN and Construction Products Europe level. The problem with the European Parliament is however that while we "move in", the majority of Members of the Parliament (MEPs) is packing their cases to "move out".

After the elections in May we will see many new, mostly unexperienced faces and the roles of all MEPs within their parties and within the Committees will be newly agreed. Unfortunately a number of prestigious MEPs with which we have had good and fruitful contacts in the past years will not return and we don't know if those returning will be in charge of the same dossiers. But the glass is half full! (Most) MEPs are new, we are new - what a perfect start to get each other to know!



Looking forward to adding some mortar to my daily job

The changes in the European Parliament but also possible changes in the administration to the appointment of new Commissioners, including a new President of the European Commission are also a great opportunity to think issues and goals over and define targets, tasks and opinions for the near future. I am looking forward to this process and last but not least to exchanging views with you. Let's get going, now!

Invitation to the General Assembly

Dear EMO members,

The NeMO Board is very pleased to meet you in Amsterdam for the EMO meetings on 15th and 16th May.

Amsterdam has a long and eventful history. The origins of the city lie in the 13th century, when fisherman living along the banks of the River Amstel, built a bridge across the waterway near the lake IJ, at that time a large saltwater inlet. Wooden doors on the bridge served as a dam; these protected the town from the IJ, which often flooded the early settlement. The mouth of the river Amstel formed a natural harbor, which became important for trade.

This all led to the construction of an iconic city, visited by many people from all over the world.

On the evening of May 15th we are delighted to welcome you on board for a dinner cruise on the city canals. From the water the view to the canal houses and other famous highlights of Amsterdam is spectacular.

Amsterdam is filled with attractions. The partner programme on Friday 16th May gives an opportunity to visit, after a reconstruction period of 10 years, the reopened impressive Rijksmuseum.

We hope you will enjoy your stay in Amsterdam.

Bas Huysmans
NeMO President



Amsterdam

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