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The final event of the ReActiv project will take place on **27 March 2025** in Avenue d'Auderghem 22, 1040 Brussels (ACE events).

The ReActiv EU-funded project is driving innovation by creating a win-win symbiotic value chain between two energy-intensive sectors—cement and aluminium. It transforms bauxite residue (a by-product of alumina refineries) into a high-value Supplementary Cementitious Material (SCM) for clinker replacement, supporting the development of low-carbon cement products.

Its final event serves as a unique opportunity to unveil key project results and explore the transformative potential of processed bauxite in cement production. The event will bring together industry experts, policymakers, and researchers to discuss the intersection of technology, policy, and market trends shaping the future of sustainable cement and the industrial symbiosis between aluminium and cement.

Attendees will gain insights from speakers and panellists from Holcim, IAI, AdMiRIS, CEN-CENELEC and DG ENV, DG RTD, HaDEA, CEMBUREAU, A.SPIRE, European Aluminium and other stakeholders. Join us for engaging discussions on policies, technological advancements, and business strategies driving the adoption of innovative SCMs in the cement industry.

Please register **HERE** by **24 March 2025** (attendance is free of charge).

For more information and the full programme, please visit the website:
<https://reactivproject.eu/2025/02/03/save-the-date-reactivs-final-event/>.

For inquiries or to get in touch with the organisers, please email events@european-aluminium.eu.

