The Construction Technology Innovation Center of Holcim México

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CITeC

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Location

Toluca, Edo. México, México

Certification level

Silver

Percent of Overall Diversion Achieved

95.2%

Type of Operation

Construction

Project Size

19,213.58 sq ft

Project Overview

The Construction Technology Innovation Center (CiTeC) is an integral part of Holcim Mexico’s ecosystem, fully aligned with the Holcim Group’s global vision to lead in sustainable construction. Achieving TRUE certification reflects Holcim’s strong commitment to embedding circular economy principles across all operations, driving responsible strategies that minimize environmental impact and create value for surrounding communities. Key actions include waste reduction efforts, starting with the digitalization of administrative processes, which has significantly reduced paper consumption. In landscaping, reuse is promoted by converting trimmed vegetation into compost. A standout example of applied circularity is the reuse of demolition debris—primarily rubble and concrete—incorporating it into new materials through ECOCycle®, Holcim’s circularity endorser to accelerate circular change. ECOCycle® labeled products guarantee a minimum content of 10% recycled Construction Demolition Materials inside, directly contributing to reducing landfill waste while supporting efficient resource regeneration within the construction cycle. In addition, organic waste is composted on-site and used in CiTeC’s urban garden, closing the nutrient loop in a natural and sustainable way. Food in good condition is donated to a local orphanage, ensuring socially responsible use. Meanwhile, all other municipal solid waste, such as cardboard, aluminum and plastic, is carefully sorted and sent for recycling, including materials produced during CiTeC’s recent remodeling. These practices, embraced enthusiastically by the entire team, were fundamental to obtaining TRUE certification. Beyond the recognition, they represent Holcim’s tangible commitment to accelerating the sustainable transformation of the construction industry through innovative solutions with real impact for people and the planet. “At Holcim, we understand that zero waste is not just a goal but a fundamental path toward our ambition of reaching net-zero," said José Villacreses Head of Innovation at Holcim México. "Achieving TRUE certification at CiTeC marks a key milestone that demonstrates how an innovation center can actively lead this transformation. It validates our efforts to embed circularity into our daily operations and shows how responsible resource management can create real impact—not only environmental, but also

social. This recognition inspires us to continue raising the bar in the industry, driving construction that is increasingly sustainable, efficient, and conscious.” Photo credit: Holcim

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