BEST PRACTICE

LOCATION:	**Company-wide**	**ARTICLE YEAR**	**2026**
ACTIVITY:	**Traffic management**	**COMPANY:**	**CEMEX**
SUB ACTIVITY:	**Product delivery**	**COMPANY LOCATION:**	**Nationwide**
BEST PRACTICE No:	**BP2263**	**COMPANY TEL:**	**0000**
COUNTRY OF ORIGIN:			

TITLE

Topic 3 - Fatal 2 - Driver inductions reinvented: Site guides with vehicle and drone perspectives

ARTICLE

TOPIC 3 - WINNER

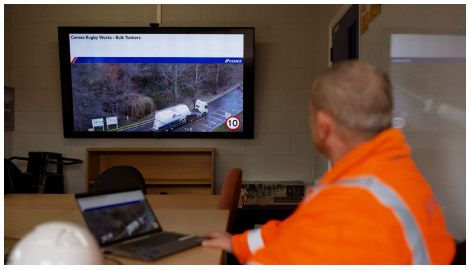
DESCRIPTION

CEMEX driver inductions were traditionally delivered using classroom-based presentations and paper guides. Whilst informative, these methods did not always prepare drivers for the specific layout, hazards, and traffic management systems of each site.

This lack of familiarity created risks of unsafe manoeuvres, wrong turns, or delays upon arrival. Hazards included vehicle-pedestrian interactions, reversing incidents, and breaches of one-way systems, all of which link directly to 'the Fatal 6', particularly "Pedestrian and Transport Interface."

Feedback from drivers highlighted confusion during their first visits and a reliance on verbal directions. To address this, CEMEX developed site guide videos filmed from the driver's perspective, complemented by drone footage. This approach gives drivers a realistic view of what to expect, reducing uncertainty, improving behaviour, and reinforcing safe site navigation before they arrive.

Please see the entry in the 'Sharing good practice guide' and watch the video for more information about the driver inductions developed by CEMEX,



BENEFITS

- Drivers arrive better prepared, with a clear understanding of site layouts, traffic flows, and hazards before they even enter a site.
- Reduced confusion and improved vehicle movements around sites.
- Reduced the risk of unsafe manoeuvres, wrong turns, or reversing incidents.
- Significantly improved safety performance.
- Reduction in near misses related to driver unfamiliarity.
- Contractors feel more confident and welcomed, reducing stress and improving wellbeing.
- Drivers find the new induction process is "much easier to follow than paperwork".
- Drivers find it.
- Drivers can easily access and re-watch videos for each site.
- Improved competence and strengthened safety behaviours.
- Inductions help to foster a culture of learning and preparation.
- Operational efficiency has improved.
- Inductions take less time; supervisors spend less effort repeating directions.
- Drivers integrate more quickly into site operations.
- The system has created a safer and more controlled environment
- Raised the professional standard of inductions across CEMEX's logistics operations.

ARTICLE IMAGES