

Rotary CROSSROADS

by Rotary Club of Singapore

Founded on 6 June 1930 | Proud of our Heritage, Committed to our Future
Lifetime Achievement Award Winner for 'Best Bulletin in District 3310'

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By Hitansh Vij



Mr. Roberto Callieri

Green and digital transformation at Heidelberg Materials

With over three decades of experience, Mr. Roberto Callieri has excelled in operations, sustainability, strategy, and turnarounds in the international cement industry. How has he driven Heidelberg Materials' digital transformation into a green company? Discover his strategies as he shares insights on this remarkable journey.

CEO of Heidelberg Materials Asla Pte. Ltd.
Member of Heidelberg Materials AG lanaging Board

Patricia Driver :

ROTARY CLUB HOSTS MR. ROBERTO CALLIERI, CEO OF HEIDELBERG MATERIALS ASIA

We welcomed Mr. Roberto Callieri, CEO of Heidelberg Materials Asia-Pacific, as our distinguished and inspirational guest speaker. With over 30 years of experience in the global cement industry, Mr. Callieri is a leader in sustainability, innovation, and business transformation. His insights provided a compelling look at the industry's future and his company's efforts to reduce carbon emissions.

Mr. Callieri discussed the evolving landscape of cement production and the urgency of reducing carbon emissions while maintaining the industry's role in infrastructure development. He also outlined Heidelberg Materials' commitment to sustainability through alternative fuels, carbon capture, and digital transformation.

Mr. Callieri explained that cement is the second most-used material in the world after water and is essential for modern construction. However, it contributes 7% of global CO₂ emissions due to the chemical process of heating limestone, which releases CO₂. This challenge drives Heidelberg Materials' strategy for emissions reduction, with the most ambitious reduction target in the sector of 400kg of CO₂ per tonne of cementitious material by 2030, and carbon neutrality by 2050. Mr. Callieri highlighted specific actions being taken by Heidelberg Materials which include:

- Transitioning from fossil fuels to biomass and alternative lower-carbon sources.
- Reducing reliance on clinker by incorporating alternative binders, lowering carbon intensity.
- Developing the world's first industrial scale carbon capture plant in Norway.
- Launching evoZero®, the world's first carbon captured net-zero cement. Carbon capture attributes are transparent and traceable using blockchain technology.
- Repurposing waste materials to replace natural raw materials.
- Implementing digital technologies to optimize energy use and minimize waste, in an industry which is still highly manual.
- Employing a dedicated change management team to facilitate digital transformation, including the early use of Artificial Intelligence.

A key part of Mr. Callier's presentation focused on the economic feasibility of sustainable cement. While green cement has a lower carbon footprint, it is currently more expensive to produce. Mr. Callieri acknowledged the challenge of convincing customers to recognize its long-term value but noted that demand is growing as sustainability becomes a priority for governments and businesses.

Mr. Callieri emphasized that all of these efforts require significant company investment and industry-wide collaboration. Balancing economic viability with climate responsibility is a key challenge for the sector.

The Q&A discussion covered alternative fuels such as hydrogen, the potential for recycling concrete from demolished buildings, and regulatory hurdles slowing innovation. Mr. Callieri underscored the importance of policy support in accelerating progress.

In closing, Mr. Callieri expressed optimism that continued innovation, customer demand, and regulatory support would drive the transition to sustainable construction materials. He remarked, **"In the end, sustainability is not a choice but an imperative. The question is not if we transition, but how fast we can make it happen."**

As Rotarians, we remain committed to environmental sustainability. Mr. Callieri's work highlights how traditional industries can evolve to meet modern challenges. With collective effort and forward-thinking leadership, greener cities and net-zero construction are within reach. We thank Mr. Callieri for sharing his expertise and applaud Heidelberg Materials' dedication to environmental sustainability through innovation.

VSC Meeting

On February 13th, 2025, the 7th VSC meeting took place at Healthverse Studio from 6:30 PM to 8:30 PM. The event was co-hosted by HM Joseph, Louisa, Leonard, Ting Yong, and Xavier. We were honored to welcome our guest speaker, Ms. Lisa Gainer, CEO of talentTrust. Ms. Lisa provided valuable insights into talentTrust’s mission and explored potential areas of collaboration between VSC and talentTrust. The discussion opened new avenues for partnership, fostering opportunities for meaningful engagement and impact.

Guest Speaker

Ms Lisa Gainer
CEO, **talentTrust**



talentTrust (TT) is an award winning non-profit organisation that supports charities through skills-based volunteering. TT helps to identify strategic gaps & challenges and provides advise and skills transfer drawn from their pool of very senior experienced volunteers, many at C-suite level.

Lisa will speak in more detail about what they do and explore areas of collaboration between VSC and TT.







Major Project

Our Major Project for 2024/25 builds upon our collaboration with Football Plus and Teen Challenge, a Christian faith-based residential rehabilitation home for men recovering from drug use. Expanding on the success of Children's Unlimited—which leverages sports as a tool for positive social change among underprivileged children—this initiative aims to equip Teen Challenge residents with essential soft skills and support their reintegration into society.

To kickstart the refurbishment works of the field at Teen Challenge, located at Old Chua Chu Kang Road, a groundbreaking ceremony was held on 13th Feb 2025, attended by representatives of Teen Challenge and the Rotary Club of Singapore.

The refurbishment of the field will be executed in three phases, beginning with the restoration and enhancement of the Rotary Teen Challenge Stadium. This initial phase includes essential works such as waterproofing, grass cutting, painting, soil treatment, and the installation of floodlights—revitalizing the once underutilized field into a fully functional football field. Upon completion of this phase, the field is expected to be in a playable condition by April 2025.



With this targeted completion date, Teen Challenge, Football Plus and the Rotary Club of Singapore are now in the talks of organising a carnival in the later weeks of April. Beyond benefiting Teen Challenge residents, the Rotary Teen Challenge Stadium will also serve as a hub to engage underprivileged children from the Tengah region. Students from neighboring schools will have access to academic mentoring and football training sessions designed to support their education and steer them away from negative influences. Through this initiative, the Rotary Club of Singapore is able to reaffirm their commitment to “Service Above Self”, leveraging sports as a catalyst for transformation, fostering resilience, empowering individuals and building a more inclusive society.





Food from the Heart

On 15 February, the CSC organised the February instalment of the Food From The Heart (FFTH) activity. Although FFTH has become a monthly service tradition, each FFTH activity is always special.

Rotarian volunteers were joined by family members and youth volunteers from Nanyang JC Interact Club and NPS International School Singapore. Club leadership was well represented as President Tom, President-Elect Sonali, and President-Nominee Raj actively participated in the activity.

Hand delivering to 99 households requires teamwork, and the team of volunteers enjoyed the meaningful endeavour and fellowship afterwards.

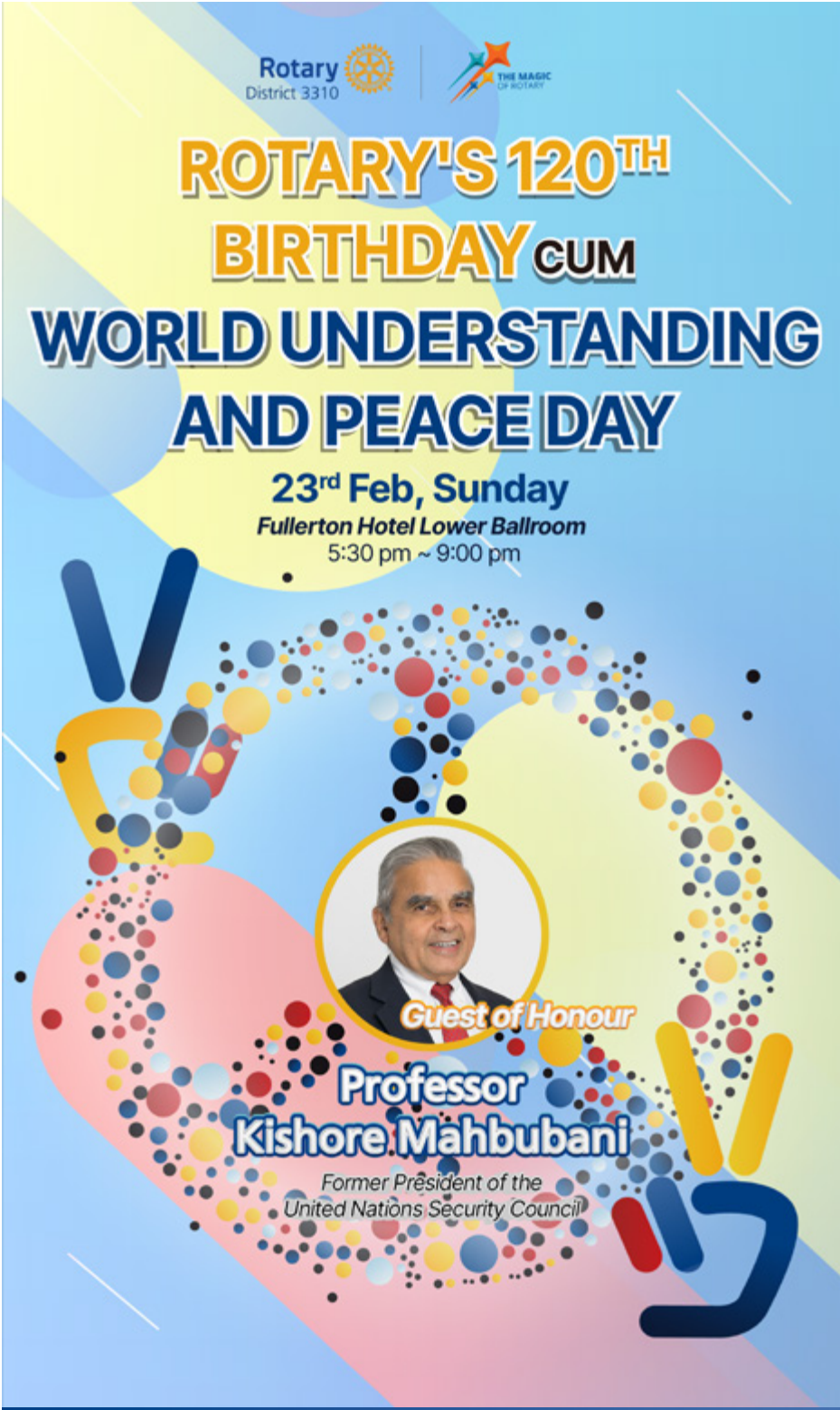
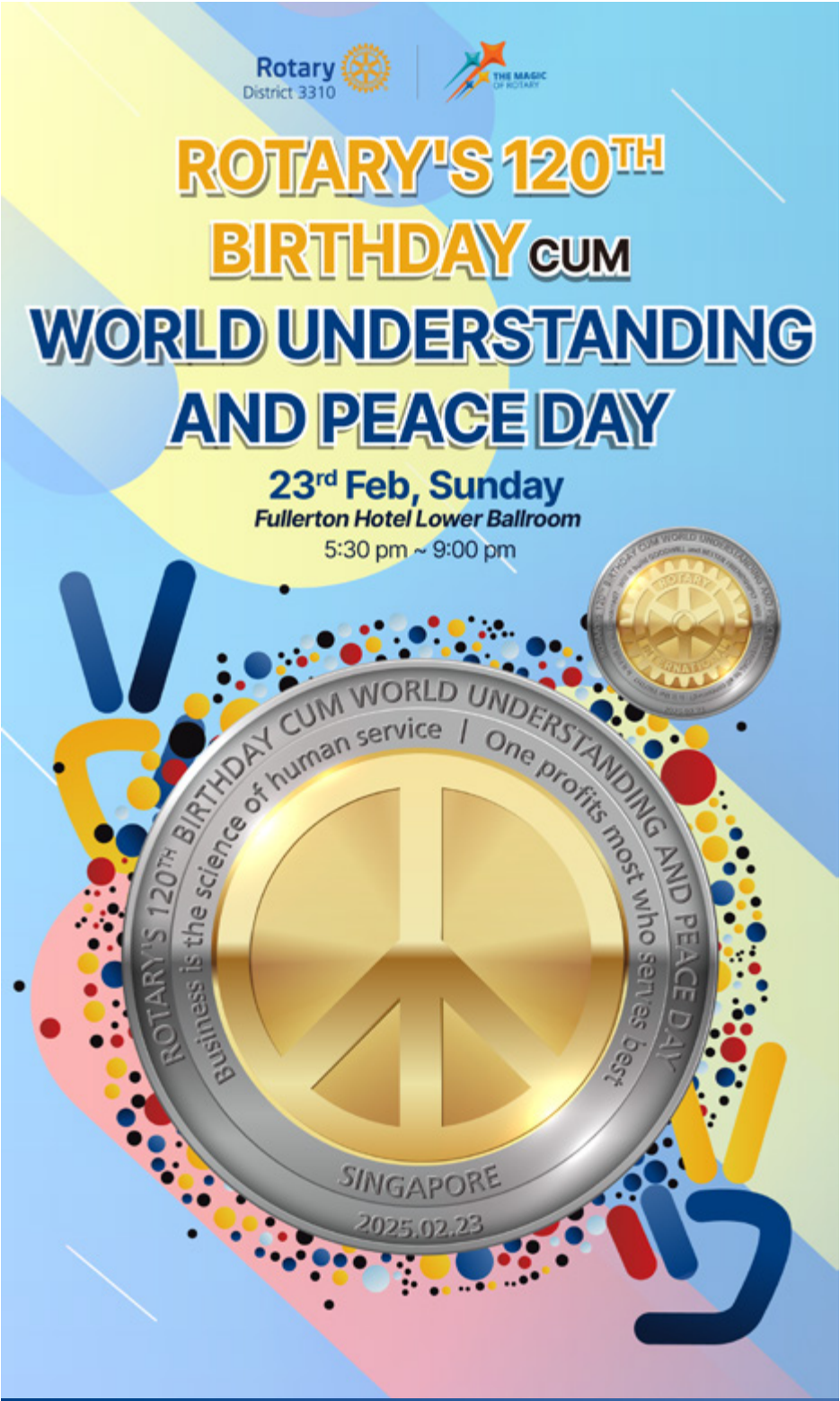
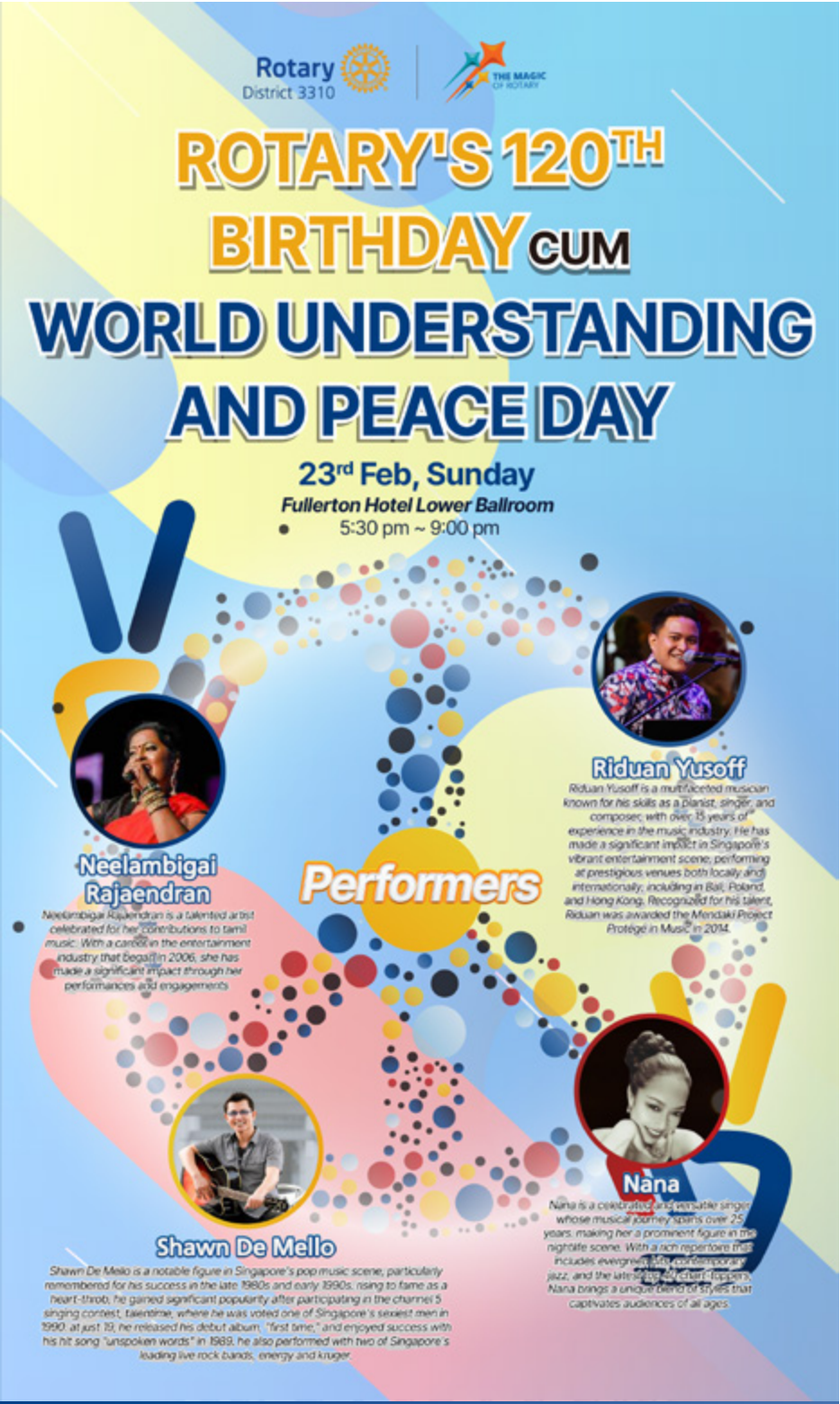
The next FFTH is on 15 March. Come volunteer and be #PeopleOfAction!



Upcoming Event

WUPD 23rd Feb 2025

Date: 23rd February, 2025
Time: 5:30 PM - 9:00 PM
Venue: Fullerton Hotel Lower Ballroom



THE SUN NEVER SETS IN ROTARY

Date: 24th February, 2025
Time: 1:00 - 2:00 PM(SGT) / 5:00-6:00 AM(GMT)
Zoom Login ID: 86025361390
Password: SNSR253234
Registration link: <https://forms.gle/9QDZA6SJiQTONPt78>



A 24 Hour Celebration of Rotary Across the Globe
Livestream Broadcast on 23rd Feb 2025 02:00 PM (GMT) to 24th Feb 2025 02:00 PM (GMT)

Rotary District 3310 | Sun Never Sets in Rotary

CELEBRATION • ANNIVERSARY • CELEBRATION • ANNIVERSARY

CONNECT • INSPIRE • SERVE

120 anniversary

Join the zoom broadcast, together with more than 50 countries in hourly segments over 24 hours

SLOT 16 : ROTARY INTERNATIONAL DISTRICT 3310 SINGAPORE MALAYSIA BRUNEI

on 24TH FEB 2025 at 1-2 PM (SGT) or 5-6 AM (GMT)
Zoom Login ID: 860 2536 1390 | Password: SNSR253234
Register here <https://forms.gle/9QDZA6SJiQTONPt78>

Rotary District 3310 | Sun Never Sets in Rotary

Join the zoom broadcast, together with more than 50 countries in hourly segments over 24 hours

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A 24 Hour Celebration of Rotary Across the Globe
LIVESTREAM ON LOCAL D3310 TIME

Date	Time	Slot	Countries
23 FEB 2025	10pm	1	SOUTH AFRICA, ANGOLA, MOZAMBIQUE, BOTSWANA, NAMIBIA, LESOTHO
23 FEB 2025	11pm	2	ALBANIA & KOSOVO
24 FEB 2025	12am	3	CANADA & USA
24 FEB 2025	1am	4	ROMANIA & MOLDOVA
24 FEB 2025	2am	5	ENGLAND
24 FEB 2025	3am	6	ENGLAND & WALES
24 FEB 2025	4am	7	COLOMBIA
24 FEB 2025	5am	8	PORTUGAL
24 FEB 2025	6am	9	BRAZIL
24 FEB 2025	7am	10	URUGUAY
24 FEB 2025	8am	11	ARGENTINA, URUGUAY, PARAGUAY
24 FEB 2025	9am	12	CHILE
24 FEB 2025	10am	13	PERU
24 FEB 2025	11am	14	PANAMA
24 FEB 2025	12pm	15	PHILIPPINES
24 FEB 2025	1pm	16	SINGAPORE, MALAYSIA, BRUNEI
24 FEB 2025	2pm	17	NEPAL, BHUTAN
24 FEB 2025	3pm	18	UKRAINE
24 FEB 2025	4pm	19	EGYPT
24 FEB 2025	5pm	20	SRI LANKA
24 FEB 2025	6pm	21	BELGIUM Rotary Action Group Menstrual Health & Hygiene
24 FEB 2025	7pm	22	INDONESIA
24 FEB 2025	8pm	23	JORDAN, LEBANON
24 FEB 2025	9pm	24	INDIA

INSTALLATION OF THE 91st PRESIDENT & BOARD

Date: 28th June, 2025
Time: 6:30 PM
Venue: The Grand Ballroom at The Ritz-Carlton, Millenia Singapore

Rotary Club of Singapore

28 JUNE 2025, 6:30 PM ONWARDS

The Grand Ballroom
at The Ritz-Carlton, Millenia Singapore

DRESS CODE
Black Tie or Royal Court Dressing

Scan to Register



INSTALLATION OF THE 91ST PRESIDENT & BOARD

...combined with...

95th Anniversary Celebration | District Governor Handover

Register by 28 Feb 2025 to secure your place
\$218/pax

The Four-Way Test

Of the things we think, say or do:

- 01. Is it the **TRUTH**?
- 02. Is it **FAIR** to all concerned?
- 03. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 04. Will it be **BENEFICIAL** to all concerned?

The Guide to Daily Living

Before doing the things we want to do, consider first, the Precepts of the guide. Ask ourselves these 4 questions and act upon them:

- 1. Have I spent some time in self-examination?
- 2. Have I spent quality time with my family?
- 3. Have I given my best to my work?
- 4. Have I given some time to someone near and far?

The Guide, in fact, encompasses the 4 parts of the Object of Rotary.

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President	Tom Wolf
Immediate Past President	Dr. Chan Siew Luen
President Elect	Sonali Sinha
Vice President	Jens Rübbert
Vice President	Inderjit Singh Tulsi
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Hon. Secretary (Administration)	Pauline Teo
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Director - Community Service	Perumal Rajkumar
Director - Vocational Service	Denis Hew
Director - Youth Service	Chng Weilong
Director - The Rotary Foundation	Keizo Fujitake
Director - Major Project	Subhash Pritmani
Director - Membership	Ronald Wong
Director - Public Image & PR	Linda Lin
Director - Meetings/Events	Ong Ting Yong
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Chair of EYA (Entrepreneur of the Year Award)	Stanley Low
Chair of Standing Committee - Speaker	Gabriele Rettig
Director - Technology Group Selection	Colin Miles
Director - Environment Group	Suresh Hathiramani
Sergeant-at-Arms	Sarah Tabea
Sergeant-at-Arms	Jeff Lim

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