



WORLD
GREEN
BUILDING
COUNCIL

World Green Building Council



The European Context

How We Grow the Sustainable Buildings Market

World Green Building Council

A global network of Green Building Councils in over 75 countries, transforming the places we live, work, play, heal and learn.

+32,000 member companies



The Sustainable Buildings Market in Europe Today

BREEAM®



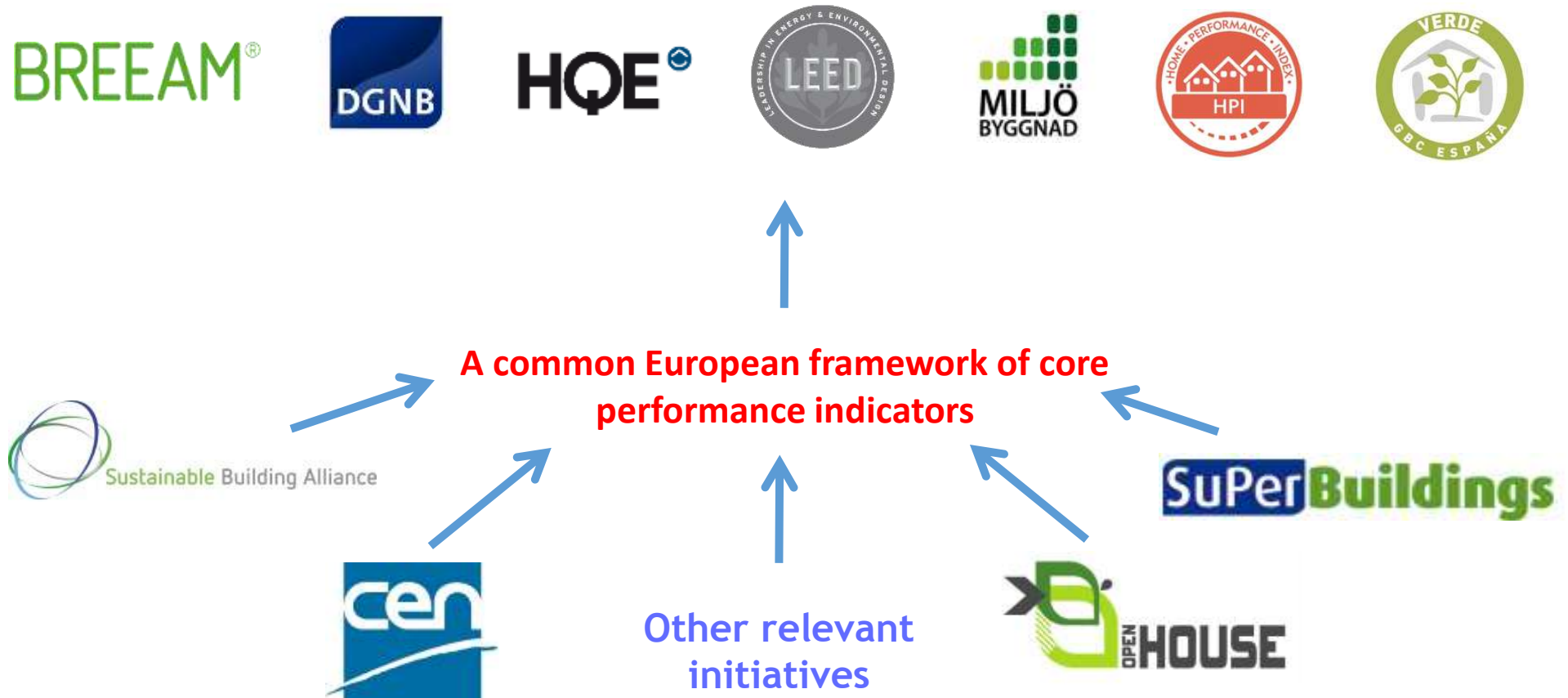
HQE®



G R E S B



The Concept of a Common 'Framework' for the Market





How GBCs have supported Level(s)

ERN started advocating for Sustainable Buildings in 2013

•In 2015 , the JRC of the European Commission started a project to develop this approach

In July 2016, a consultation on 14 indicators against each of these macro-objectives was launched...

Commission publish publication on Resource Efficiency in Buildings

First stage of this study identified “Macro-objectives” for environmental performance of buildings

July 2017 – Launch of final framework

2014 Consultations

Visited 10 EU markets and consulted 350 expert stakeholders



“

Energy efficiency in new buildings and in renovated buildings continues to be under intense scrutiny by all stakeholders so now it's the right time to focus on other aspects that influence the environmental impact of buildings

”

The Insulation Manufacturer
(Knauf Insulation)

“

This European framework could be used by itself in countries where tools do not exist or it could be integrated into existing rating tools

”

The Common Indicators Project
(SB Alliance)

“

A set of core life-cycle environmental indicators could provide for one consistent 'green language' for all stakeholders.

”

The Construction Contractor &
Developer (SKANSKA)

“

By collecting sustainability related data we will finally be able to develop the market evidence to demonstrate the positive link between sustainable property investment and economic value and/or reduced risk.

”

The Professional Body (RICS)

“

Success requires getting the degree of regulation just right and it requires marshalling and leveraging market forces, not opposing them.

”

The Owners, Investors
and Landlords Association
(European Property Federation)

“

In order for the sustainable buildings market to develop, it is fundamental that the pillars of sustainability for buildings are better and more widely understood by the market.

”

The Product Manufacturer
(Saint-Gobain)

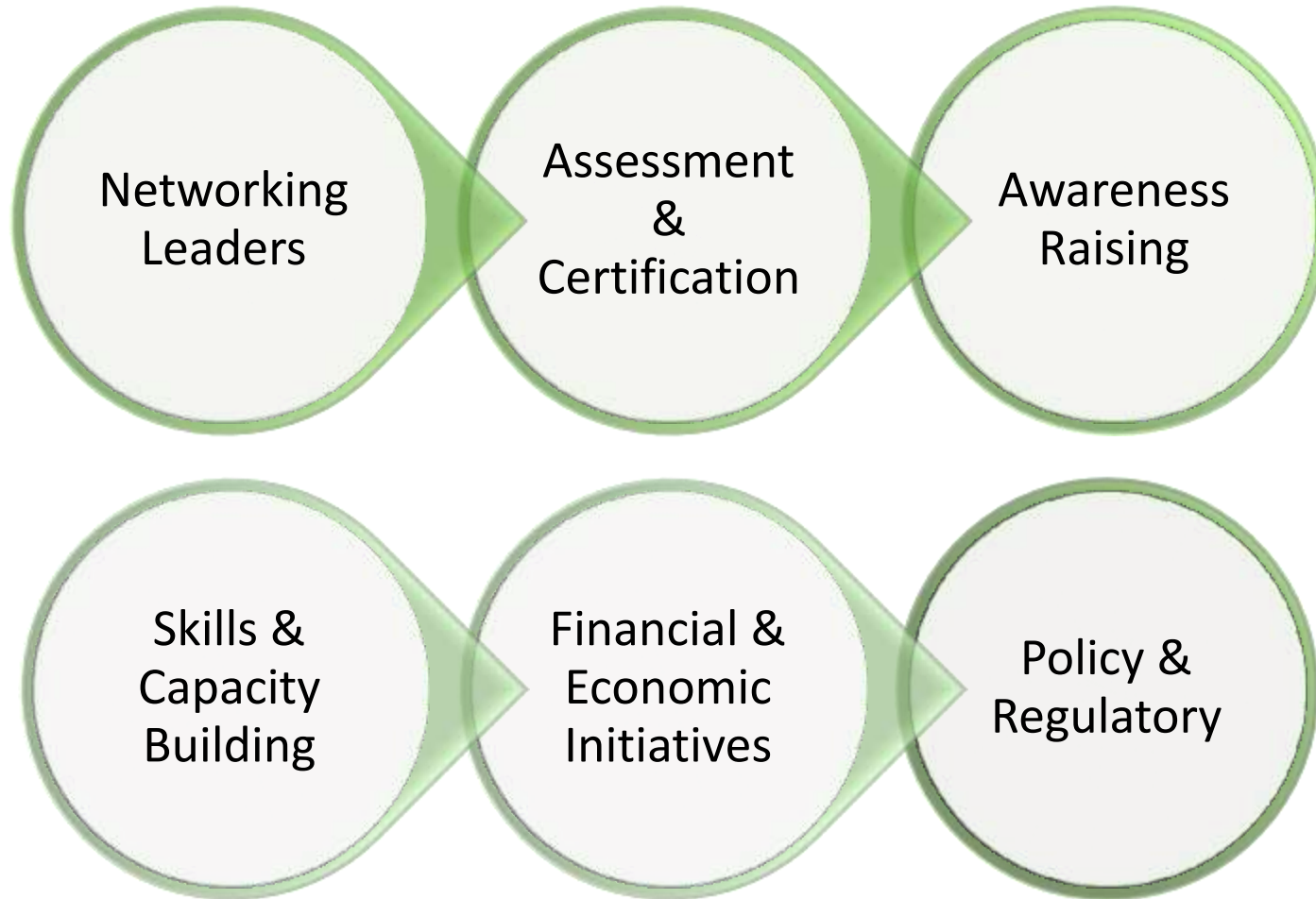


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What next?

- Testing and implementation!
- How to move from voluntary framework to a point where Level(s) is applied across the value chain of a building!

How we Transform and Grow the Market





Aims for Today

Communicate the central role this policy could play IF we fully support it!

- Learn about the EU policy
- Gain policy insight from Government
- Hear from thought leaders
 - Explore how ready the market is to implement
 - Discuss the main barriers to implementation
 - **BE SOLUTIONS FOCUSED!**

Integrate your opinions and feedback into our implementation phase activities



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