

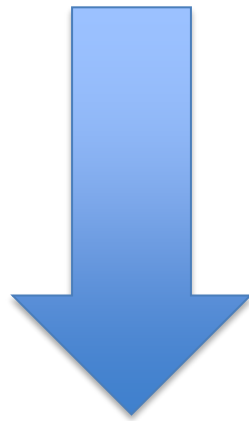
# **Do you speak sustainable construction?**

Planning your industry strategy  
How do we get there - from here?

By Jessica Johnson  
Head of Communications, CEMBUREAU

# TODAY

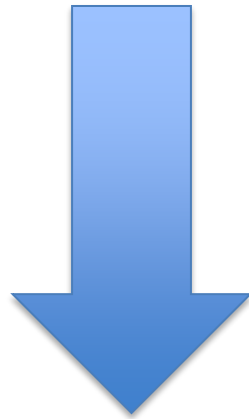
Industry, Policy makers & society



Central concern = Sustainable construction

# MOVING FORWARD

Future



Smart, sustainable economy

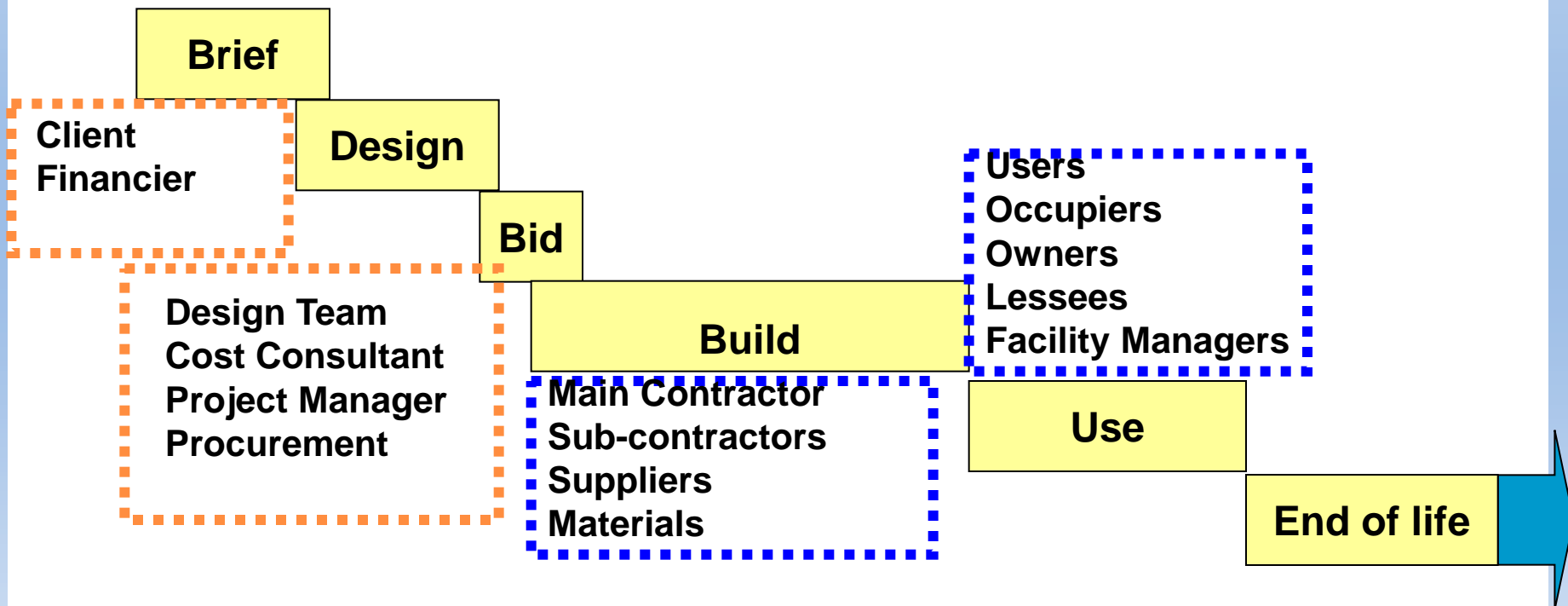
How do we get there?

# HOW

- Industry: all segments including
  - manufacturers of construction products
  - Architects
  - Designers
  - Contractors
- Policy makers: all levels including
  - EU
  - National authorities
  - Local authorities
- Society

# THE CONSTRUCTION PROCESS

Planning - Regulation - Legislation - Compliance



# INDUSTRY ACTIONS

- Many industries have already moved towards more sustainable approaches:
  - Responsible sourcing schemes
    - Provides a holistic approach to managing products from cradle to grave; through manufacture, processing, use, re-use and recycling to final disposal



## Concrete Industry Guidance Document

to support

**breglobal**

**BES 6001**

Framework Standard for the  
Responsible Sourcing of  
Construction Products



The Concrete Centre

Issue 1: December 2008

# INDUSTRY

1. The manufacturing sector should maintain
  - sustainable production processes to reduce the impact of manufacturing (EMAS, ISO..)
  - continuous investment in R&D in order to develop innovative materials and products
2. Architects and designers continue to develop and use innovative design techniques to ensure energy and resource efficient structures
3. Contractors must follow the guidelines established by manufacturers and architects/designers

# POLICYMAKERS

- [Adequate & consistent legislation](#)
- Incentives which encourage consumers to make the right choices



# SOCIETY (CONSUMERS)

- Make the right choices
- Change our behaviour (eg turning out the lights)

# EUROPEAN LEADERSHIP

By taking the initiative, Europe's construction industry can demonstrate European leadership on a global scale

27 MS and EU  
Plethora and mismatch of  
building regulations

# Sustainable Construction

2<sup>nd</sup> Generation  
Eurodes

TC350

CPR

EPBD

Incentives

Products

Regulation &  
Standards

Lead markets

GPP:  
Green Public  
Procurement

E  
T  
A  
P

Carbon  
foot  
print

Recycling and  
Sustainable Use of  
Natural Resources

SCP/SIP

Energy label-Ecodesign-Ecolabel

