wbcsd buildings

Philippe FONTA
Managing Director
WBCSD

The industry and business position

IEA/WBCSD Forum

Paris, March 16th, 2012

A first diagnostic

Buildings account for

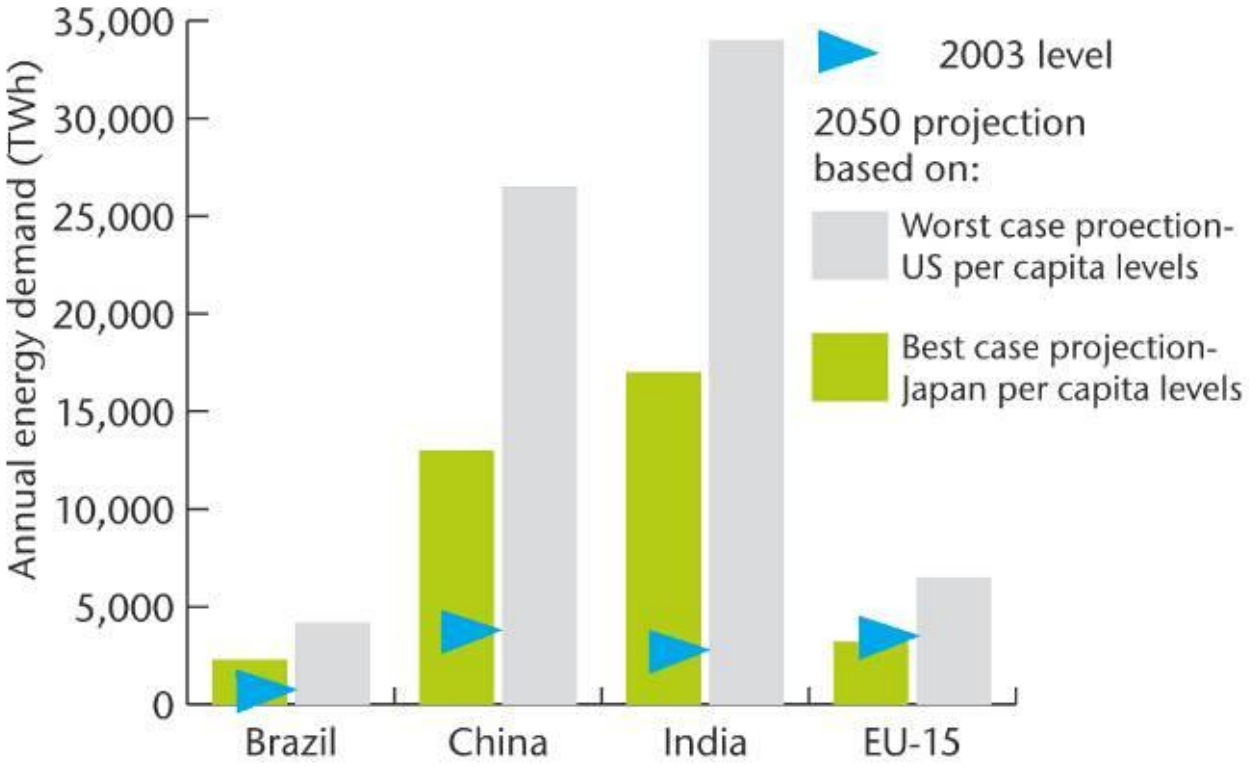
- around 40 % of all manmade CO2 emissions
- about 50% including the impact of material industries.

70-80 % of all electricity is used in buildings.

Buildings have to decrease their energy use by 77 % in 2050 to match IEA Blue MAP scenario.

Energy in buildings:
a time bomb if nothing is done NOW

Rising living standard has an exponential effect





EEB1: A coalition of multinationals sharing the same vision

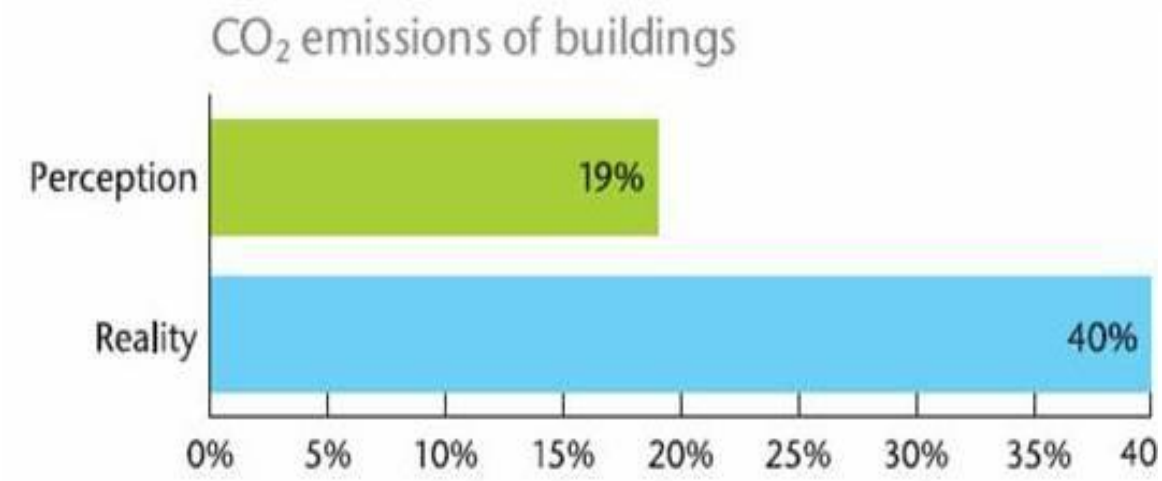
A world in which buildings consume zero net energy

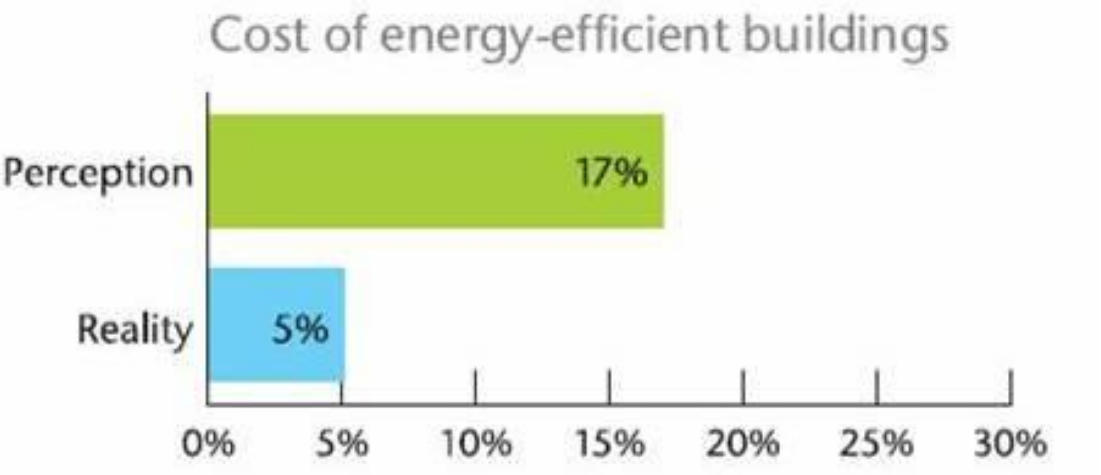
- Transforming the way buildings are designed, built and used
- Focus on energy
- Business perspective
- Communicate research findings openly with markets and regulators

What about perception ?



Professionals' view of their own sector





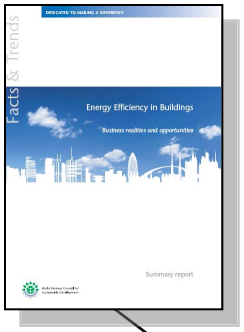


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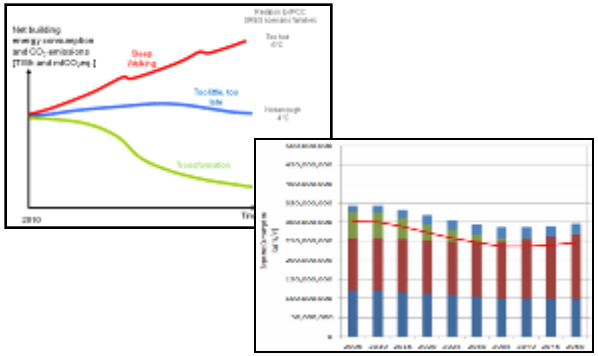
Source: Facts & Trends, Energy Efficiency in Buildings, WBCSD, August 2007

EEB1: a 4-year first phase with strong and compelling results…

"Facts & Trends" Report



Qualitative & Quantitative Assessments & Recommendations



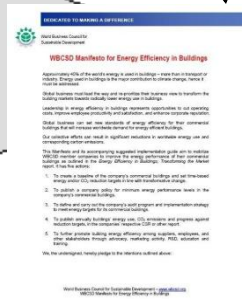


April 27, Paris, Beijing

Formal Announcement of the Project (Beijing)

Workshops, Forums, Conferences

Manifesto



2006 | 2007 | 2008 | 2009

Assurance Group

Assurance Group

Assurance Group

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1st EEB report – a real success in 2007



EEB commisioned Lippincott Mercer
to design qualititative and quantitative research on building industry stakeholders – it concluded:

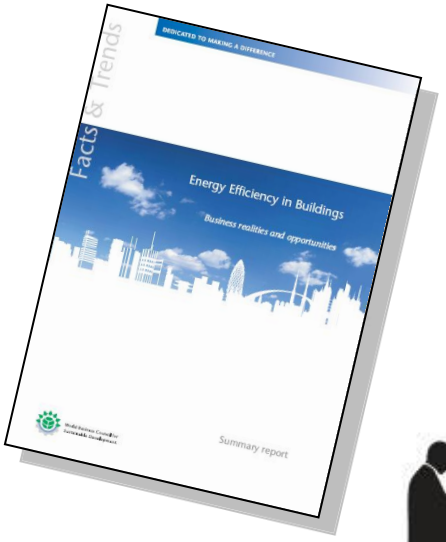
- Low awareness of environmental impact of buildings
- The building sector is complex, fragmented, and has no real champions.
- Lack know-how and experience in green construction
- Life styles not focussed on energy saving
- Energy efficiency is not an investment criteria
- Lack of financial instruments to reward EE



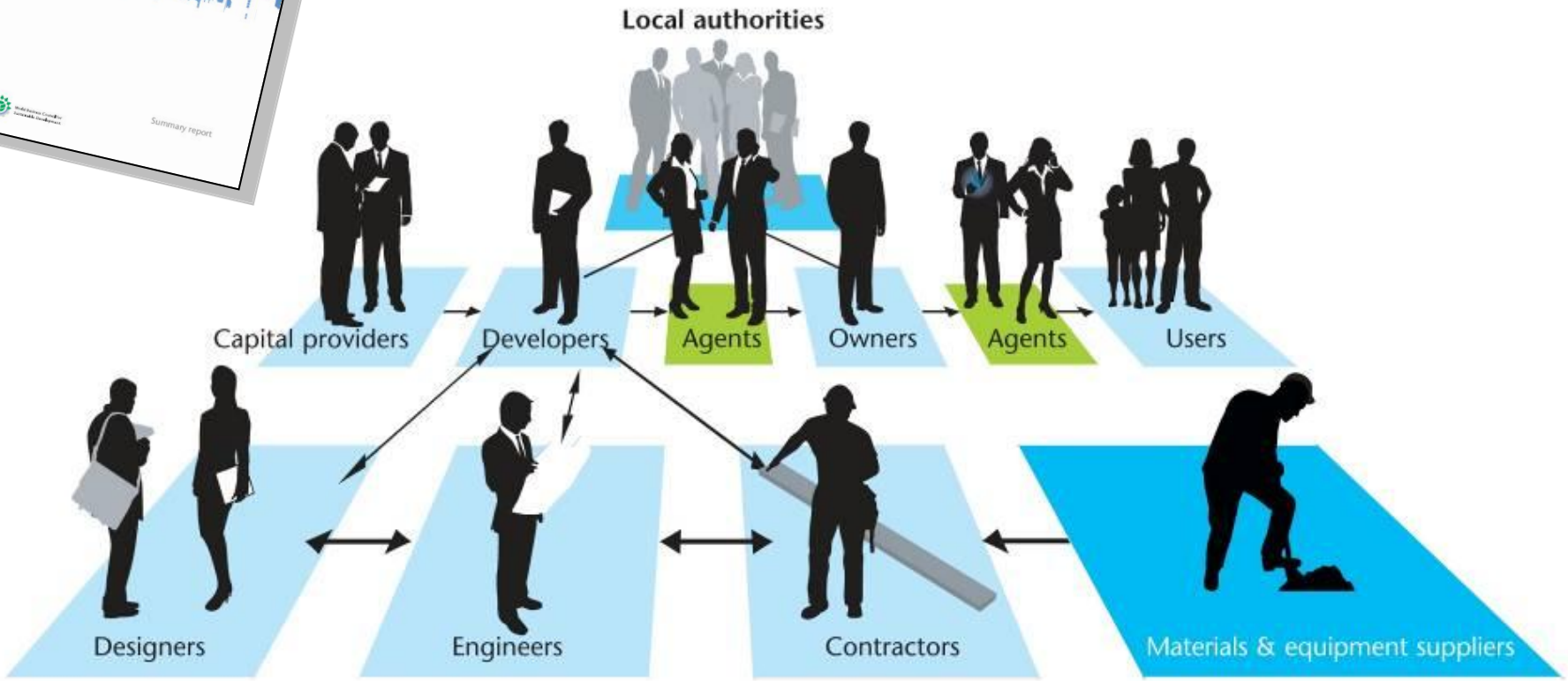
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Policy as a supportive framework

Facts & Trends report: highlights

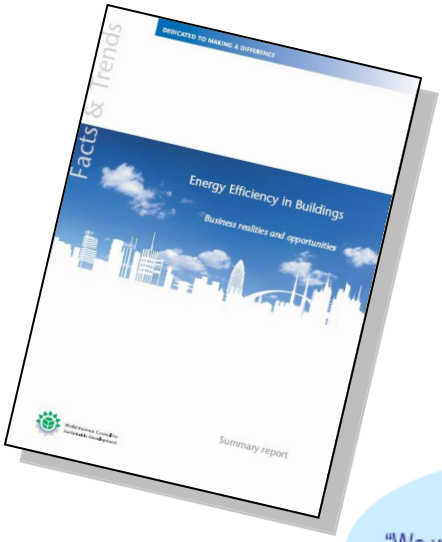


Decision Making Complexity:



Source: WBCSD Energy Efficiency in Buildings

Facts & Trends report: highlights



Leadership…

Occupiers
"We would like to have environmentally efficient buildings but there are very few available."

Constructors
"We can build environmentally efficient buildings, but the developers don't ask for them."

Developers
"We would ask for environmentally efficient buildings, but the investors won't pay for them."

Investors
"We would fund environmentally efficient buildings, but there is no demand for them."

The vicious circle of blame

Source: David Cadman, Center for the Study of Sustainable Building: The Carbon Challenge, 2007

Value and Sustainability Delivery

Many, MANY, hands…

Client

Design team

Developers

Project Managers

Contractors

Suppliers

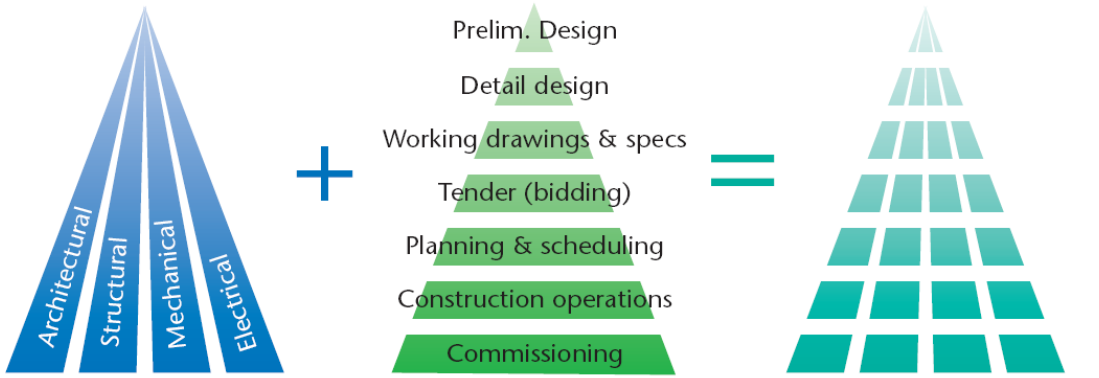
Installers

Occupiers.....!



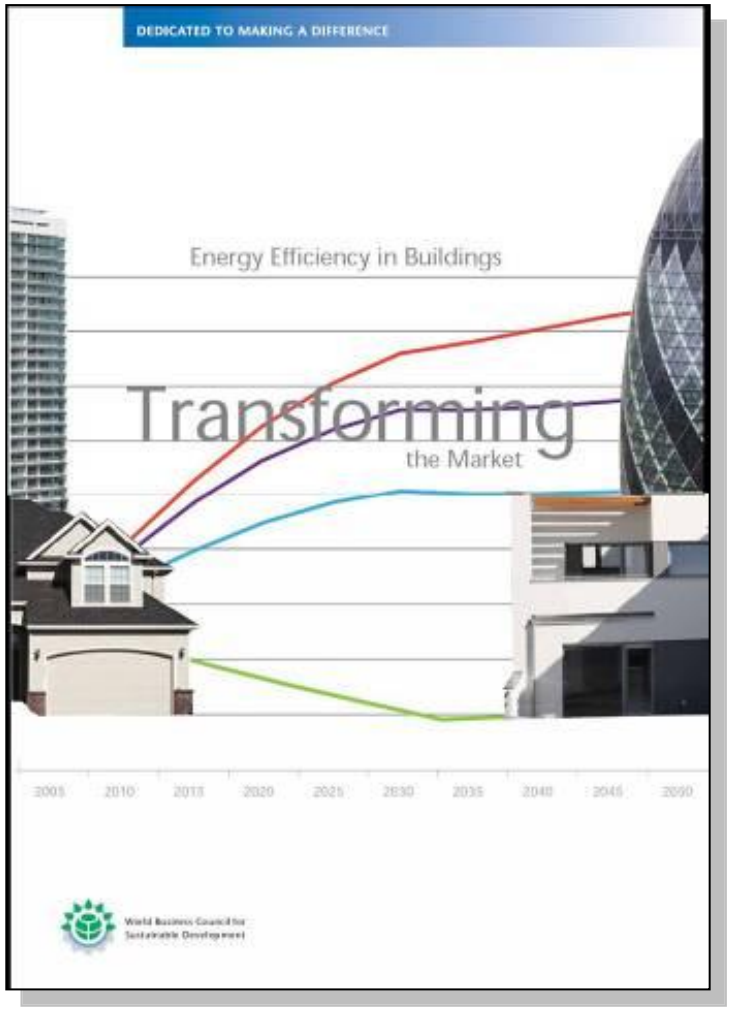
Source: Arup, WBCSD EEB Facts & Trends, 2007

Complexity of Delivery …



2nd EEB report – a response by sub-markets

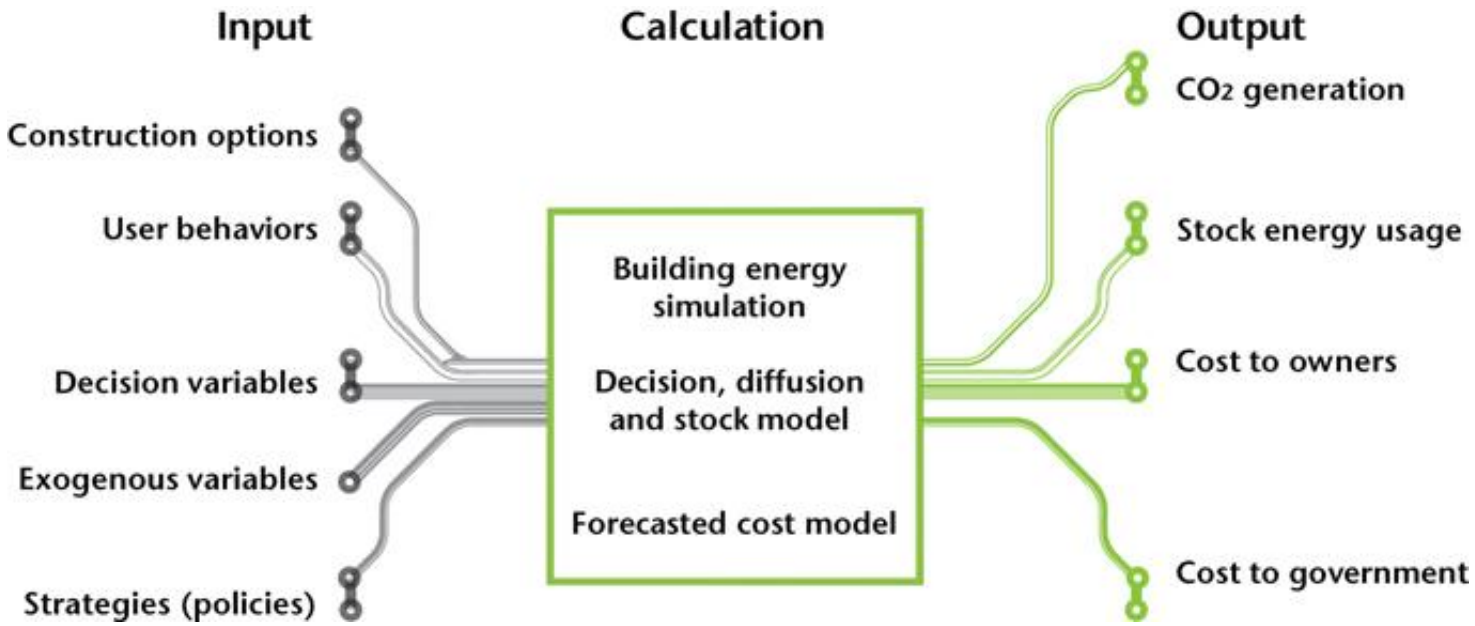
- ⇨ Unique model that quantifies public policies
- ⇨ Recommendations by segment
- ⇨ Detailed roadmap on how to achieve transformation



- Available in English, Korean, Chinese, French, Japanese, Spanish, Portuguese and Russian

So What Does this All Mean?

WBCSD EEB Decision Heuristic Model



Decisions are simulated by comparing the net present value of available options, with selected choices based on best outcomes and limited to those with the lowest first costs over a market defined time horizon (0-5 yrs, typically).

Variety of climates and building types

Residential

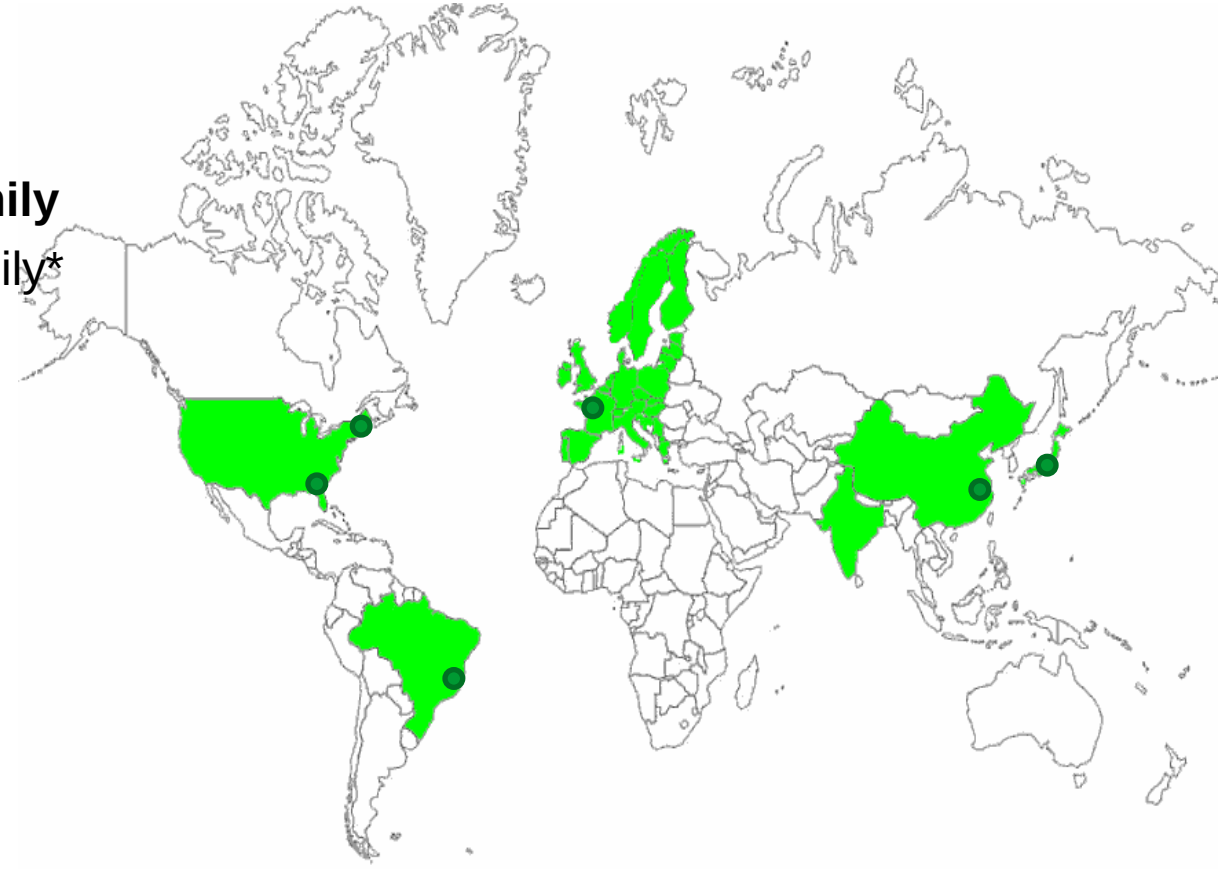
- **France single family**
- **China Beijing multi family**
- US Southeast single family*
- Japan single family*
- Swedish multi family*

Office

- **Japan, Kanto**
- USA, Northeast*

Retail

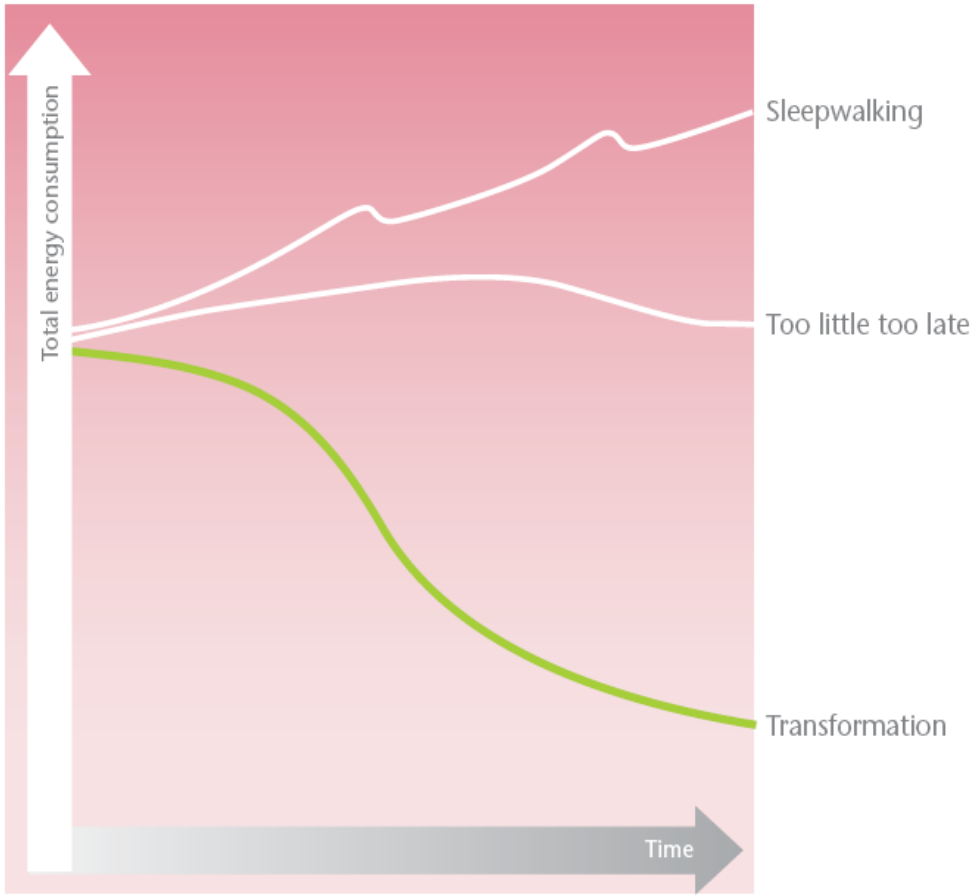
- US Supermarkets*
- Brazil Shopping Center*



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*Not included in EEB “Transforming the Market“ report

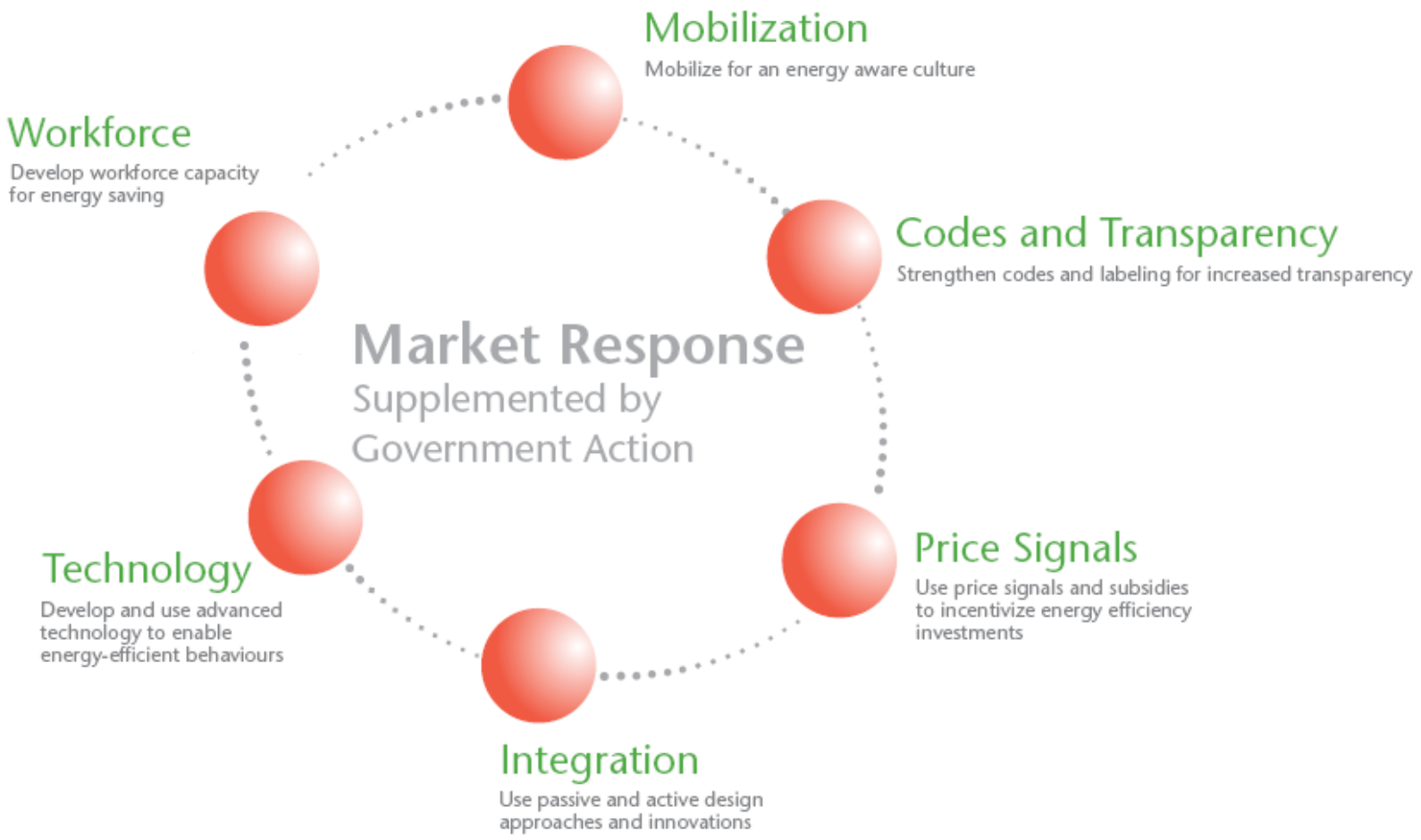
EEB 2006-2009: Key results



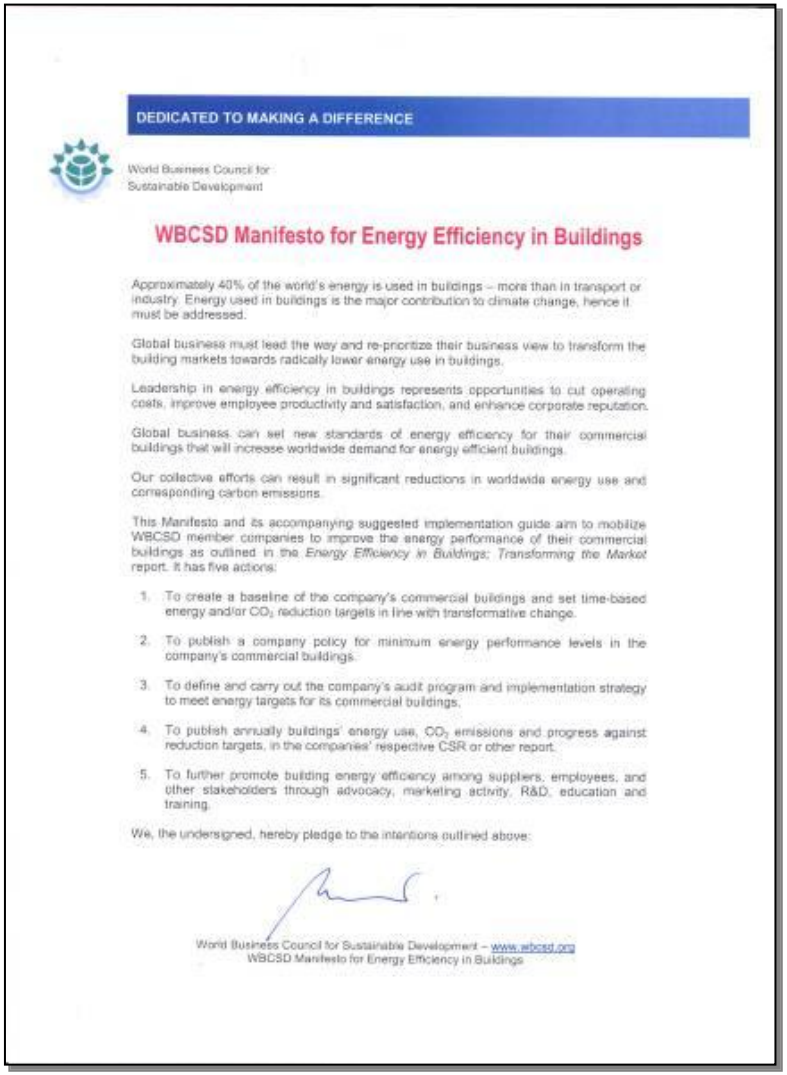
- Buildings have the greatest potential to reduce CO2 emissions
- The market alone will not do it
- It will cost money but buildings are still the cheapest option
- Cost of inaction will be far greater
- Low hanging fruits will not be enough
- All actors need to be involved (Government authorities, Investors/capital providers, Property developers, Suppliers and manufacturers, Architect, engineers, Contractors/craftsmen, Utilities, Occupiers)

High level recommendations

Mutually supportive recommendations



EEB Manifesto issued to trigger action...



DEDICATED TO MAKING A DIFFERENCE

World Business Council for Sustainable Development

WBCSD Manifesto for Energy Efficiency in Buildings

Approximately 40% of the world's energy is used in buildings – more than in transport or industry. Energy used in buildings is the major contribution to climate change, hence it must be addressed.

Global business must lead the way and re-prioritize their business view to transform the building markets towards radically lower energy use in buildings.

Leadership in energy efficiency in buildings represents opportunities to cut operating costs, improve employee productivity and satisfaction, and enhance corporate reputation.

Global business can set new standards of energy efficiency for their commercial buildings that will increase worldwide demand for energy efficient buildings.

Our collective efforts can result in significant reductions in worldwide energy use and corresponding carbon emissions.

This Manifesto and its accompanying suggested implementation guide aim to mobilize WBCSD member companies to improve the energy performance of their commercial buildings as outlined in the *Energy Efficiency in Buildings: Transforming the Market* report. It has five actions:

1. To create a baseline of the company's commercial buildings and set time-based energy and/or CO_2 reduction targets in line with transformative change.
2. To publish a company policy for minimum energy performance levels in the company's commercial buildings.
3. To define and carry out the company's audit program and implementation strategy to meet energy targets for its commercial buildings.
4. To publish annually buildings' energy use, CO_2 emissions and progress against reduction targets, in the companies' respective CSR or other report.
5. To further promote building energy efficiency among suppliers, employees, and other stakeholders through advocacy, marketing activity, R&D, education and training.

We, the undersigned, hereby pledge to the intentions outlined above:

World Business Council for Sustainable Development – www.wbcsd.org
WBCSD Manifesto for Energy Efficiency in Buildings

WBCSD Member Companies shall for their commercial buildings:

1. Define and create a baseline
2. Establish buildings policy
3. Set goals and execute
4. Report progress annually
5. Promote and advocate actions

EEB 2.0 – *triggering* implementation:

- *Complementary content:*
  - Finance – Focus on retrofits
  - Updated perception survey
- *Advocacy & Partnerships:*
  - Partnership with the IEA
  - Partnership with World Green Building Council
  - Partnership with Urban Land Institute
- *Manifesto:*
  - A base of companies, walking the talk
- *Showcase projects*
  - Leverage partnerships and regional networks (BCSDs)



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