G17 Kick-Off Event
Madrid, November 28th-29th 2018

Around fifty European representatives from the building sector and the whole value chain, who have been active in the field of sustainability for many years themselves, came together at the ImpactHub Piamonte in Madrid, Spain on November 28th and 29th 2018, in order to kick-off a new network to transform the building sector. The idea of G17 is to drastically change the conversation around sustainability in our built environment from too much theory and research towards sharing scalable solutions and bringing them into everyone's daily work through concrete actions and campaigns.

Unlike many other initiatives, G17 is not designed to be a top-down organisation, where organisational and formal requirements become too easily an end in themselves, G17 is a movement that relies on its members' creativity, participation and willingness to take action. The one-and-a-half-day kick-off event featured inspiring impulses from different perspectives and culminated in a cooperative workshop to create momentum for a concrete action plan which will consist of several campaigns for the coming twelve months. Impulses were structured along four broad themes with two speakers per topic:

1. Designing for 2050

Martin Haas
haascookzemmrich - Studio2050

Impulses
- Knowledge and awareness for sustainability issues exist – how can we push clients?
- Switch from "per square meter" to "per person ".

Søren Nielsen
Vandkunsten

Impulses
- Sustainability comes in waves.
- Aim must be to plan buildings that can easily be disassembled but design buildings that will never be disassembled.

2. Strategies
How can broader incentive structures substitute short-term profit measures?

Jean-Eric Fournier
Covivio

Impulses
- CSR policy is the heart of business strategy
- Build carbon action plan allowing to raise the resilience of assets towards climate risks
- Verify that strategy is in line with the 2°C/1,5°C scenario of the Paris Agreement

Julie Hirigoyen
UKGBC

Impulses
- Incremental change is not enough - we need break-through.
- Sustainable Business Maturity Curve relates creation of societal values, creation of business value and competitive advantage.

3. Circular Economy
How do we establish a common language for sustainability?

Benjamin Ficquet
ICADE

Impulses
- Big bank of resources is available to fill up the circular market place.
- Due to increased efficiency in operations, embodied emissions will eventually be the larger share of emissions.
- In circular economy, services provide employment.

Pascal Eveillard
Saint-Gobain

Impulses
- Create desire for sustainability
- Urbanization will create mega cities, but the goal has to be sustainability cities.
- People need to understand their own benefit from sustainable buildings.
- Circularity needs to be a top priority in CSR.
- New wording is needed to become impactful.

4. Creating Value
How do we address the fact that the construction sector is characterised by concentrated costs and scattered benefits?

Richard Teichmann
Bischoff & Compagnons

Impulses
- Sustainable technologies can have incredible return on investment.
- SDGs need to be broken down to a personal level (e.g. good life goals).
- To achieve and maintain economically viable projects in the context of climate change, certain personal values (e.g. acceptable temperature interval) have to be re-examined.
- Products as a service create value, as they remove fragmentation.
- Bring knowledge to the rest of the world.
- Metrics are important but do not forget the goals

Luis Irastorza
Tecnopen

Impulses
- The costs of sustainable buildings on average are equal to the costs of a delay in construction of one month.
- Artificial intelligence can provide substantial economic benefits in the operation phase of buildings, but Artificial intelligence is a tool not a goal.
- What is the market cost of CO2, including historical CO2 emissions?
- How do we create value for consumers?

SHARED ACTION PLAN 2019

Following these themes and drawing inspiration from the impulses, participants formed three groups to brainstorm on actionable goals and targets for the coming twelve months in concentrated and intense workshops. Each group then presented their first of two pitches to the other participants in a feedback round. Equipped with new insights the three groups then went back to the drawing boards to refine and complete their proposals, which they then presented once more to the network as their concrete projects for the coming year until September 11th – 13th 2019, when G17 will reconvene in Angers, France.

Group 1 - Strategies

G17 will affect legislation
    Proposal: PR campaign
G17 will empower stakeholders
    Proposal: adapt Good Life Goals to built environment
Provide numbers & KPIs to companies willing to push their clients to do better
Support communication of emotions, dreams, visions related to SDGs

G17 members will adjust their own instruments
    Proposal: Focus on value of beauty for sustainability
    Proposal: Focus on life span/ service life of products for sustainability
    Proposal: Focus on incorporation of CO2 price and CO2 price development (in relation to CO2 intensity)

Group 2 – Circularity

G17 will support new business models
    Proposal: organize round tables between different initiatives pushing the circular economy (e.g. cycle-up)
    Proposal: strengthen circular businesses by commitment of G17 members
G17 will increase knowledge-sharing for circular businesses
    Proposal: creation of online knowledge platform to inform and promote circularity
G17 will enhance awareness about circular economy of European customers
    Proposal: creation of graduate program for circular economy

Group 3 – Value

G17 will frame sustainability as "must have", not "wish"
    Proposal: identify and spread good examples, i.e. Movies, Influencers, Channels
G17 will root sustainability with the end user
    Proposal: Gamify sustainability for consumer (possibly via app)

G17 is an initiative spearheaded by

DGNB
Deutsche Gesellschaft für Nachhaltiges Bauer
German Sustainable Building Council

Alliance HQE GBC FRANCE

GBCe
green building council españa

GREEN BUILDING COUNCIL DENMARK

ÖGNI
AUSTRIAN SUSTAINABLE BUILDING COUNCIL

SGNI
Swiss Sustainable Building Council

G17 members

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See you in 2019!

G17