



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 (Speakers: Martin Haas from haascookzemmrich - Studio2050 and Søren Nielsen from Vandkunsten)
2. Strategies – How can broader incentive structures substitute short-term profit measures? (Speakers: Jean-Eric Fournier from Covivio and Julie Hirigoyen from UKGBC)
3. Circular Economy – How do we establish a common language for sustainability? (Speakers: Benjamin Ficquet from ICADE and Pascal Eveillard from Saint-Gobain)
4. Creating Value – How do we address the fact that the construction sector is characterised by concentrated costs and scattered benefits? (Speakers: Richard Teichmann from Bischoff & Compagnons and Luis Irastorza from Tecnopen)

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.



Impulses & Discussion

Designing for 2050

(Martin Haas)

- Knowledge and awareness for sustainability issues exist – how can we push clients?
- Switch from “per square meter” to “per person”
- Switch from quantities of materials to quality and well-being for people

(Søren Nielsen)

- Sustainability comes in waves
- Aim must be to plan buildings that can easily be disassembled but design buildings that will never be disassembled
- Materials can gain value over time through wear and tear

Strategies

(Jean-Eric Fournier)

- a
- b

(Julie Hirigoyen)

- 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

Circular Economy

(Benjamin Fiquet)

- 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)

- 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

Values

(Richard Teichmann)

- 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 reexamined
- Products as a service create value, as they remove fragmentation

(Luis Irastorza)

- Big discrepancy between national contributions to CO₂ reductions and the expected cumulative result
- 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

Results & Proposals

Group 1 – Strategies

- G17 will affect legislation
 - Key action: PR campaign
- G17 will empower stakeholders
 - Key action: 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
 - Key action: Focus on value of beauty for sustainability
 - Key action: Focus on life span/ service life of products for sustainability
 - Key action: Focus on incorporation of CO₂ price and CO₂ price development (in relation to CO₂ intensity)

Group 2 – Circularity

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

Group 3 – Value

- G17 will frame sustainability as “must have”, not “nice to have”
 - Key action: identify and spread good examples, i.e.
 - Movies
 - Influencers
 - Channels
- G17 will root sustainability with the end user
 - Key action: Gamify sustainability for consumer (possibly via app)



SEE YOU IN ANGERS!