

Sustainable Buildings

FOR EVERYONE, EVERYWHERE.



WORLD
GREEN
BUILDING
COUNCIL

September 2020

CEO Introduction

The World Green Building Council (WorldGBC) network is calling for radical collaboration and action to deliver on the 'North Star' goals for our movement

2020 marks the beginning of 'the Decade of Climate Action'. The climate crisis is one of the biggest challenges we face, yet the unfolding events of the year demand that we aim for far greater outcomes than ever before.

The COVID-19 pandemic brings the interface between the impact of the built environment and people's wellbeing into focus. The urgency to adapt faster, support the most vulnerable and embrace deep sustainability is greater than ever. We must act now — together — to save our communities from the climate emergency, biodiversity crisis and escalating environmental degradation.

Our ambition must be deeply rooted in sustainability. We must aim for nothing less than a genuine balance between the economy, society and the environment. This level of commitment will unlock our shared vision for healthy, net zero, resilient, sustainable and equitable built environments in every geography around the world.

Our global network of businesses, governments and around 70 Green Building Councils and their 36,000 members, stand behind our bold, ambitious strategy called *Sustainable Buildings for Everyone, Everywhere*

We believe it is time for a peace treaty with nature. We envision a future where the built environment not only does less harm, but actively regenerates our planet, climate, and human health, and offers the highest wellbeing and quality of life to all.

Using the Global Goals for Sustainable Development (SDGs) as a foundation, our strategy supports our global network to lead and drive transformative change in the built environment across three North Star Goals: Climate Action, Health & Wellbeing, and Resources & Circularity.

From wherever you stand in the value chain, you can join us in demanding and implementing action-oriented change to make this the decade for net zero emissions and sustainability. It is time we unite to profoundly move the needle on sustainability in the built environment.

A sustainable future is the only future, and history will judge us tomorrow on what we do today

Through our global network's thought leadership and solutions, we drive sustainability in a sector — building and construction — that impacts everyone on Earth.

By recognising the challenges of now and the opportunities of tomorrow, our network aims to scale solutions to combat global warming, protect our families and support a green recovery from the COVID-19 pandemic. We are committed to lead, support and inspire all relevant decision-makers to unlock a green recovery and a clean energy transition. By converting ambition to action in the building and construction sector, we can also facilitate the implementation of best practice for better health, place-making and use of resources.

This is the time for radical collaboration.

We invite leading organisations to join us on our path to *Sustainable Buildings for Everyone, Everywhere* and be a part of the future built environment that supports thriving communities, planet and economies.

Cristina Gamboa
CEO, WorldGBC



The impact of the built environment

By 2050, the global population will increase 27% to 9.8bn, and the world's building stock will double, catapulting all of the environmental, social and economic impacts associated with the built environment.

Our sector's demand for natural resources fuels the climate crisis, and inefficient, unhealthy buildings affect our livelihoods.

But the built environment presents a massive opportunity to tackle the world's most pressing sustainability challenges.

104 of 194 countries that signed the Paris Agreement have committed to improving building energy efficiency to meet climate change mitigation targets¹.

Only 62 of the 194 countries have building energy codes¹.

¹ 2019 Global Status Report for Buildings and Construction Sector, Global Alliance of Buildings and Construction (GABC), and International Energy Agency (IEA)

Meeting the ambitions of the Paris Agreement and Sustainable Development Goals

To address the increasing effect of the building and construction sector on our human and planetary health, WorldGBC's network of businesses, governments, NGOs and around 70 Green Building Councils have identified three impact areas critical to meeting the ambitions of the Paris Agreement and the Global Goals for Sustainable Development (SDGs).

The vision of our global projects directly aligns to the targets set for 2030 and 2050 by the relevant SDGs.



The scale of the built environment challenge

CLIMATE CHANGE

- Buildings are responsible for almost 40% of energy-related global carbon emissions
- Energy demand will increase by 50% by 2050

HEALTH & WELLBEING

- 91% of people live where air pollution levels exceed World Health Organization limits
- We spend 90% of our time indoors, so the quality of the indoor environment is critical in fighting infectious disease transmission

RESOURCE EFFICIENCY

- Buildings are responsible for 50% of global material use
- 42.4bn tonnes of materials consumed annually

How WorldGBC's ambition aligns with the Sustainable Development Goals

The WorldGBC global network will be publicly reporting progress as a member of the UN Global Compact. Our tiered goals show the areas that our global network will focus on to enable a profound shift towards sustainable development.



Advanced Goals Sustainability areas with key role for the built environment sector to act upon. Global projects run by WorldGBC, and Established national GBC action.



Progressive Goals Sustainability areas substantially impacted by the built environment. Prioritised action in some GBC network areas. WorldGBC aims to progress.

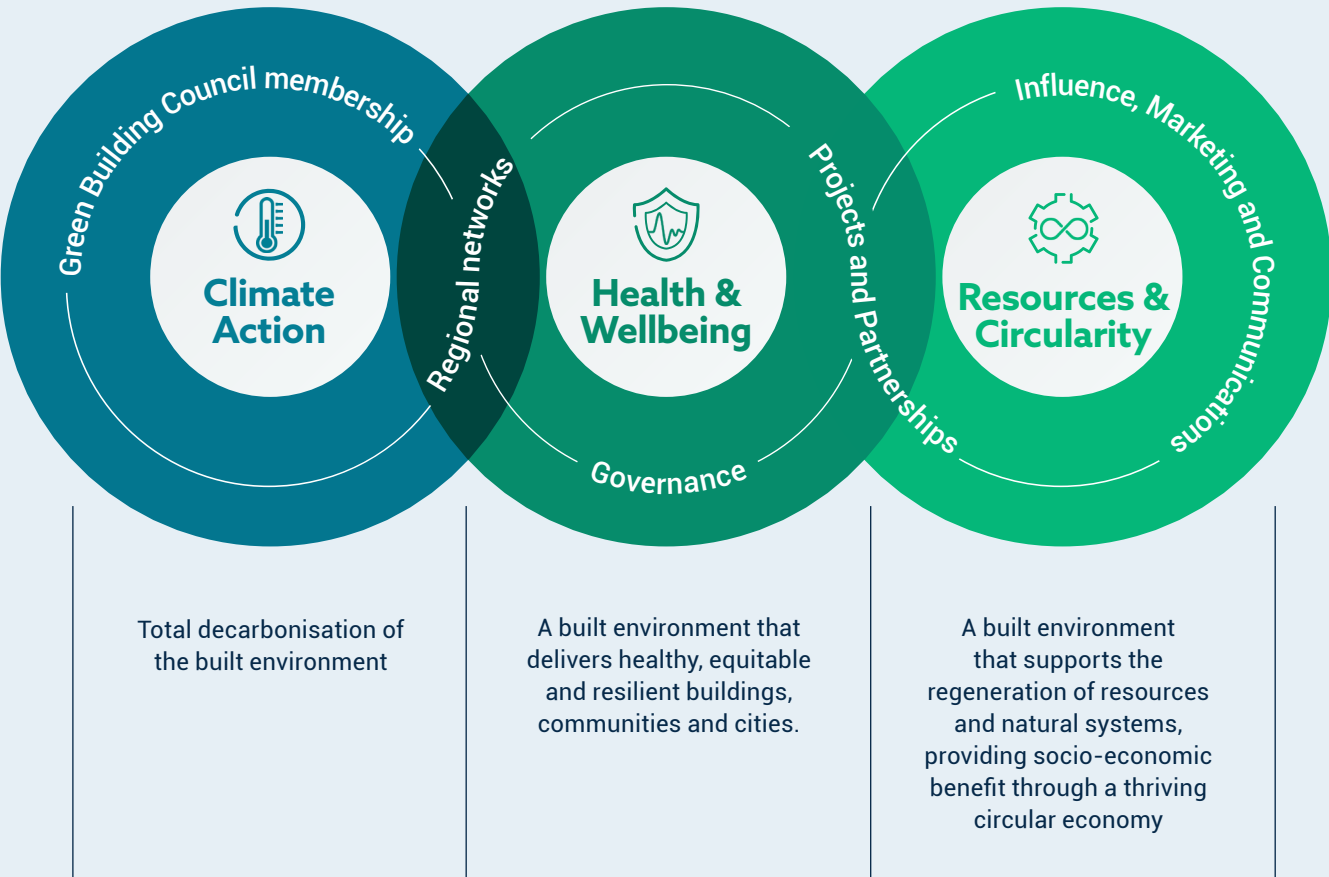


Growth Targets Sustainability areas with contributory role for the built environment. WorldGBC aims to progress work in partnership with key stakeholders.



Sustainable Buildings for Everyone, Everywhere and our North Star Goals

The WorldGBC global network has co-created these targets through a global consultation with our members and partners. We believe these milestones for the built environment are key for establishing the vital trajectory for a sustainable future and we encourage industry alignment.



WorldGBC Network Impact Pathways

We will achieve our North Star Goals by using our seven Impact Pathways to plan, deliver, track and measure progress.



COLLABORATE

Establish mutually beneficial sector partnerships that unlock impact around one or more global projects, and to support our members network



ADVOCATE

Support policy development around a sustainable built environment, with dedicated advocacy taskforce fully established in Europe



RATE

Support the development of rating tools both run by GBCs (representing approx. 40 GBC members) and the implementation of all tools in driving change in the market



COMMUNICATE

Knowledge sharing from and between, GBCs, partners and our global network. Share vision and communicate urgency, as well as proclaiming successes, lessons learned and tools for network use



EDUCATE

Develop resources, educational tools, events and training to develop market capacity to deliver solutions to achieve sustainability in the built environment



INNOVATE

Inspire and deliver new workstreams that generate market leading ideas, setting industry vision and ambition and establishing GBCs as global thought leaders



INVEST

Support development of financial products to enable rapid deployment of sustainable building projects at scale, both at global level and supporting national GBC programmes

Our Theory of Change

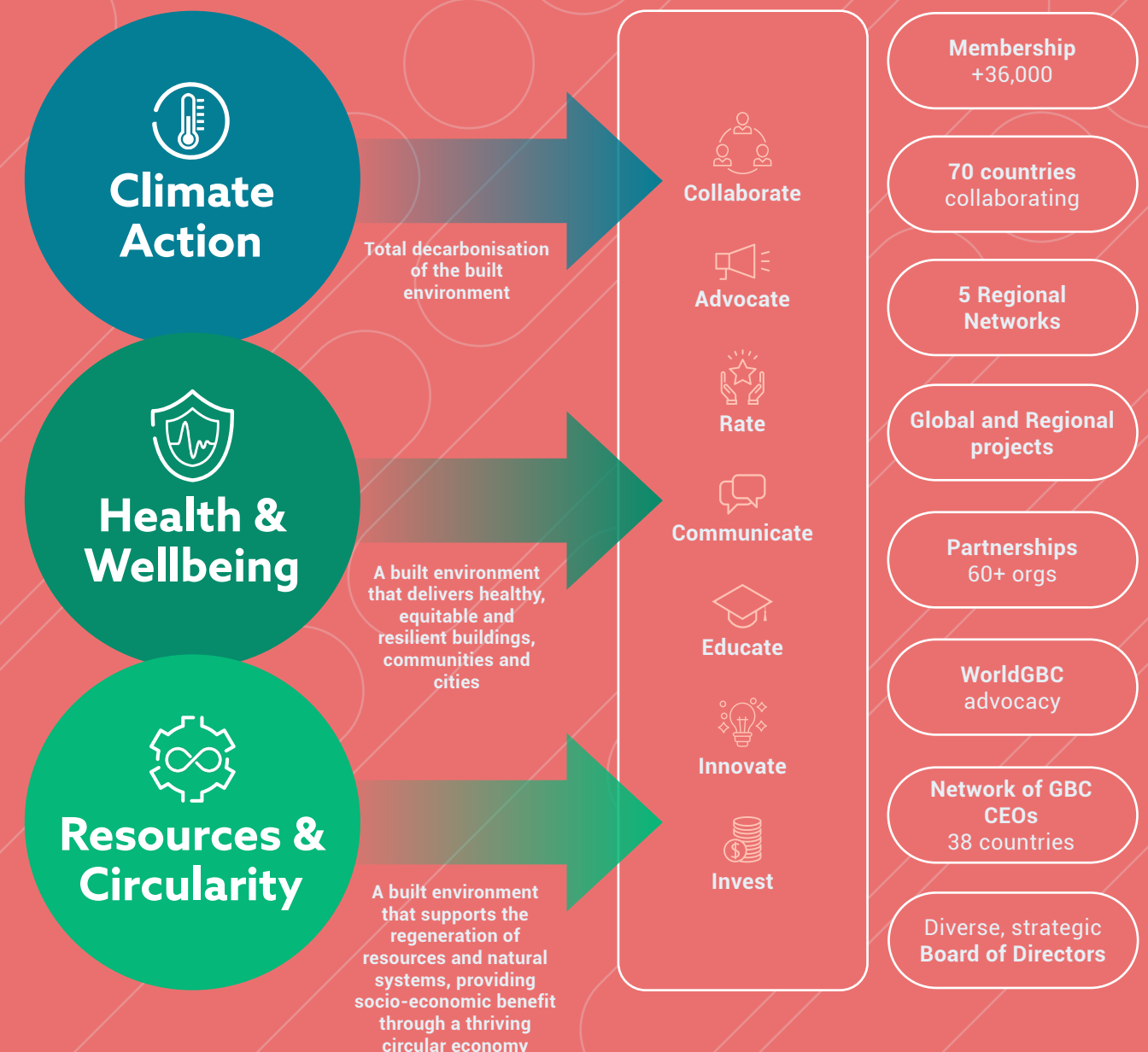
The WorldGBC network facilitates the transformation of the built environment

Our Impact Areas
led by global and
regional projects

Driving impact towards
our North Star Goals
for a sustainable built
environment

Our Impact Pathways
provide tools for change

Our global network
implementing and
tracking impact



Climate Action



NORTH STAR GOAL

Total decarbonisation of the built environment

DETAIL

All buildings are totally decarbonised across their whole lifecycle. For both new and existing buildings, net zero operational and embodied carbon emissions are achieved by:

- Reducing demand through high energy and material use efficiency
- Meeting the remaining balance with renewable energy
- And using low carbon materials and construction processes

The performance of buildings are annually measured, verified, and disclosed to continually maintain decarbonisation and mitigate climate change to 1.5°C

2030 GOAL

All new buildings, infrastructure and renovations will have 40% less embodied carbon with significant upfront carbon reduction, and all new buildings are net zero operational carbon

2050 GOAL

New buildings, infrastructure and renovations will have net zero embodied carbon, and all buildings, including existing buildings, must be net zero operational carbon









ADVANCING NET ZERO

A global project accelerating the uptake of Net Zero Carbon Buildings to 100% by 2050 by:

- Increasing awareness and education of the urgency and achievability
- Achieving alignment and commonality between GBC approaches and certification schemes
- Expediting uptake in global markets by sharing market leadership examples

Advancing Net Zero outputs

Decarbonising the built environment through initiatives promoting uptake of energy efficiency, renewable energy and tackling operational and embodied carbon emissions

WORKSTREAM	DESCRIPTION	2020	2021	2022
GBC action pathways 	Develop tools, resources and programmes to support delivery of net zero buildings			
	Progress reporting via annual Status Report			
Net Zero Carbon Buildings Commitment 	Active GBC Commitment recruitment teams			
	Development of Whole Life Carbon pathway			
	Impact reporting via annual Status Report			
Net Zero Certifications 	Adopt or adapt voluntary market standards to assess and certify buildings at net zero performance ahead of enhanced regulation			
World Green Building Week 	#ActOnClimate, an advocacy campaign focused on how net zero carbon buildings are instrumental in tackling the climate crisis			
Case Study Library 	A global library of buildings that have achieved net zero carbon in operation, and/or features that enhance human health			
National Decarbonisation Roadmaps 	Development of roadmaps to identify actions and milestones to address emissions from operational and embodied carbon			
ANZ Academy 	Online central resource for educational materials created by GBCs and partners to educate on the philosophy and delivery of net zero buildings			
Finance hubs 	Deployment of interconnected hubs that bring together key stakeholders to develop innovative financing mechanisms for net zero buildings			

Health & Wellbeing



NORTH STAR GOAL
A built environment that delivers healthy, equitable and resilient buildings, communities and cities

DETAIL
The building and construction sector contribute to the restorative improvement of public health and wellbeing through addressing socio-economic and physical determinants of health in the built environment

This includes mitigation of environmental pollution, raising building standards and quality with a focus on housing and improving urban planning towards healthy, equitable and resilient buildings, communities and cities

2030 GOAL
Substantial improvement in public health and wellbeing through the development of a sustainable built environment across all types of new and existing buildings, with a focus on quality housing for all. Improvements achieved through the reduction of air, soil and water pollution and implementation of health-based urban planning



2050 GOAL
Transformative, restorative improvements in public health and wellbeing through the development of a sustainable built environment across all types of new and existing buildings, with a focus on quality housing for all. Elimination of air, soil and water pollution from the built environment. Sustainable urban planning advances healthy, equitable and resilient communities

BETTER PLACES FOR PEOPLE
A global project transforming health and wellbeing in the built environment by:

- Reducing contribution from the built environment to global health crises, such as air pollution
- Increasing awareness and education on sustainable, healthy buildings
- Empowering advocacy around sustainability with health co-benefits
- Proving the business case for healthy buildings



Better Places for People outputs
Making the built environment healthier and more equitable and resilient through tackling pollution, housing and urban planning issues

WORKSTREAM	DESCRIPTION	2020	2021	2022
BPFP Framework 	Redefine high-level conceptual principles for health in the built environment, and support ongoing aligned advocacy work and development of training resources			
Air quality in the Built Environment campaign 	Air Quality in Built Environment thought leadership campaign, in partnership with Climate and Clean Air Coalition Call to action monitoring campaign, 'Plant a Sensor', supplying sensors to facilitate engagement, monitoring and publicly reporting real-time air quality data			
Case Study Library 	A global library of buildings that have proven features that enhance human health and/ or achieved net zero carbon in operation			
Social sustainability in built environment 	Social sustainability in built environment (human rights through life cycle, health and wellbeing of construction workers, community social impact, social equity and justice) and resilience (social, economic, environmental)			
World Green Building Week 	Campaign title to be determined, with a focus on health & wellbeing			

Resources & Circularity



NORTH STAR GOAL

A built environment that facilitates the regeneration of resources and natural systems, whilst providing socio-economic benefit through a circular economy

DETAIL

A built environment ensuring the safe, responsible and sustainable manufacturing and use of building materials, creating positive cycles through new business models and practices that avoid resource depletion and pollution, and the regeneration of natural systems that promote social and economic benefits

2030 GOAL

The sustainable management and efficient use of natural resources within the built environment, achieving zero waste to landfill targets and working towards a built environment with net zero whole life resource depletion

2050 GOAL

A built environment with net zero whole life resource depletion, working towards restoration of resources and natural systems within a thriving circular economy

Global project for Resources and Circularity under scoping and development in 2020

Our Europe Regional Network is accelerating a circular economy in the building and construction sector:

Level(s)

Over the past six years, our Europe Regional Network (ERN) has worked with the European Commission (EC) to develop Level(s), the world's first regional framework for reporting on the whole lifecycle performance of buildings. In 2020, we continue to drive European political and business support for Level(s) through a new campaign called #BuildingLife.

A global Steering Committee of Established GBCs and advisory taskforce of members and partners will be assembled to consult on generation of third global project. Strategic outcomes for 'Resources and Circularity' Impact Area to be developed through consultation with advisory stakeholders.

Regional projects

Americas: Cities Climate Action

Helping city governments, private companies and NGOs collaborate to deliver better building efficiency policies and solutions in buildings at scale, with deep dive engagements led by GBCs in Colombia and Mexico

MENA: Sustainable reconstruction

Green and affordable reconstruction and regeneration guidelines for urban areas that have suffered damage and destruction due to conflicts, water stress and environmental degradation

Asia Pacific: ANZ in Asia

Deep dive into Advancing Net Zero concepts and commitments, with a specific focus on markets of China, Japan, India and Hong Kong

Europe: Level(s)

A voluntary reporting framework to improve the sustainability of buildings, using existing standards to provide a common EU approach to the assessment of environmental performance in the built environment.

Europe: BUILD UPON²

The second phase of the world's largest collaborative project on national deep renovation strategies - focusing on cities and scaling up energy efficient building renovation.

Impact enablers

Our 70 Green Building Councils plus affiliate members

International Membership Base

Representing over 36,000 organisations dedicated to sustainability in the built environment

Five Regional Networks

Bringing together international leadership to collaborate on regional level GBC impact

Established GBC CEO Network

CEOs of close to 40 countries committed to sharing best practice and implementing innovative business models to drive change

Corporate Advisory Board

Fifteen industry-leading organisations collaborating to drive market leadership, innovation and implementation

Our Board of Directors

A high-level group of leaders steering the overall strategic direction for our organisation and unlocking partnership through their networks

Partnerships

The WorldGBC is proud to partner with over 60 diverse organisations committed to collaboration for our shared vision and strengthening impact opportunities

WorldGBC Advocacy

A united voice of a global network on the forefront of the international climate and sustainability policy agenda

Our Green Building Councils

Established



Argentina, Australia, Austria, Brazil, Canada, Chile, Colombia, Costa Rica, Croatia, Dutch, Emirates, Finland, France, Germany, Guatemala, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Jordan, Malaysia, Mexico – SUMe, New Zealand, Norway, Pakistan, Peru, Philippines, Poland, Singapore, South Africa, South Korea, Spain, Sweden, Taiwan, Turkey, UK, USA, China.

Emerging



Bulgaria, El Salvador, Kazakhstan, Kenya, Kuwait, Lebanon, Paraguay, Qatar, Switzerland

Prospective



Bahrain, Bolivia, Cameroon, Egypt, Ghana, Greece, Iceland, Luxembourg, Mauritius, Montenegro, Morocco, Namibia, Palestine, Rwanda, Serbia, Slovenia, Sri Lanka, Tanzania, Uruguay

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About WorldGBC

The World Green Building Council (WorldGBC) catalyses the uptake of sustainable buildings for everyone, everywhere.

Transforming the building and construction sector across three strategic areas — climate action, health & wellbeing, and resources & circularity — we are a global action network comprised of around 70 Green Building Councils around the globe.

As members of the UN Global Compact, we work with businesses, organisations and governments to drive the ambitions of the Paris Agreement and UN Global Goals for Sustainable Development. Through a systems change approach, our network is leading the industry towards a net zero carbon, healthy, equitable and resilient built environment.

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