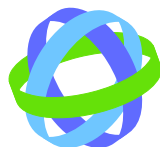




EUROPE REGIONAL
NETWORK



WORLD
GREEN
BUILDING
COUNCIL

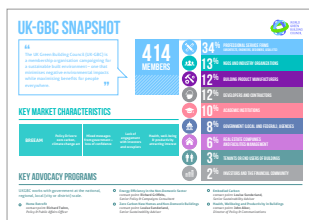
IMPACT REPORT 2014

CHAIRS' FOREWORD



Reflecting on where we've come from...

By Paul King
CEO of UK-GBC (Europe Regional Network Chair 2010-2014)



When I look over this report, it reminds me what a phenomenal movement I am part of. It's just a decade since WorldGBC was created, to help bring the pioneers of the green building movement together and help new leaders grow. Just five years have passed since its Europe Regional Network first met in Bucharest. Many of the Green Building Councils (GBCs) you'll read about in this report didn't even exist that short time ago.

Now, they are powerful stewards for Europe's property and construction sector: convening tens of thousands of stakeholders each year through their events, educating to create the next generation of building expertise, creating progressive voluntary standards for market leaders, informing and influencing their governments to drive positive change.

As anyone who is part of a pan-European organisation knows, it takes time and effort to build common understanding. Effective collaboration requires trust and the development of personal relationships. That is why the cover of this report depicts not the buildings we build, but rather the faces that built our Network. They are the people who power this movement, and behind them are the over 5,000 members who power the Europe Regional Network's GBCs.

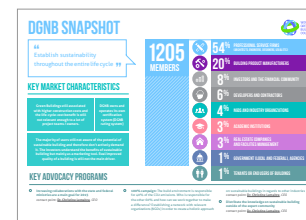
My time as CEO of UK-GBC and Chair of the Europe Regional Network has come to a close and I'm looking forward to new challenges. It's been a wonderful journey, and a privilege to have been trusted to steer the Network to where it is today. I know that Christine will guide it to even greater levels of impact.

Most of all, it's been great fun to work with such a wonderful community of people towards our common vision. It's this community that will ensure a sustainable future for not just the Network, but the built environment we are so passionate about.



... And where we're going to

By Christine Lemaître
CEO of DGNB (Europe Regional Network Chair 2015-2017)



The Europe Regional Network is starting 2015 on an extremely positive note, so as incoming chair I thank Paul for his inspiring leadership, which has been a significant factor in bringing us to where we are today.

In our policy work, we look forward to the launch of 'BUILD UPON', an innovative €2.35m Horizon 2020 project focused on designing and implementing stronger national renovation strategies across Europe. GBCs in 13 countries will steward public, private and third sector stakeholders through a structured collaborative process aimed at creating a community able to power a renovation revolution.

In our education work, WorldGBC's new Education Manager, Marta Iwanicka, will be driving learning between GBCs and their members across the region, as UK-GBC's Cat Hirst takes the helm as Chair of the Education Task Force. We are focused on creating co-efficiencies across our individual national programmes to help us significantly scale-up this crucial activity in the region.

Our community work sees the return of our biannual 'Leadership Awards' this year, so we look forward to profiling your examples of excellence in green building design, business leadership and public policy. We are also further strengthening the way in which GBCs learn from one another by piloting a GBC Development Program that will deliver concrete skills to GBC staff so that they are best equipped to lead successful GBCs.

Whilst we can reflect positively on the year ahead, it is my role as Chair to remind everyone in our movement that we are still at the foot of the mountain, and to inspire us to make it to the top. The day when sustainability is embedded across the whole of the property sector still feels far from our grasp, but the great news is we've done most of the heavy-lifting. Now the wheels are in motion, we're gaining speed quickly, and I look forward to a year of even greater collective impact.

SUSTAINABLE BUILDINGS : A 21ST CENTURY SOLUTION

We have the power to change the way buildings and communities are designed, built and operated so that they can:



REDUCE THE COSTS TO BUSINESS AND HEALTH CARE SYSTEMS BY IMPROVING THE HEALTH AND WELL-BEING OF THE PEOPLE INSIDE THEM

Poor mental health specifically costs UK employers £30 billion a year through lost production, recruitment and absence. Meanwhile design features such as lighting, acoustics, ventilation and others have a proven direct impact on our health and wellbeing.



INCREASE ENERGY SECURITY

By incorporating energy efficiency measures and innovative energy supply concepts, the SPAR supermarket in Graz, Austria is able to meet 100% of its energy needs from a 10kWp photovoltaic installation and a hydraulic turbine installed in a nearby river.



CREATE NEW JOBS

The construction sector generates 10% of the EU's GDP and provides 20 million jobs, mainly in SMEs. The Renovate Europe Campaign estimates that deep energy efficient renovation could create 2 million jobs across the region.



PROVIDE AFFORDABLE HOUSING

The heating requirements of a Beddington Zero Energy Development (BedZED) home in the UK are around 10% that of a typical home, reducing the home owners' heating bills significantly.



CONNECT US BETTER

The built environment of the city of Vitoria-Gasteiz, Spain enables 95% of its inhabitants to have access to all kinds of basic services within 500 meters of their homes.



IMPROVE THE PRODUCTIVITY OF EMPLOYEES

After a major green retrofit, a building tenant of 500 Collins Street in Australia benefited from a 12% decrease in the average monthly hours worked despite an increase in billable hours.



SAFEGUARD OUR WATER RESOURCES

Green City Court in Prague saves 5,000,000 litres of potable water annually compared to a standard Czech building through efficiency measures and rainwater harvesting.



CUT CO₂ EMISSIONS

As of March 2013, British Land had cut landlord-influenced energy by 38% compared to a 2009 baseline, saving occupiers €6.6 million and reducing carbon emissions by 39,600 tonnes - equivalent to annual emissions from more than 6,000 homes.



DIVERT WASTE FROM LANDFILL

The Waste Management Plan implemented during the construction of Campus BBVA in Madrid, Spain diverted 79% of the on-site generated construction waste from going to the landfill, allowing it to be reutilized in the manufacturing of new products.

OUR NETWORK : BRINGING CHANGE LEADERS TOGETHER



“

For Sweden GBC, we see tremendous value in being able to participate in meetings with leaders from across our Network and have access to information and education materials that strengthen our GBC. These are probably the most important unique selling points for us in being part of this Network.

”

Bengt Wångren
CEO, Sweden GBC

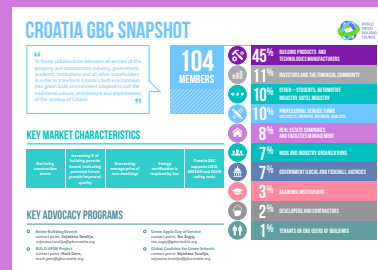
OVER 30 GREEN BUILDING COUNCILS (GBCs) ACROSS EUROPE

150 STAFF DRIVING EUROPEAN GBCs

1,500 VOLUNTEERS POWERING OUR NETWORK

5,000 MEMBER COMPANIES + ORGANISATIONS

► See our GBC Snapshots



► Visit our Events page

► **GBCs ORGANISED OR TOOK A LEADING ROLE IN MANY OF THE REGION'S KEY SUSTAINABLE BUILDING EVENTS, INCLUDING:**

DUTCH GREEN BUILDING WEEK 2014 (NETHERLANDS)

10,000+ VISITORS AT
151 ACTIVITIES RUN BY
129 PARTICIPATING ORGANISATIONS

ECOBUILD 2014 (UK)

44,538 ATTENDEES FROM
88 COUNTRIES WITH
787 EXHIBITORS & OVER
100 SESSIONS

CONSENSE (GERMANY)

1,400 VISITORS FROM
13 COUNTRIES WITH
66 EXHIBITORS

CONSTRUCTION21EXPO [VIRTUAL EVENT]

1,500+ ATTENDEES FROM
36 COUNTRIES ACROSS EUROPE

3RD INTERNATIONAL GREEN BUILDING SUMMIT (TURKEY)

HOSTED 600 INTERNATIONAL GUESTS AS WELL AS OUR **EUROPE REGIONAL NETWORK**

BUILDING SUSTAINABILITY SGBC 14 (SWEDEN)

900+ PARTICIPANTS FROM
9 COUNTRIES

FRANCE GBC GREEN BUILDING WEEK 2014

1,200+ ATTENDEES AT
46 EVENTS

WORLD SB 14 BARCELONA (SPAIN)

2,172 PARTICIPANTS FROM
81 COUNTRIES

OUR NETWORK : TRANSFORMING THE MARKET

► **BY REWARDING MEASURABLE IMPROVEMENTS TO A BUILDING'S ENVIRONMENTAL PERFORMANCE, GREEN BUILDING RATING SYSTEMS CREATE MARKET INCENTIVES THAT ARE TRANSFORMING BUILDING INDUSTRY PRACTICES GLOBALLY. CERTIFICATION SYSTEMS SUPPORTED BY GBCS ACROSS OUR NETWORK INCLUDE:**



► **OUR REGIONAL PARTNERS IN EUROPE — E.ON, KNAUF INSULATION, SAINT-GOBAIN, SKANSKA AND UNITED TECHNOLOGIES CORPORATION COLLECTIVELY:**

- OPERATE ACROSS THE ENTIRE REGION;
- ARE NATIONAL MEMBERS OF GBCS IN MANY OF THEIR KEY MARKETS;
- EMPLOY OVER **280,000** PEOPLE; AND
- HAVE AN ANNUAL TURNOVER OF **€170,000BN** (2013).



“ The Europe Regional Network with its individual strong actors in the European countries together makes for a highly influential voice promoting green buildings in the EU. We are very pleased to see its role growing continuously

Jonna Byskata
Director Government Relations Europe
United Technologies Corporation

”



Roy Antink,
Director Green Support,
Skanska AB

“ The Network has emerged as the voice of the green building sector in Europe, consolidating the views of stakeholders and collectively driving for the common vision across European markets that is essential to achieve transformative change.

”



Vincent Briard
Head of Sustainability,
Products & Buildings,
Knauf Insulation

“ Buildings are a major opportunity for Europe, but as a single link in the whole value chain we realise that only through collaboration with the entire chain can true changes materialize. WorldGBC bring this chain together.

”

► **Visit our Partners' page**

WHAT WE ACHIEVED IN 2014

► Finance & Capacity Building

- **Secured EU innovation funding** for the 'BUILD UPON' project – 13 GBCs led by GBC España and WorldGBC were awarded €2.35m of **Horizon 2020 funding** for an innovative project proposal to help public authorities and stakeholders work in partnership to design and implement v2.0 national renovation strategies under the Energy Efficiency Directive. Thank you to the **150+ organisations** that signed letters of support for the project! BUILD UPON will launch this year and run until 2017, and will help many GBCs across the region build their capacity to lead policy work.
- **Hired an Education Manager**, Marta Iwanicka, who brings over a decade of experience in running EU education programmes to our Network and will work closely with GBCs in supporting their education programs and exploring ways to contribute to the harmonization of green building education across Europe.
- **Provided financial support** for developing GBCs from 4 countries to attend Network meetings.



“Funding is a critical issue for all not-for-profits, particularly when our work and goals relate to long-term change rather than short-term results. BUILD UPON will help us to significantly increase our capacity across the region to support cross-sector collaboration in the policy-making process, and foster the partnerships needed to drive this change.”

Emilio Miguel Mitre
Director of International Affairs,
GBC España & Coordinator of BUILD UPON

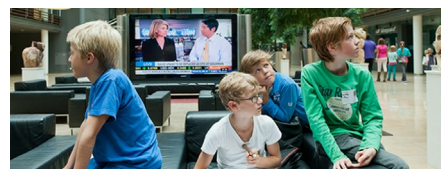
► Education

- **Delivered education and training to 7,300 delegates with a total of 60,000 learning hours** through GBC training courses. Some 2014 highlights include:

UKGBC's Future Leaders - bringing together early-stage professionals from across industry in a unique forum focusing on leadership and innovation

Croatia GBC's Green Building Professional Series – creates professionals who will bring the necessary skills to be successful in a variety of green building projects

Dutch GBC's BREEAM-NL Junior - teaching elementary school students how to assess their school's sustainability



- **Facilitated knowledge exchange** between GBCs from 15 countries on successful education program development as part of a new webinar series.
- **Contributed to understanding skills and qualifications needs** across our sector by aiding the European Commission's research in this area. Almost 100 stakeholder responses were collected by GBCs in 16 different European countries to help inform this work.



“Future Leaders demonstrates the power of bringing together a network of people in the early stages of their career to collaborate and innovate. I feel privileged to be involved – it's a special opportunity.”

Moira Thomas
Carbon Plan Manager – Sustainable
Development, John Lewis Partnership

MORE THAN **7,300** IN 2014
PEOPLE EDUCATED
BY OUR NETWORK

► [Visit our Education page](#)

WHAT WE ACHIEVED IN 2014

► Supporting & Influencing Policy

● Led debate on new EU green building policy

– In May, 17 GBCs gathered in Brussels for a strategic meeting with European Commission officials to discuss landmark new EU green building policy proposals. In July the Commission's '*Communication on resource efficiency opportunities in the building sector*' was published, containing several references to WorldGBC resources and aligning with the Network's proposals for an 'EU framework' of core indicators for sustainable building assessment, to be developed in the coming 2-3 years. We have since examined the EU framework proposals with **over 250 diverse stakeholders across 10 national markets**, including moderating a key conference for demand side actors (investors, owners, public authorities etc.) on behalf of the European Commission. This work continues in 2015.

► See our 'Stakeholder Views' collection



► Visit our Policy page

● Supported implementation of existing EU policy

– Many GBCs in the Network have been supporting the implementation of their national renovation strategies, along with other EU policy. Notably the work of Spain's 'GTR' (Grupo de Trabajo sobre Rehabilitación), coordinated by GBCe and the CONAMA Foundation was referenced multiple times in Spain's official strategy, and the Czech government appointed the '*Chance for Buildings*' alliance (*Šance Pro Budovy*) to write its strategy, an alliance in which the Czech GBC is a founder member.



“We greatly appreciate WorldGBC's ability and willingness to support policy design by bringing diverse stakeholders together in different and interesting ways.”

Josefina Lindblom
DG Environment, European Commission.

► End Users

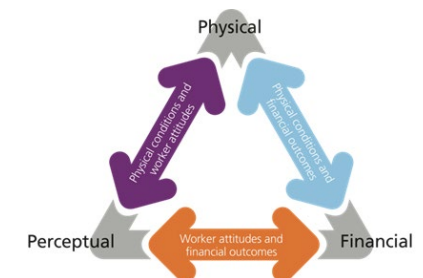
- Disseminated knowledge on the impact buildings have on people's health, wellbeing and productivity – presenting the findings from our latest report '*Health, wellbeing and productivity in offices: The next chapter for green building*' in 5 countries across the region. The report proposes a simple, high level framework for measuring organisational or financial outcomes (such as absence rates, staff turnover and medical complaints) and relating those back to the physical features of buildings and employee perceptions.

► Download the Health, Wellbeing and Productivity in Offices Report



“

Staff costs, including salaries and benefits, typically account for about 90% of business operating costs. Productivity improvements of 8-11% are not uncommon as a result of better air quality and worker performance can be enhanced by as much as 66% with improved acoustics.”



WHAT WE ACHIEVED IN 2014

► Partnerships

- **Collaborated** with the World Business Council for Sustainable Development to drive local implementation of the Energy Efficiency in Buildings 2.0 project in Poland.



- **Engaged with other networks and organisations** in order to strengthen alignment in the green building agenda, including the following:

- Buildings Performance Institute Europe – contributing to its report 'Renovation Strategies of Selected EU Countries'
- Royal Institute of Chartered Surveyors – as a member of the Steering Group on the RenoValue project, and as co-hosts of several national 'EU Framework' workshops
- United Nations Environmental Programme – consulting on its 10 Year Framework Programme on Sustainable Buildings and Construction



From an RICS point of view, the network of Green Building Councils is an important partner. Apart from active involvement in the 2013 Business Case for Green Building report, we have been collaborating on joint policy activities vis-à-vis the European Commission, joint events, workshops and mutual representation in both partners' specific capacity building and awareness raising projects. ”

Ursula Hartenberger
Global Head of Sustainability, RICS

► World Green Building Week

- **Raised awareness** about green building across Europe through **165** events in **22** countries as part of our World Green Building Week Campaign. Check out our World Green Building Week website to see the types of events held across the Network.



HuGBC Conference 2014

► Communications

- **Kept our members and government officials informed** of important policy developments through our bimonthly EU Policy Updates.
- **Reached 1,250 Twitter followers** – but we still have a lot to learn from some of the Network's Twitterati! Top Tweeters include:

@UKGBC
27,000 FOLLOWERS

@CEDBIK (TURKISH GBC)
1,950 FOLLOWERS

@GBCITALIA
1,850 FOLLOWERS

@GBCES (GBC ESPAÑA)
1,380 FOLLOWERS

FOLLOW US @WORLDGBC_EUROPE

WORLD GREEN BUILDING COUNCIL



The World Green Building Council is the global locus of a worldwide network of national green building councils in 100 countries.

Together we form the largest international organisation influencing the green building marketplace.

worldgbc.org



“Our civilisation faces critical challenges - climate change, biodiversity loss, resource depletion, not to mention the resulting economic instability. These are urgent issues effecting people all around the world. The good news is

that we already know how to deliver solutions while also improving our health and well-being, increasing our productivity, stimulating our economy and even saving money. The solution lies in the buildings we spend most of our lives inside: our homes, our offices, our schools, our hospitals. By designing, building and operating our buildings in a sustainable way, we can deliver real solutions to our very real problems. We know how to do it, now we need to urgently scale up our efforts and transform our markets!

”

Bruce Kerswill
Chairman of the Board, WorldGBC

OUR NETWORK

ESTABLISHED GBCCS



EMERGING GBCCS



PROSPECTIVE GBCCS



POTENTIAL FUTURE MEMBERS

- Bosnia & Herzegovina
- Denmark
- Estonia
- Iceland
- Israel
- Lithuania
- Macedonia
- Malta
- Norway
- Portugal
- Romania
- Russia
- Serbia

POWERED BY OUR REGIONAL PARTNERS

