



# **The Concrete Initiative**

**Concrete's role in creating a sustainable construction sector in Europe**

**Rob van der Meer**

# The Concrete Initiative

## Concrete's role in creating a sustainable construction sector in Europe

**Rob van der Meer**

VIDEO



## WHY 'THE CONCRETE INITIATIVE'?

- Pro-active (and successful) positioning of other construction materials in the political, regulatory and normative debates;
- Relevant and impacting regulatory initiatives at both EU and national levels;
- Remaining silent is not an option;
- The need to redefine our positioning became an evidence and a priority.

## BUILDING BLOCKS

- **Aim:** to promote concrete as the backbone of sustainable and position the sector at the centre of the debate with a simple and forward-looking message
- **Target audience:** EU policymakers and stakeholders
- **Conditions:** 1. Complementarity to national campaigns and  
2. One voice
- **Philosophy:** pro-active, on our own ground (not defensive) and solution-driven

## CONCRETE PARTNERSHIP

- A focus on **concrete** enables to link our product to the market and the policy debate
- One united voice: CEMBUREAU, BIBM, ERMCO, UEPG
- Enlarge the debate with other stakeholders: architects and urbanists, firefighters, insurers, financial sector, policy makers, ...

# CONCRETE MESSAGES

- A few core principles
  - Focus on sustainable construction & infrastructure
  - Centred on the European agenda
  - Core messages with EU-wide resonance
  - Across the three pillars of sustainable construction: economy, environment, society
  - Simple and understandable messages
  - In full coherence with existing campaigns

# CONCRETE MESSAGES

## Across the **three pillars**

- Responding to Europe's **social needs**: flexible, resilient, safe, affordable and responsible
- An engine for **economic growth**: local, integrated in the economy, multiplier effect, innovation
- Working for a **sustainable environment**: whole-life performance, energy/thermal efficiency, circular economy, biodiversity



## RESULTS

- Concrete Dialogue
- Dedicated workshops / lunches
- Studies
- Position papers, policy input and fact sheets
- Positioning concrete as an environmentally responsible product on the EU agenda and for citizens at large

**Annual event in November in Brussels**

**EU focused**



# 2018 OVERVIEW



**“Primary” policy objectives**  
C&DW, fire safety, thermal mass, sustainable assessment and standards

*Proactive engagement and involvement, associated to identified milestones*

**“Secondary” policy agenda:**  
focus on industrial policy, urban policy and the digital agenda

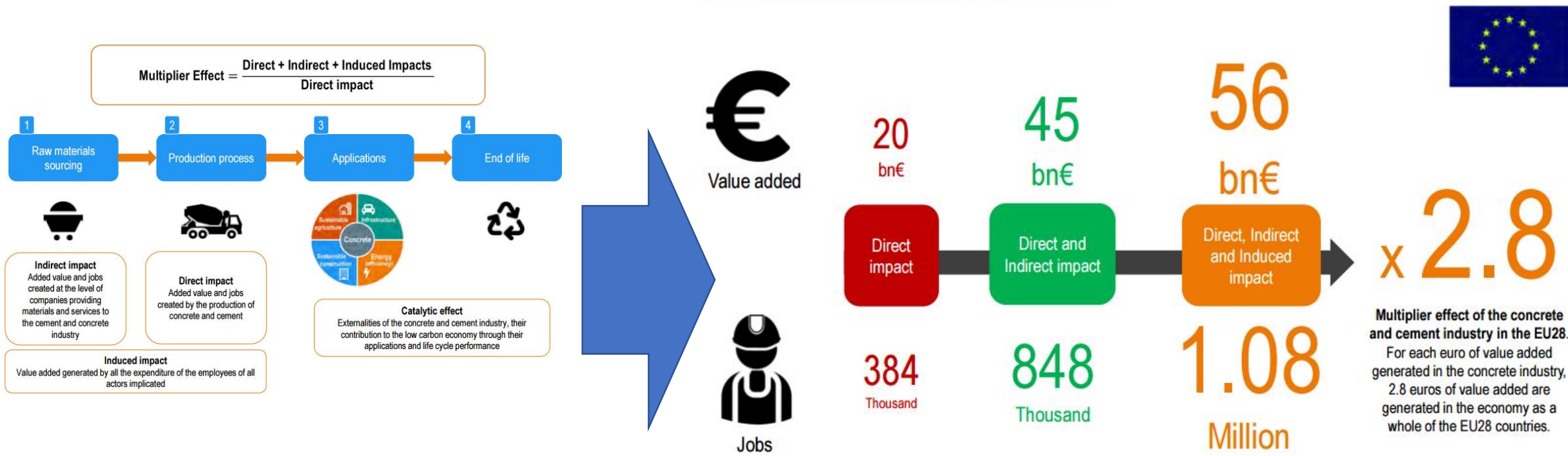
*“Soft” approach on broader policy agenda, aiming at a tactical approach in 2019*

**Concrete Dialogue 2018**  
*“Carbon neutrality in the built environment: how to assess it & how to achieve it”*

*Evolving from a stand-alone event to a process leading to an event*

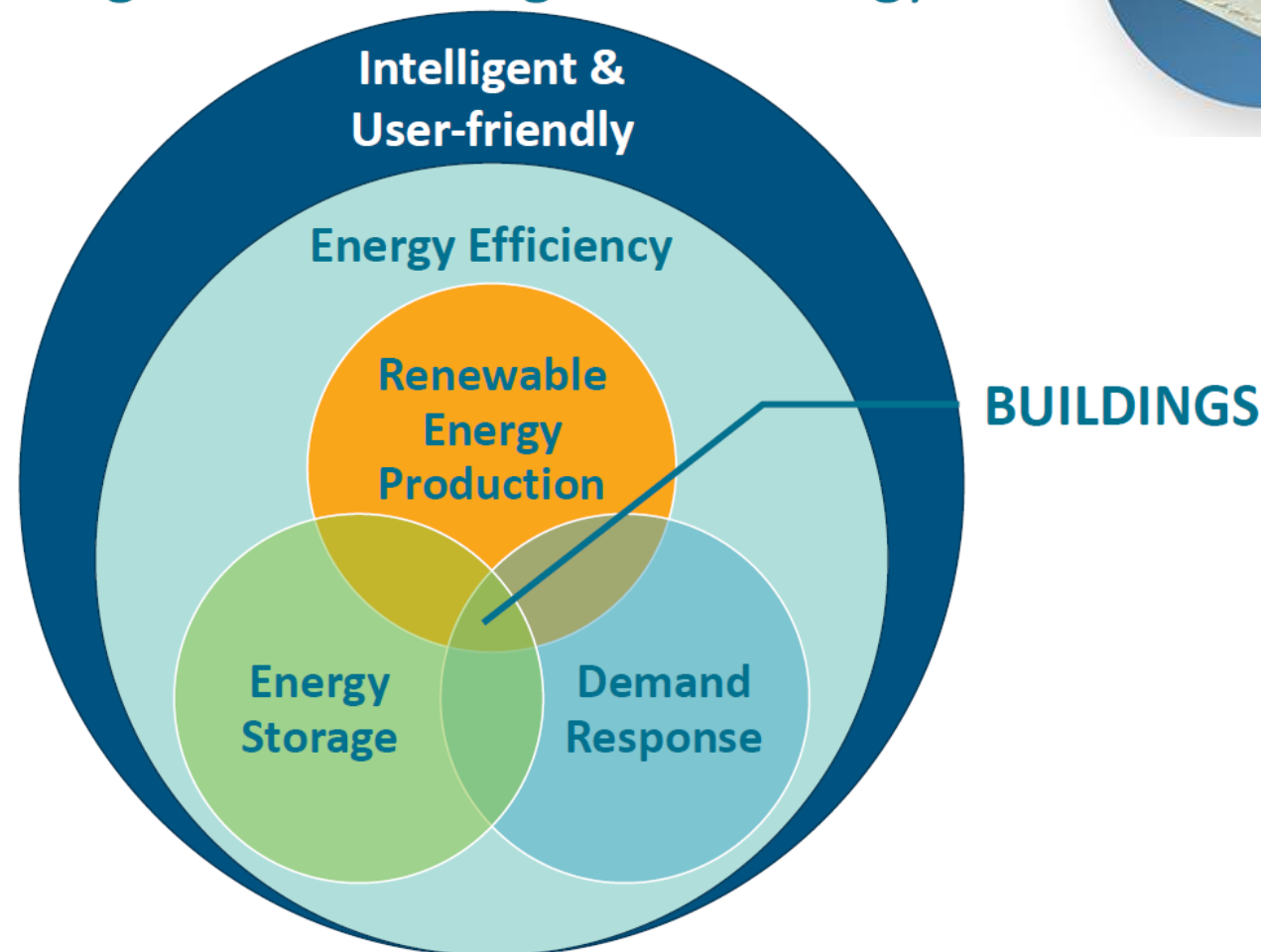
Engagement, involvement, visibility & “on the ground” presence

# CONTRIBUTION OF SECTOR TO ECONOMY



Buildings are becoming micro-energy hubs

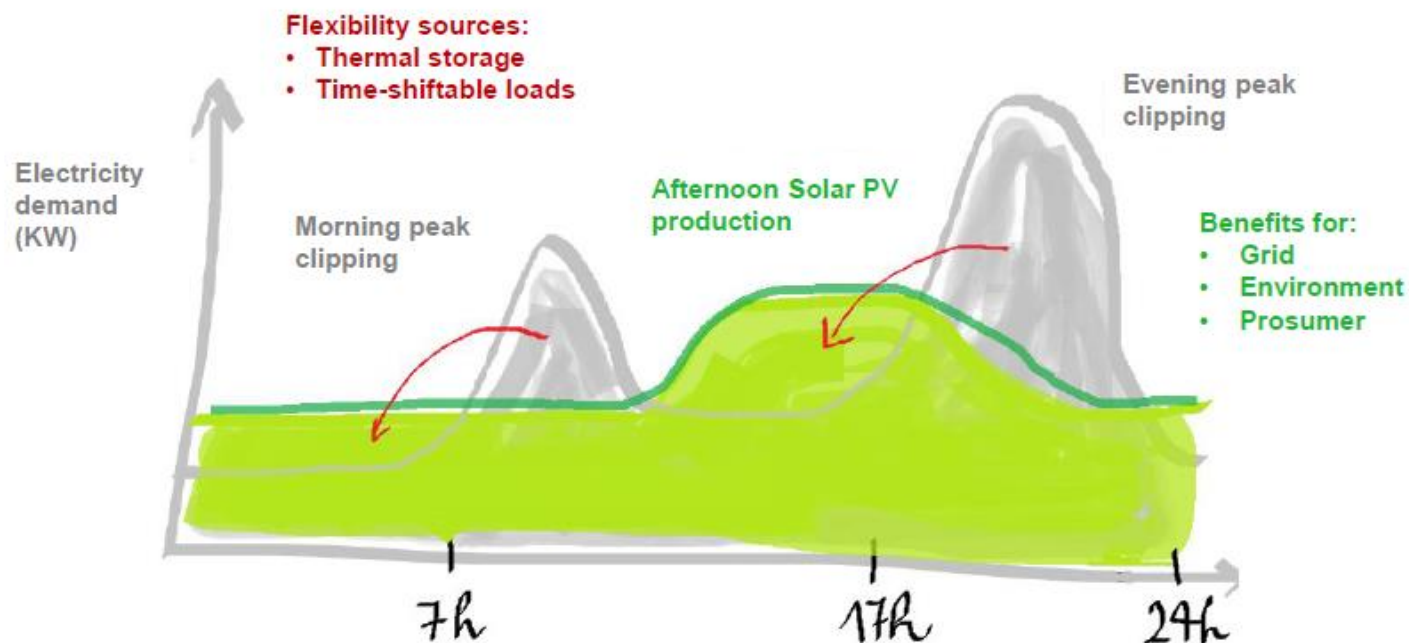
CONCRETE  
BUILDINGS  
OFFERING  
FLEXIBILITY TO  
GRID



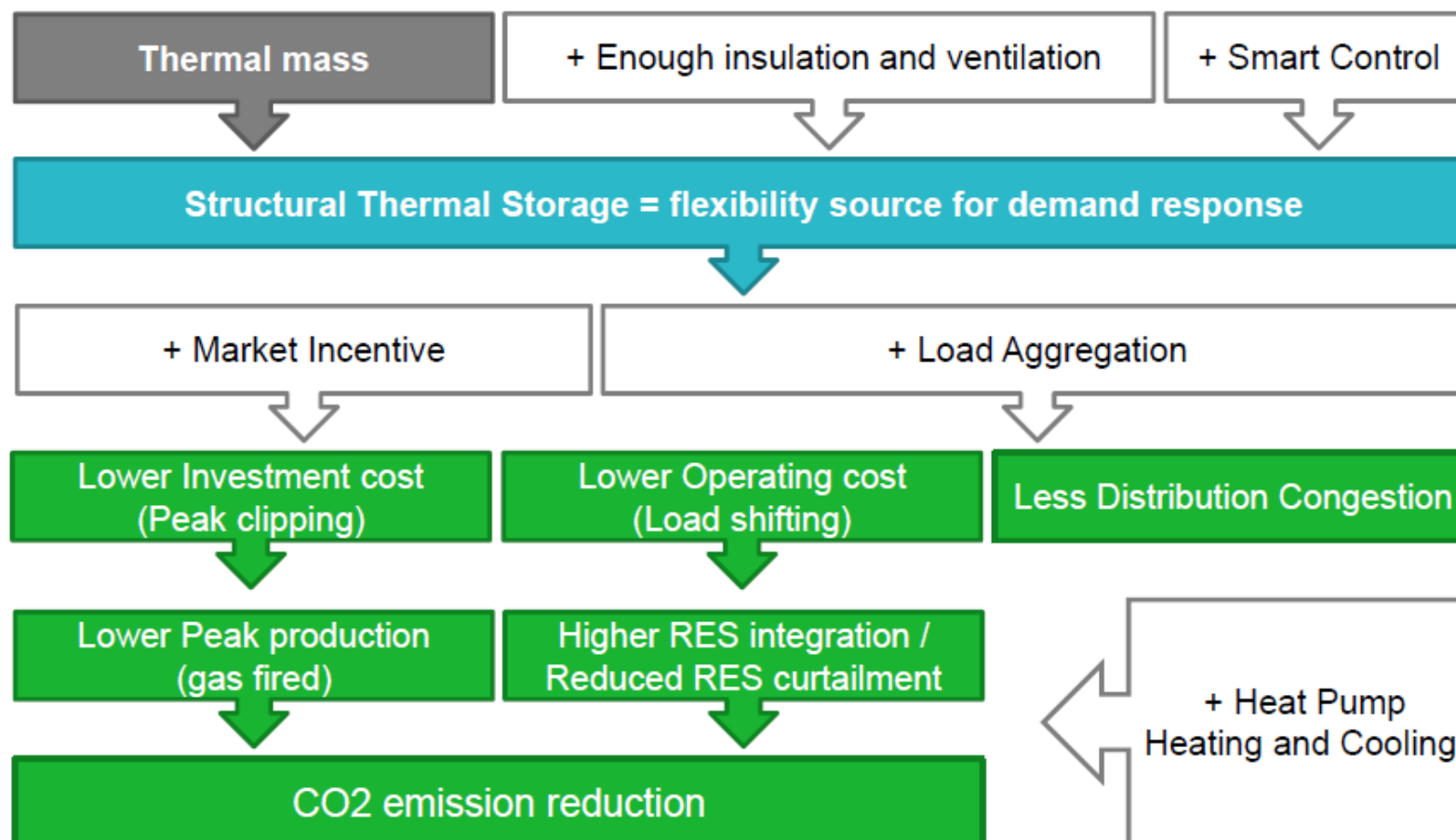
Source: BPIE

CONCRETE  
BUILDINGS  
OFFERING  
FLEXIBILITY TO  
GRID

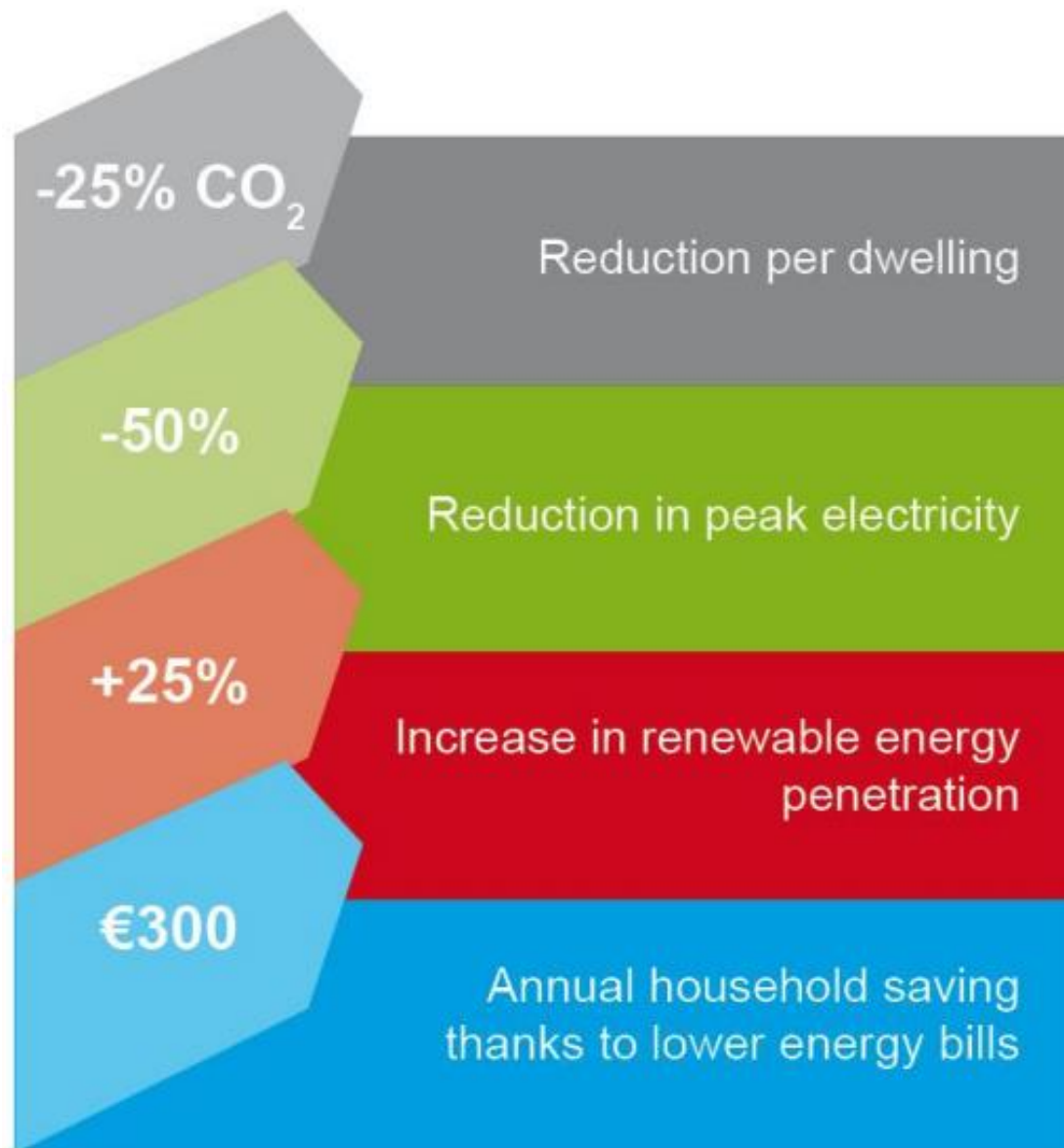
**Flexibility general concept**



## Benefits overview (+ requirements)



# POTENTIAL SAVINGS





# ANNUAL CONCRETE DIALOGUE 2018

- Theme: *Pathways towards a carbon-neutral built environment*

*There is a growing focus on the transition to more sustainable low carbon-built environments. To facilitate this, the construction sector requires a value chain approach that encourages industrial symbiosis and offers the right financial and technological incentives to achieve decarbonisation. **The 2018 Concrete Dialogue event will address these issues by exploring a twin-track approach: a policy and industrial-led perspective.***

**THANK YOU  
FOR YOUR ATTENTION!**

**[rob.vandermeer@heidelbergcement.com](mailto:rob.vandermeer@heidelbergcement.com)**