



European Commission

Enterprise Directorate General

DG Enterprise and instruments for sustainable buildings

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DG Enterprise & sustainable buildings

EU policies

- Integrated Product Policy (IPP)
- Chemicals Policy (i.e. REACH)
- Green Public Procurement
- Thematic Strategy on the Urban Environment (COM(2004)60)
- Integration of Environmental Aspects into European Standardisation (COM(2004)206)
- EC Lead Market Initiative (COM(2007)860)



“Pull” and “push” factors in the construction sector

- Different and incomparable national schemes in place
- National intentions to make their national schemes obligatory (public procurement)
- Barriers to trade
- An instrument to push SMEs out of the market?
- The complexity/expenses as discouraging factors for SMEs?



EC Lead Market Initiative – Policy Context

- COM (2006) 502 final “A broad-based innovation strategy for EU”
- Accelerate the developments of new large scale markets with great international potential
- Better anticipate necessary legal and regulatory changes and use existing policy mechanisms in a more targeted and consistent manner
- Design and implement such a concerted action in a small set of promising markets



EC Lead Market Initiative – Recommendations Standardisation

- Define a framework for evolving sustainability targets related to construction according to state of knowledge and market success for innovative initiative/solutions
- Develop European standards that allow taking into account sustainability aspects in construction design
- Redefine the framework for technical assessment adapted to a rapid certification of innovative products and sustainability criteria



EC Lead Market Initiative – Recommendations Public Procurement

- Develop an analytical framework for the choice between EMAT and the Lowest Price and for the use of Life Cycle Costs in construction works
- Promote Life Cycle Assessment for construction products (“Environmental Product Declaration”) and for buildings



Questions for industry, authorities and other stakeholders

- Who is the “consumer”?
 - Architects, engineers, constructors
 - “do-it-yourself” enthusiasts
 - dwellers, owners of buildings
- How to present environmental information?
 - “ecolabels”
 - technical expertise
 - LCI/LCA/EPD



Questions for industry, authorities and other stakeholders

- What is the scope of any “building approach”?
 - The “Three Pillars Confusion”
 - Building and/or urban environment?
 - Target group?
- “One common language”
 - Common definitions
 - Common set of indicators (i.e. LEnSE)?
 - Common technical standards



The Standardisation Approach

- Harmonising existing systems by providing a common reporting format (while keeping the different schemes)
- Mandate to CEN (M/350)
- Still a voluntary approach, but
 - MS and industry are interested in this common approach
 - Public tendering could/should use the harmonised approach



The Standardisation Approach

- Using the ISO standards, but also “bridging the gap” to consumers
- Compatible with other sectors (within the EU and outside)
- Aggregated data as common basis and specific data from manufacturers (“core” should also be useful for SMEs)
- Being example for other sectors



Sustainability on EU level

- Common use of data and common reporting format will lead to:
 - Comparable approaches in design
 - Comparable products (wider range of products that might be used in design and public procurement)
 - Easier exchange of experience



Experience so far

- Strong interest by all CEN members and different stakeholders
- BUT:
- Product performance without building performance?
 - Struggle for the right performance criteria
 - Which are the essential criteria?
 - (Un)intended exclusion of specific products?
 - “Completeness” vs “user-friendly”
 - Big companies vs SMEs



Risks and chances

- Acceptance of the CEN format by MS authorities (public procurement)
- KISS (“overload” of data in existing schemes)
- Existing databases adapting to common format?
- The “local tradition” factor