



# The Lead Market Initiative and Sustainable Construction

2nd Ecobuildings workshop, 5th March 2009

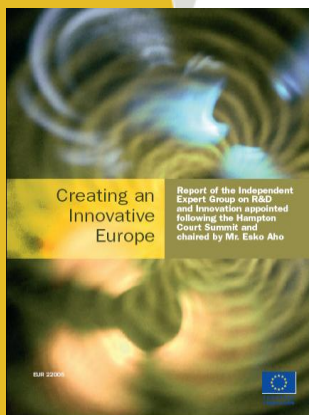
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Unit I5: Construction, pressure equipment and metrology

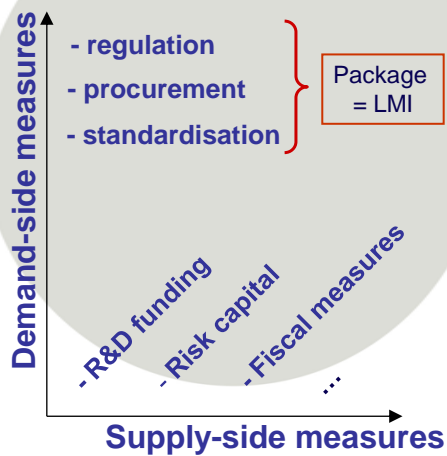


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## A policy mix to achieve maximum impact



The Aho-report, followed by the Communication "Putting knowledge into practice: a broad-based innovation strategy for Europe" of 2006



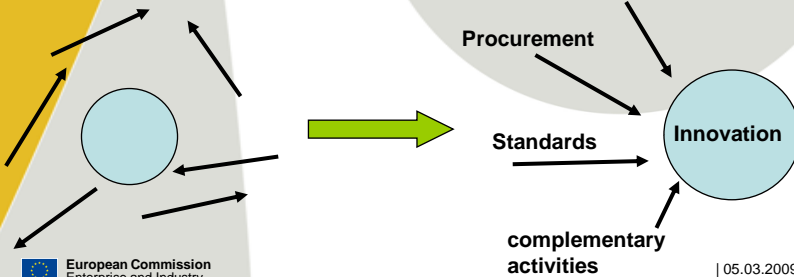
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## Lead Market Initiative: coherent mix of EU policies tailored to each market

- Legislation
- Public procurement
- Standardisation, certification, labelling
- Complementary measures



(These actions are described in action plans)



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## Activities already started in 2008

Lead Market Areas	Policy tools			
	Standardisation Labelling Certification	Legislation	Public Procurement	Complementary Actions
e-Health	EU Recommendation for interoperability	Introduce the Electronic Health Insurance Card	Separate call in 2009	EU Patient Smart Open Services large scale pilot funded
Sustainable construction	2 <sup>nd</sup> generation of Eurocodes	Screening of national building regulations	Call for Public procurement networks to foster demand for innovation	SMEs guide on collaborative working schemes in construction
Protective textiles	Inventory of all relevant standards			Training platform for buyers and users
Bio-based products	Product performance standards	Inventory of legislation affecting bio-based products		FP7 call on bio-refinery pilot plants
Recycling	Resource Efficiency + Raw Materials initiative	Waste Framework Directive	+ GPP toolkit	Financial support (CIP) for market replication projects
Renewables energies		Mandatory national targets for 2020		Guide on funding available for RE demonstration and pilot projects

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# Sustainable construction

- **Integration of sustainable development objectives in construction activities**
  - need for a more balanced economical, ecological and social approach
- **Innovative features**
  - in the products / processes
  - in the supply chain

# Regulatory framework

- Screening of national building regulations versus sustainability requirements
- Framework for the construction supply chain to cope with improved building energy performances requirements
- Case studies on the cumulative effects of EU and national legislations

## Standardisation

- Framework, assessment methods and benchmarks for sustainability performances of buildings and supply chain
- Integration of sustainability aspects in construction design standards (Eurocodes)
- Sustainability criteria and technical assessment of innovative construction products (Construction Product Regulation)

## LCC & Public Procurement

- Guidance and pilot schemes on the use of Life Cycle Costing (LCC)
- Public procurement network: procurement strategies and practices,, dialogue with the supply chain, market “watch” mechanisms, ...

## Strategies

- Assessing the business case for collaborative working in construction projects, including guidance for SMEs
- The role of insurance to support innovative and sustainable construction
- Future qualifications and skills needs to uptake innovation in construction

## Steering Group

- Established through stakeholder contacts
- First meeting 30 September 2008:
  - Endorsing main objectives
  - Broadened stakeholder base
  - Specifics on expected outcomes
- Three Working Groups:
  - Regulatory Framework (Spring 2009)
  - Life Cycle Costing & Public Procurement (Dec. 2008)
  - Strategies for Sustainable Construction (Dec. 2008)

## Conclusions

- The ambition is to set up the market conditions appropriately for whatever product, service and technology
- Pilot nature of the initiative – Development of an integrated and coordinated approach
- Establishment of governance mechanisms with Member States and stakeholders
- Particular attention to renovation of buildings

## More information

- “A Lead Market Initiative for Europe”:  
<http://ec.europa.eu/enterprise/leadmarket/leadmarket.htm>
- Thematic report and roadmap on sustainable construction:  
[http://ec.europa.eu/enterprise/leadmarket/sustainable\\_construction.htm](http://ec.europa.eu/enterprise/leadmarket/sustainable_construction.htm)