

Tuesday, 8 March

Morning session: 9:15 – 10:25 CET

Afternoon session: 15:30 - 16:40 CET

Nice (France) & online

Background

Context: The abundance of low-cost energy has led in the buildings sector to the development of uses dependent on machines and organisational systems that consume a lot of energy, materials and space, and has made it possible to satisfy many needs, but unevenly and at the cost of ecological pressure beyond planetary limits. The deployment of energy efficiency and decarbonisation of energy by 2050, i.e. the deployment of **cleaner technical supply solutions alone, will not make it possible to achieve the objective of carbon neutrality** on a global scale, which requires an annual reduction in global emissions of 5% per year (i.e. the effect of the COVID pandemic each year). **We also need to act on demand: a societal transition targeting buildings users and managers, building designers and owners, and policy makers is necessary.**

Observation: First developed in the transport sector, the Avoid/Shift/improve concept recognizes the importance of societal measures to reduce the ecological pressure. This aims to **change individual behaviours in our private and professional life, by leveraging new social rules**. For example, In the building sector of industrial countries few initiatives are already experimenting with this social change by supporting “sufficiency” or search for moderation in the design, production and use of buildings and building services reducing energy, material resources, or space consumption. **“Sufficiency” is a concept that is both complementary to and distinct from “efficiency”**. These initiatives concern “use sufficiency” (making the best use of the building and equipment to reduce consumption), “dimensional sufficiency” (sizing equipment to the conditions of use), or “structural sufficiency” (organising space or activities to promote moderation). see below background informations. The 2nd French national low carbon strategy, considers that the energy saving in the building sector by 2030 will be achieved 2/3 by energy efficiency and 1/3 by sufficiency measures.

Questions: How to translate the Avoid/Shift/Improve concept developed in the transport sector into the building sector? **What role for social innovation?** What levers (apart from energy techniques) can be used **to act on the demand for energy, materials and space linked to buildings** and reduce the ecological pressure? while **satisfying decent needs** for all? in a fair and **equitable way**, and preserving freedoms? Towards a culture of frugality in architecture and planning in the 21st century?

Expected Outcomes

- **Build a common vision on social change** and acknowledge it as leverage for decarbonisation of building sectors.
- **Identify the key leverage points** for enacting this change
- **Engage new GlobalABC members** in the promotion of social change among building sector
- **Gather contributions on ongoing research activities, programs and projects** contributing to social change among building sector

Moderation

- Pauline Guerecheau (virtually)
- Marie-Pierre Meillan / Régis Meyer (in presence)

Interpretation French <> English available

- Please connect to ZOOM to access interpretation
- **not available in breaking groups**

Background information

- [Sufficiency and circularity](#), European Environmental Bureau
- [Manifesto for a happy frugality](#)
- [Sufficiency ressources](#), Wuppertal Institut
- [6th European Conference on Behaviour and Energy Efficiency](#), BEHAVE
- [Politiques territoriales de sobriété](#), ADEME (French only)

Morning session 9:15-10:25

9 :15-9 :25	Opening <ul style="list-style-type: none">• 3' welcome, Régis Meyer, French Ministry of Ecological Transition,• 7' Manifesto for a happy frugality in architecture and planning, Dominique Gauzin-Müller, Architect,
9 :25-9 :35	Worldcloud : Online inputs from participants. Question: <ul style="list-style-type: none">• <i>Which activities are you already implementing, mobilising social change as a leverage for decarbonising the building sector?</i>
9:35-9:45	Frugality in architecture and planning, Insight from Morocco , Tayyibi Abdelghani , director of Marrakech national school of architecture (TBC)
9 :45-9:50	Social change, sufficiency, which levers to decarbonize buildings ? Insight from Yamina Saheb, IPCC
9:50:-10:20	Breaking group by types of actors (3 groups) : how to engage social change ? <ul style="list-style-type: none">• Key leverage points for enacting this change among civil society, Domique Gauzin-Müller• Key leverage points for enacting this change among private sector, Marie Girard, IFPEB• Which role for national and local governments to enact this change ? Marie-Pierre Meillan, ADEME
10:20-10:25	Wrap-up – Invitation to create a WG on social change

Afternoon session 15:30-16:40

15 :30-15 :40	<p>Opening</p> <ul style="list-style-type: none"> • 3' welcome, Régis Meyer, French Ministry of Ecological Transition, • 7' Manifesto for a happy frugality in architecture and planning, Dominique Gauzin-Müller, Architect,
15:40-15:50	<p>Worldcloud : Online inputs from participants. Question:</p> <ul style="list-style-type: none"> • <i>Which activities are you already implementing, mobilising social change as a leverage for decarbonising the building sector?</i>
15:50-16:00	<p>Mobilizing occupiers around energy efficiency: a key step in building result-oriented policy instruments in existing commercial buildings, Marine Girard and Cedric Borel, IFPEB</p>
16:00-16:05	<p>Manifesto for a happy frugality, Insight from Chile, Maria Fernanda Aguirre, Chile Green Building Council,</p>
16:05-16:35	<p>Breaking group by types of actors (3 groups) : how to engage social change ?</p> <ul style="list-style-type: none"> • Key leverage points for enacting this change among civil society, Domique Gauzin-Müller • Key leverage points for enacting this change among private sector, Marie Girard, IFPEB • Which role for national and local governments to enact this change ? Marie-Pierre Meillan, ADEME
16:35-16:40	<p>Wrap-up – Invitation to create a WG on social change</p>