WEBINAR AGENDA

1. Welcome (Natacha Nass, Global Alliance for Buildings and Construction)

2. Context & main findings (Régis Meyer, French Ministry for Ecological and Inclusive Transition)

3. The five national alliances & recommendations (Helen Naser, Programme for Energy Efficiency in Buildings, GIZ)

4. Testimony from GlobalABC Mexico (Alejandro Carrazco, GlobalABC Mexico, ALENER)

5. Updates from national alliances (Germany, Morocco) and discussion
1. WELCOME
‘National alliances that bring together the different stakeholders along the buildings and construction value chain are a formidable means of overcoming the fragmentation in the sector, and ramping up both the level of action and ambition towards zero emission, efficient and resilient buildings and construction [...]’.
Buildings: A Growing Opportunity

The equivalent of Paris is added in floor space every 5 days!
Members

With 129 members, including 29 countries, the GlobalABC is the leading global platform for governments, the private sector, civil society and intergovernmental and international organizations to increase action towards a zero-emission, efficient and resilient buildings and construction sector.
Key Activities

Forging a pathway to low-carbon buildings and construction
- Global Roadmap
- NDC guide

Facilitating regional knowledge exchange
- Regional Roundtables

Keeping the buildings and construction sector under review
- Global Status Report

Shaping the global agenda
- High-Level Events and Local Alliances

5 Work Areas

- Awareness & Education
- Public Policies
- Finance
- Market Transformation
- Building Measurement, Data and Information

www.globalabc.org
GLOBAL CALL COPENHAGEN, 24 MAY 2018, CLEAN ENERGY MINISTERIAL

Signed by Argentina, France, Germany, Mexico, Switzerland & Morocco

We, Ministers and Representatives of the ministries in charge of construction, environment, energy or economy, from member countries of the Global Alliance for Buildings and Construction (Global ABC) and of the Clean Energy Ministerial (CEM) wish to commit to the implementation and common goal of putting buildings and construction on track towards a sustainable development path and our energy and climate goals.

Calling all the parties of the Paris Agreement to join us, we pledge to:

- Take part in the shared development of a roadmap setting the objectives for the sustainable development of buildings and construction globally.

- Develop, within the framework of our Nationally Determined Contributions (NDCs), and publish national strategies for buildings and construction in line with the objectives of the Paris Agreement on Climate Change, and aiming at carbon neutrality of this sector.

- Establish systems to measure progress in limiting greenhouse gas (GHG) emissions from buildings and construction and enhancing resilience of the buildings sector.

- Pursue these actions in consultation with local, national and international partners in the buildings and construction sector.
CITIES TO BE, ANGERS (SEPTEMBER 2019), ON NATIONAL ALLIANCES
Position as a **force for proposals** to public authorities and **Informing stakeholders** in the sector of regulatory changes in the fields of energy efficiency, renewable energy, and climate

**Raise awareness** of the new challenges and supporting the players in their projects **Promote innovation** related to buildings in the fight against climate change (mitigation and adaptation)

**Ensure a permanent link** with the actors concerned and organising the necessary consultation in the drafting of legislative and regulatory texts and in the updating of NDCs

Ensure that the proposed measures are in line with the expectations of **professionals and civil society** and **encouraging collaboration** between all members of the building and construction sector

Engage in the elaboration and declination of the **regional roadmap** and a **national roadmap** adapted to the country’s stakes
Join the GlobalABC

Become a member and advocate for a zero-emission, efficient, and resilient buildings and construction sector globally

Become a Changemaker with GlobalABC

- **Shape** the rapidly changing buildings and constructions sectors
- Be a part of the *global transition* to a climate compatible path
- **Contribute** to climate change mitigation and adaptation and sustainable development
- **Gain access** to a fantastic network of likeminded champions
- **Increase visibility of your actions** and actively shape key messages and tools

The surface area of habitable space on Earth will **double by 2060**

Buildings-related CO2 emissions have continued to rise by around **1% per year since 2010**
2. CONTEXT & MAIN FINDINGS
THE REAL ESTATE TRANSITION: REDUCING EMISSIONS

- Buildings account for 40% of energy-related CO₂ emissions (construction and operations).

- This represents more than a doubling since 1970 and will further increase.

- **77% emissions reduction needed by 2050** to reach the climate goal of < 2°C
THE REAL ESTATE TRANSITION:
GROWING EFFICIENTLY

- Global building floor area is expected to double by 2060

- 85% of the lifecycle cost of a building occurs after it has been built.
THE REAL ESTATE TRANSITION: GREENING INVESTMENT

- USD 5 trillion are invested annually in buildings and construction
- Yet it is one of the least innovative sectors
THE REAL ESTATE TRANSITION: TO DOs

- Bringing together a fragmented sector, creating a space for dialogue also within the private sector

- Overcoming resistance to change in construction and living habits is a difficult task, requiring a strong and continuous driver.

- Collaboration, advocacy and knowledge sharing among professionals at the national level is essential if countries want to meet the greenhouse gas reduction goals of the Paris Agreement.

⇒ National alliances play a central role in mobilising actors along the real estate sector towards this goal.
PEEB Report (2020)
National Alliances for Buildings and Construction: Long-Term Partnerships for the Energy Transition
COMMON VISION AND GOAL

JOINT CLEAR MESSAGES

SIMPLE AND ENGAGING ORGANISATION

ANALYSIS OF SUCCESS FACTORS

The collective experience of the five national alliances included in this publication shows the following key success factors for national alliance building:

Developing a common vision and goal:
- Thinking the need to long term perspective is necessary to provide a vision to members, while action still needs to be taken now.
- Raising public and private sector to become founding members ensures broad ownership.
- Ensuring that the national alliance is led by or associated to a champion in the field, public persona helps infusing momentum and leveraging cross-sector dynamics.
- Providing enough room for flexibility allows for accommodating the sector's new and changing challenges.

Setting up a simple and engaging organisational structure:
- Raising the functioning of the alliance on a voluntary participation of members rather than an obligation ensures the right motivation of all concerned actors.
- Establishing a clear and simple organisational structure will facilitate day-to-day activities.

- Providing opportunities for members to engage in alliance activities increases the identification of members with the alliance.
- Finding the common ground among private, public and civil society sectors provides the basis for constructive discussions and effective change.

Advocating jointly with clear messages:
- Contributing to GlobalABC activities is an excellent way to support the process of regional roadmap development and adapting those to national needs.
- Raising the private sector to provide a balanced and well-founded opinion and new proposals for public policies is a great help for public-private co-creation of regulation.
- Connecting with international organisations and national partners working for the same topic increases networks and leverage.
- Bringing in academia and the private sector to discuss sustainable development goals extends the reach of national alliances.
- Delivering coherent messages to the public is key to reaching the target groups.
MAIN FINDINGS

- National alliances are **key in mobilising real estate actors** towards the energy transition and have great potential for **uniting different professions through common goals**. They lead to better regulatory frameworks, highly innovative industry products, voluntary commitments, and capacity development.

- National alliances are developing around the world. They can be **public or private sector driven** and range from **volunteer-based alliances to formalised structures**. Some already have an activity record of more than 10 years, while others have just been created. Some may not even have been identified yet.

- Success factors are the development of a **common vision and goal**, **simple and engaging organisational structures**, and **clear joint communication**.
2. THE FIVE NATIONAL ALLIANCES
CHARACTERISTICS

STRUCTURE
CHARACTERISTICS

MEMBERS

PBD

geea

ATBC

GlobalABC Mexico

AMBC

PRIVATE SECTOR

FEDERATIONS

PUBLIC INSTITUTIONS
CHARACTERISTICS
PBD brings together a large network of building and real estate stakeholders around the common mission of achieving the energy and environmental objectives of this sector.

Launched in 2009, PBD is recognised for its ability to develop proposals for action in a collective and concerted manner.

The main activities of PBD are facilitating a space for dialogue with the real estate sector at national and subnational levels. It also leads voluntary initiatives mobilising public and private stakeholders around specific themes.

Alongside the President of PBD appointed by the French ministers of the environment and housing, the permanent team consists of four members of these ministries’ staff.
The German Alliance for Building Energy Efficiency is a cross-sector alliance of representatives from industry, research, trade, commerce and energy supply with the aim to improve energy efficiency in buildings in Germany.

In 2011, the German Energy Agency (dena) founded geea with the aim of advancing the energy transition in the German building sector.

geea gives new impulses for the thermal revolution, shows ways for a successful energy transition in the building sector, maintains dialogue with decision-makers, and initiates studies and campaigns.

Coordinated by dena, geea is a cross-sector alliance with more than 30 partners active in working groups and in the member’s assembly, which elects the steering committee.
AMBC, MOROCCO

The Moroccan Alliance for Buildings and Climate aims at **information and awareness raising** of the benefits of energy efficiency in buildings, addressing real estate developers, consumers as well as national and local governments.

AMBC was founded by the Moroccan government in 2016 to **increase the building sector’s commitment to fight climate change**.

AMBC’s main activities relate to offering **training opportunities** for its members and **awareness raising** for the sector and the public.

AMBC’s founding members are the **Ministry of National Territory Planning, Urban Planning, Housing, and City Policy** as well as representatives of professional **organisations in the building and construction sector**.
GlobalABC MEXICO

GlobalABC Mexico strives to **contribute to combating climate change** and to be the reference in knowledge of **energy efficiency techniques** for the building and construction sectors.

GlobalABC Mexico is **strongly connected with ALENER** and was officially founded in 2018 by the Ministry of Agrarian, Territorial and Urban Development, and the Mexican Housing Commission.

ALENER has organised activities such as the development of **publications** on energy efficiency in buildings, conducting **workshops and seminars**, **collaboration with industry and academia**, as well as **trainings for students**.

ALENER has 10 company members and works in **close partnership with academic institutions as well as (sub)national governments** and their respective subsidiary organisations.
The Tunisian Alliance for Buildings and Construction aims to strengthen collective national climate action in the building and construction sectors, and to minimise GHG emissions through low-carbon practices.

Founded in 2019, ATBC contributes to the achievement of the ambitious energy reduction programmes of the Tunisian construction sector and the government.

ATBC is currently placing itself in the Tunisian institutional landscape and joining other national efforts to combat climate change. Its activities will be further developed this year.

ATBC encompasses all key actors of the public and private building and construction sectors in Tunisia.
3. RECOMMENDATIONS FOR NEW NATIONAL ALLIANCES

- Think the mid to long term perspective, while still taking action now.
- Ensure flexibility to react to the sector’s new challenges.
- Base the functioning on voluntary participation rather than an obligation.
- Establish a clear and simple organisational structure.
- Provide opportunities for members to engage in alliance activities.
- Connect with international organisations working for the same topic.
- Find the common ground among private, public, and civil society sectors.
- Look for partners with similar goals.
- Mobilise academia and businesses for public sector sustainable needs.
1) DEVELOPING A COMMON VISION AND GOAL

- **2023**
  - Think the mid to long term perspective, while still taking action now

- **Get the support of a champion/public persona to leverage cross-sector dynamics**

- **Ensure flexibility to react to the sector’s new challenges**
2) SETTING UP A SIMPLE AND ENGAGING ORGANISATIONAL STRUCTURE

- Establish a clear and simple organisational structure
- Base the functioning on voluntary participation rather than an obligation
- Provide opportunities for members to engage in alliance activities
3) ADVOCATING JOINTLY WITH CLEAR MESSAGES

- Look for partners with similar goals
- Mobilise academia and businesses for public sector sustainable development goals
- Connect with international organisations working for the same topic
- Find the common ground among private, public, and civil society sectors
- Deliver coherent messages to the public
4. TESTIMONY GlobalABC MEXICO
GlobalABC MEXICO COMMUNITY

- Most of the times, public institutions have no time & resources for an integral policy implementation. Sectorial agendas normally are developed separately.

- Public institutions need to make connections between them but also with all of the actors in the value chain in order to reach the SDG.

- GlobalABC Mexico works for the development of collaborative and integrated solutions towards a resilient, efficient and low-carbon sector.
IDENTIFICATION OF PROGRAMMES & MECHANISMS
Linked with GlobalABC Mexico’s agenda

If the intersectoral agenda is well known and if all actors work coordinately, important gaps could be solved.
WHAT WORKS WELL

✓ Support from GABC, IEA, WRI, PEEB, national institutions and other members
✓ Local & subnational governments involvement
✓ Professional will
✓ Potential support between actors to reach complementary goals
✓ Unifying speech, information and agenda
✓ Ability to solve sectorial needs faster

STILL AN OPPORTUNITY

✓ Key programmes support (more joint work, discussions, etc., are needed)
✓ NDCs for B&C development and implementation
✓ Recognise the potential of B&C for climate change policy (education, awareness)
✓ Application of regulations
✓ Lack of a national plan (Roadmap)
5. UPDATES FROM NATIONAL ALLIANCES & DISCUSSION
UPDATE FROM THE MOROCCAN NATIONAL ALLIANCE AMBC
CONTEXT

- Initiated during COP21 and officialised in 2016 during COP22 in Marrakech through the signature of the joint declaration by FNPI, FMCI, FMC, FNBTP, CNOA, and MATNUHPV

  → Awareness raising concerning the need to combat climate change in the building sector and the opportunities offered by climate action in the sector

  → Several initiatives led by professionals who are members of the alliance

  → Collective commitments of members (integrating the climate dimension into their action plans)

  → **Willingness to establish a more structured partnership framework (public and private actors)**

- Ministry of National Territory Planning, Urban Planning, Housing, and City Policy

- National Federation of Real Estate Developers

- Moroccan Federation for Consulting and Engineering

- National Federation for Buildings and Public Works

- National Order of Architects

- Federation of Construction Materials Industry
MISSIONS

- Develop a common vision for fighting climate change in partnership with all stakeholders in the value chain.
- Raise awareness of the building sector's potential to reduce GHG emissions;
- Strengthen joint action, collective action, cooperation and synergies to put the building sector on a low-carbon trajectory;
- Strengthen and accelerate the implementation of the contributions of stakeholders in the building and construction sector;
- Strengthen the human, technical, institutional and legal capacities of members;
- Mobilise financing and increase the involvement of financial institutions in the sustainable construction process.
ACTIVITIES

- Strong participation of the AMBC at COP22: (Side Event ‘Sustainable Building’, Side Event ‘Sustainable Cities’, Side Event ‘What commitment from the construction sector to climate change?’)
- Development of a first version of a common roadmap

Support to AMBC activities was identified as one of the main cooperation axis between PEEB and MATNUHPV

- Development of the work programme for 2019-2020 (two workshops organised)
- Training on Financing Energy Efficiency Projects for Alliance Members (June and July 2019)
- Prospecting and support for the technical and financial structuring of bankable energy efficiency projects in buildings with a aim to submitting them to financing institutions (several projects have been proposed by AMBC members)
- Preparation of a publication on current good practices led by the AMBC Members in the field of fight against climate change
- Communication support: institutional brochure, integration of the AMBC page on the DHPV website
**CHALLENGES**

- Difficulties in sustaining actions and initiatives in the absence of a legal structure and dedicated bodies and financial resources
- Work programme made up of all members' action plans (need for more coherence)
- Aligned with the national and international engagements regarding the climate change (i.e., NDC)

Current priorities

- Legal structuring of the Alliance (Which legal format? Which bodies?)

- What financial resources and what strategies to mobilise them?
8 actions principales:

- Urbanisme
- Nouveaux bâtiments
- Réhabilitations
- Management bâtiments existants
- Systèmes
- Matériaux
- Résilience
- Énergie propre
PEEB Report (2020)
National Alliances for Buildings and Construction: Long-Term Partnerships for the Energy Transition

www.peeb.build
@PEEB_build
THANK YOU VERY MUCH FOR YOUR ATTENTION AND INTEREST!