



A Leadership Initiative

Promoting People-Centric Buildings



THE CONTEXT

We need to take urgent action to combat the impacts of climate change. The goals set by COP 21 Paris Agreement and the “Clean Energy for All Europeans” package cannot be achieved without a strong focus on the built environment sector, which is responsible for 40% of total energy consumption. There is a need to increase the rate of building renovation in Europe and ensure that new buildings are highly efficient. We believe that people’s health, wellbeing and productivity must be a core priority alongside building performance.

The way we work, live and spend our leisure time is changing – we need to look at buildings from a people-centric perspective. People are not driven by energy efficiency considerations to improve buildings they live and work in, instead people are driven by a deeper desire to improve their family’s health, comfort, and sometimes wellbeing. Companies are driven by improvements in productivity and creativity of their employees – their most valuable assets. We believe that health, wellbeing, productivity considerations will drive building renovations and should be elevated at a policy and market levels.

We need to speak the same language when it comes to people-centric buildings and integrate the concept of “Building4People” in European policy, business dimension and everyday life. We believe that moving from consumer to citizen-oriented paradigm must be at the core of people-centric buildings.

Buildings 2030 is a non-profit initiative focused on non-residential buildings in Europe. We are funded by the European Climate Foundation and ClimateWorks.

VISION

All buildings in Europe provide people with comfortable, healthy and productive spaces, with a minimal carbon footprint.

MISSION

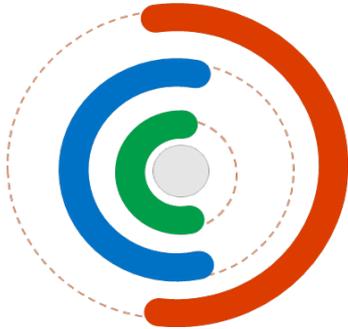
We aim to mainstream the demand for high performing buildings in Europe by seeking public and private sector commitments to invest in better indoor environments by 2030.

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THE THREE Cs

Buildings 2030 initiative is based on three interconnected platforms dedicated to promoting health, wellbeing and productivity in buildings in Europe.



Coordination *Aggregating People and Knowledge*

The aim of the coordination platform is to bring together experts, knowledge, research and business case evidence in support of people-centric buildings. The result will be People4Buildings network.

The platform intends to coordinate across sectors and departments in each company in order to align all stakeholders for healthy and high performing buildings.

We will work with the health community, the built sector community, the insurance industry, labor unions, data analysts and architecture community to focus on people using the buildings.



Communication *Promoting Building4People*

The goal of the communication platform is to use the knowledge and expertise gathered in the coordination platform to promote a narrative around the need for people-centric buildings within the private and public sectors.

The platform will promote stories of corporate and public leadership, stress business case for people-centric buildings and their positive impacts.

Jointly with strategic partners, we advocate for the inclusion of health, wellbeing and productivity considerations in all buildings-related policies in Europe.



Commitment *Elevating Leaders*

The commitment platform intends to show leadership and move the market toward a broad acceptance and demand for healthy and high performing buildings.

As part of the platform, Buildings 2030 will co-develop a corporate commitment statement with companies leading in the area. Companies joining the initiative will be showcased annually at a high-level event and receive media coverage and expert consultations throughout the year.

Buildings 2030 will seek commitment from cities, public authorities and other public entities.

CONTACT US

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