

THE CONCRETE INITIATIVE'S COMMITMENTS

We firmly believe that industry must continue to be an active partner in promoting the unique role of concrete in sustainable construction solutions. We therefore propose the following commitments:

1. Work with key stakeholders to develop a blueprint for filling the affordable housing gap in Europe.
2. Work with policy-makers and relevant stakeholders to study the economics of sustainable construction.
3. Engage with educational institutions to encourage skills development for the concrete industry and a deep knowledge of concrete's potential in sustainable construction.
4. Provide industry input to European standards to further the goals of a low-carbon Europe and maximise the use of recycled products.
5. Promote life-cycle analysis of buildings in accordance with European standards by providing Environmental Product Declarations (EPDs).
6. Provide guidance to specifiers, architects and builders on maximising the advantages of the thermal mass of concrete, contributing to greater energy efficiency.
7. Further develop best practices for rehabilitating quarries as protected biodiversity hotspots.

Concrete is the second most widely used substance in the world after water. It is deeply rooted in our daily lives, providing the infinitely mouldable "liquid stone" for long-lived, solid foundations and the strong backbone of mankind's built environment. Its unique characteristics offer the potential to make a major contribution to truly sustainable construction.

That is why The Concrete Initiative has been established. It is a project led by CEMBUREAU (the European Cement Association), BIBM (the European Federation of Precast Concrete) and ERMCO (the European Ready-Mixed Concrete Organisation). The goal is to promote the combined economic, social and environmental contributions of concrete to accelerating development and uptake of sustainable construction practices in the EU.

Our Pledge

The Concrete Initiative pledges to work with policy-makers and relevant stakeholders, including financial institutions, suppliers, and civil society to maximise the contribution of concrete to achieving truly sustainable construction.

It will initiate a cross-sectoral forum to investigate how concrete's properties can be harnessed by intelligent design and construction techniques to maximise the contribution to society and minimise the environmental footprint of buildings and structures over their whole life cycle.

THE BACKBONE
OF SUSTAINABLE
CONSTRUCTION



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SOCIETY

ECONOMY

ENVIRONMENT

Fulfilling Europe's social needs

Concrete is the foundation for building Europe's "smart cities" of the future. Demographic trends suggest that urbanisation in Europe is increasing. This presents a range of new challenges and needs: more efficient use of ground space, more affordable housing, integrated transport solutions, upgraded infrastructure and better use of natural resources. Concrete responds to these challenges by providing a local, flexible, affordable, energy-efficient material that is fundamental to a wide variety of needs, ranging from above-ground housing, buildings and infrastructure to underground infrastructure.

The Concrete Initiative calls for:

1. EU and Member States to recognise our sector as an enabler and solution-provider to tackle Europe's infrastructure and affordable housing deficit.
2. Involvement of the concrete sector in the ongoing reflection linked to the sustainable development of cities, including the Smart Cities and Communities Initiative.
3. Assessment of how to develop a regulatory framework to incentivise and redirect sufficient funds towards the sustainable construction of housing, transport and urban infrastructure.

EVERY KM OF CONCRETE ROAD CAN
REDUCE CO₂ EMISSIONS
OF VEHICLES BY

1000-4000
TONNES
OVER A 30 YEAR PERIOD

Rebooting Europe's economy

Concrete is not only the backbone of the construction sector, it is also anchored in Europe's local economy. The sector is a driver of economic growth, with a unique multiplier effect on jobs and economic activity.

The Concrete Initiative calls for:

1. Recognition of the sector as essential in the European Commission's mid-term review of industrial policy, and ensuring equal and long-term access to resources and energy to allow the European industry to compete globally.
2. Recognition at EU level that industrial policies and standards must look at the performance of the building or infrastructure project, and not favour one material over another.
3. Further development and dissemination of Green Public Procurement Guidelines and criteria that include whole-life performance and durability.

EVERY **€1**
SPENT ON CONSTRUCTION
OUTPUT **GENERATES €3**
A TOTAL OF
IN TOTAL ECONOMIC ACTIVITY
(GDP INCREASE)

THE VALUE OF CONCRETE
PRODUCTION IN EUROPE IS
€74 billion

A sustainable and constructive approach to the environment

Concrete is the building material that gives the highest level of whole-life performance. Its unique properties and characteristics provide solutions to 21st century challenges, including climate change, resource efficiency and the circular economy.

The Concrete Initiative calls for:

1. Sustainability standards and regulations that assess the performance of the whole building or infrastructure project, rather than its individual components, taking a "material neutral", "whole life" approach.
2. Recognition of the concrete industry's contribution to a resource-efficient and circular economy.
3. Targets for recycling of construction and demolition waste to be differentiated by material type or by environmental impact, not simply by mass.

THE ENERGY CONSUMPTION
OF CONVENTIONAL BUILDINGS
IS TYPICALLY

150-200
kWh/m²/yr

EXISTING CONCRETE TECHNOLOGY
ENABLES BUILDINGS THAT USE
50kWh/m²/yr OR LESS