



The European Green Deal

What's in it for precast?

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European Precast Concrete industry

Have you already
decided what you
will do tonight?

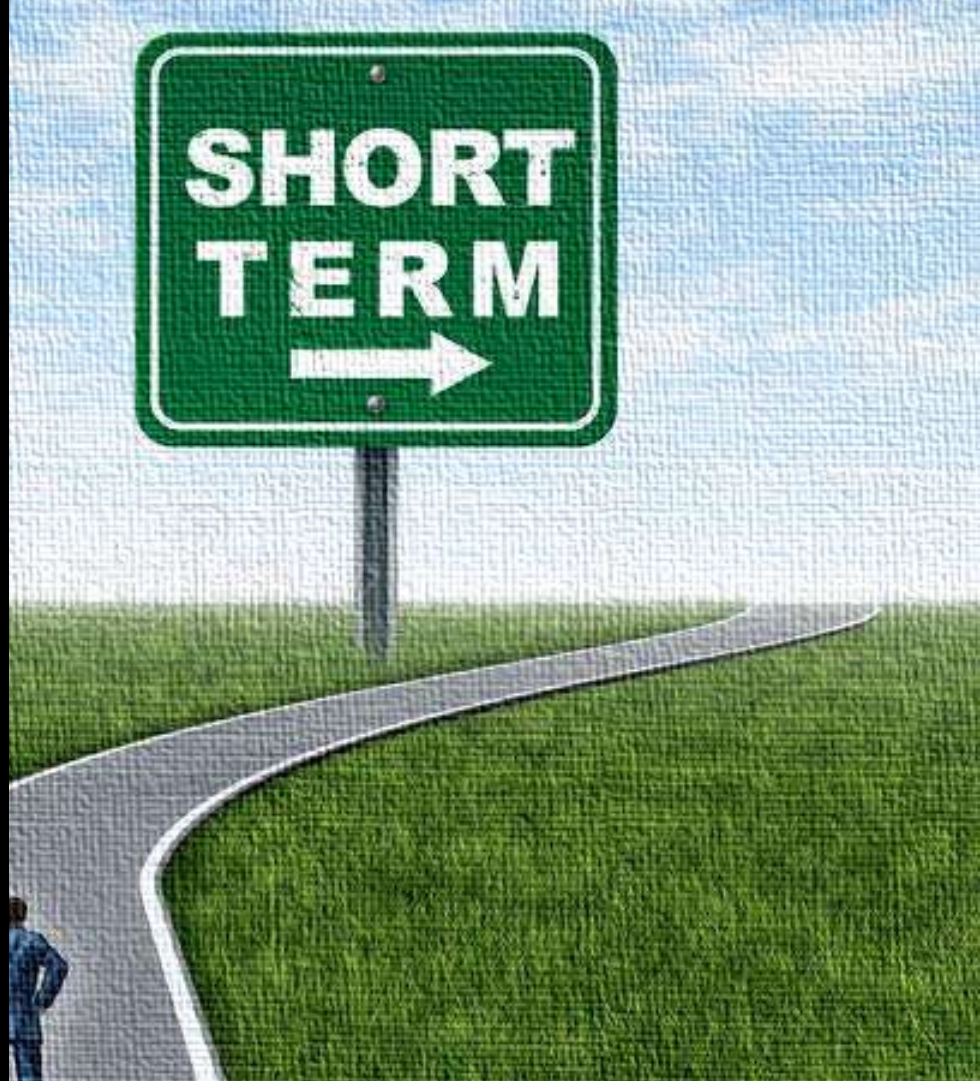


And for
Christmas?



And who of you
already booked
his/her summer
holidays?







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Policy

LINK



Industry

European
Construction

Future
developments



Climate
change

Call industry
to action



Content

1. The EU Green Deal
2. Impact on the precast industry
3. The role of BIBM
4. Conclusion

1. The EU Green Deal

Overarching
philosophy behind
the drafting and
updating of ALL
European policies

The EU Green Deal



... is a new growth strategy

that aims to transform the EU into a fair and prosperous society,

with a modern, resource-efficient and competitive economy

where there are no net emissions of greenhouse gases in 2050 and where economic growth is decoupled from resource use

The EU Green Deal for Construction

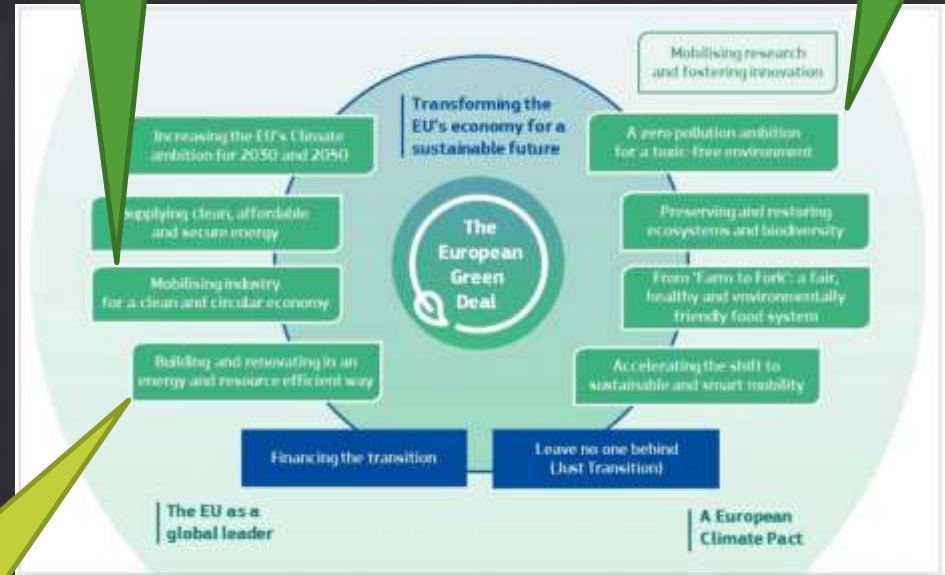
Construction 2050

- Zero-carbon
- Sustainable
- Circular

Clean and circular economy

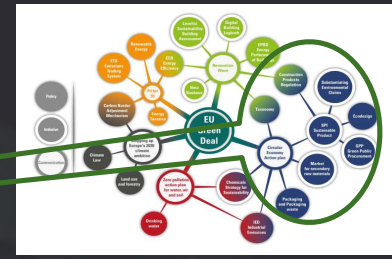
Zero pollution

Green Deal



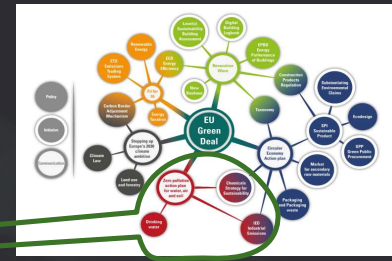
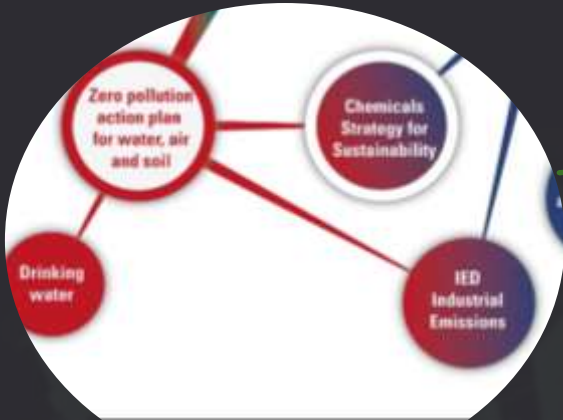
Building in energy/resource efficient way





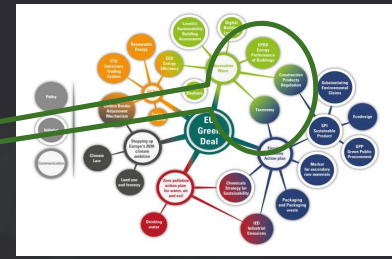
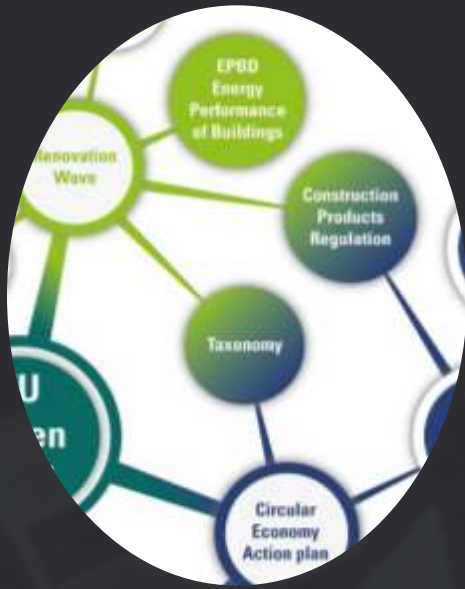
CIRCULAR ECONOMY

- Sustainable Products Initiative
- Ecodesign
- Green Public Procurement
- Substantiating Environmental Claims
- Market for secondary raw materials
- Packaging and packaging waste



ZERO POLLUTION Action plan for water, air and soil

- Drinking water
- Chemical strategy for sustainability
- Industrial Emissions Directive

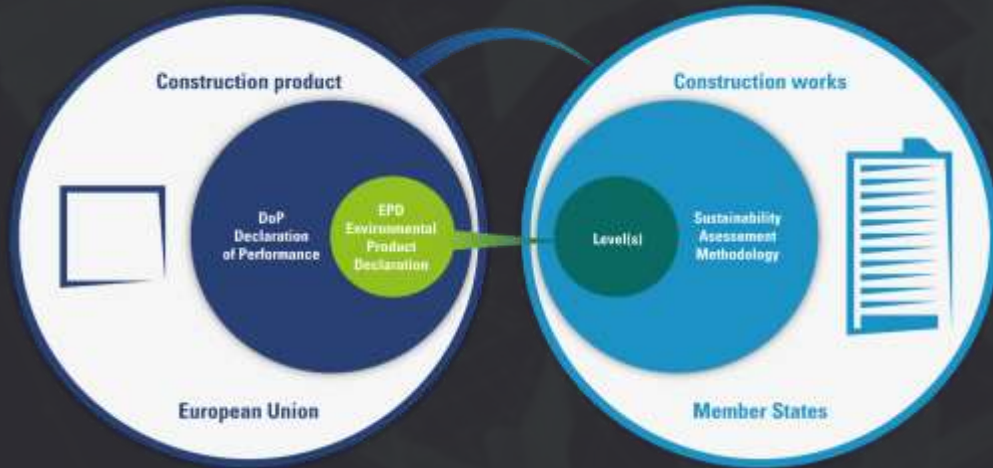
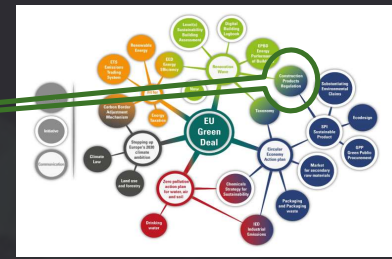


INTERFACE POLICIES

- Construction Products Regulation
- Taxonomy

Construction Products Regulation

- Regulatory framework for the delivery of product performance
- Guarantees a level playing field in the European market



Potential additional products requirements

- Safety
- Environmental
- Sustainable
- Content

Time frame



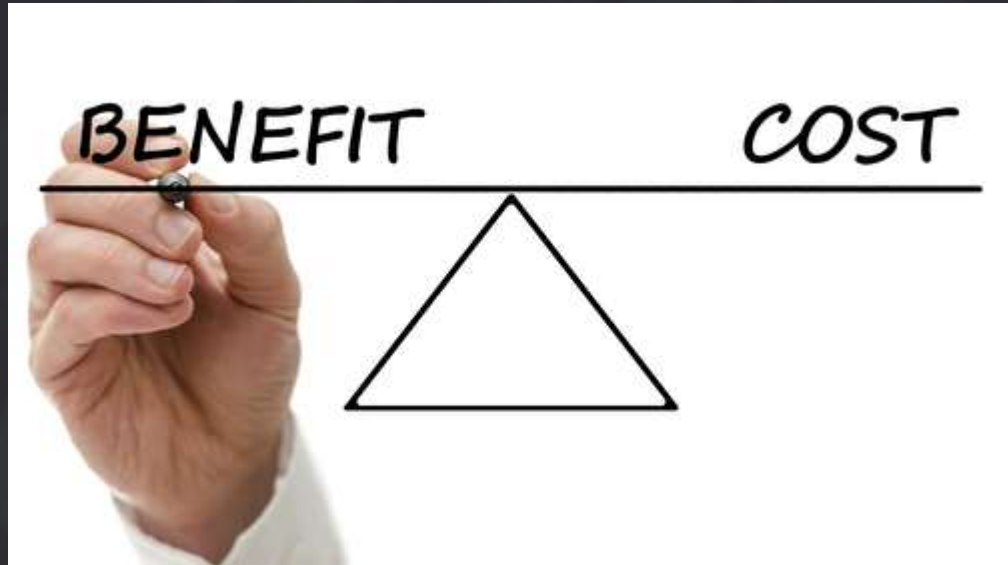
- **Far ... but not that much**
- **First step: recognising the challenges (and preparing for them)**

2. Impacts on the precast industry



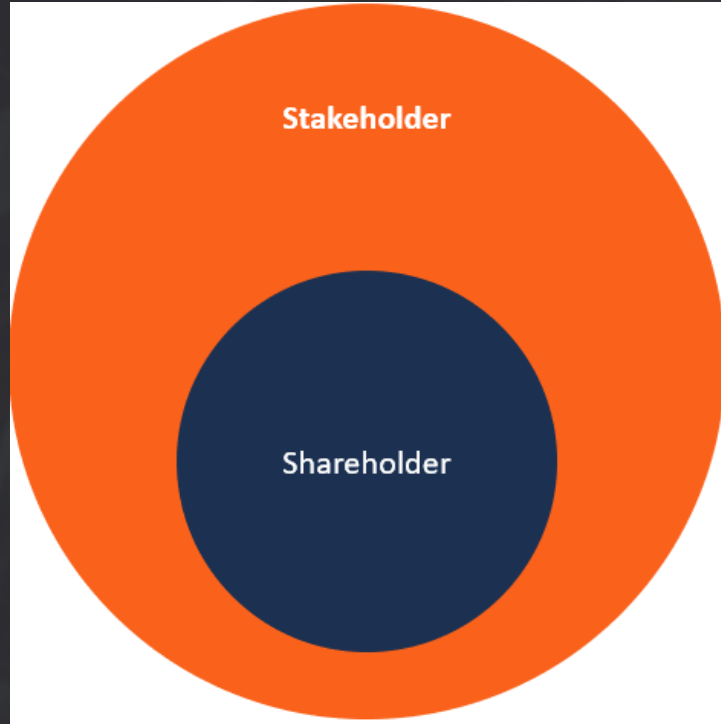
**Embed sustainability
principles into daily business**

Embedding sustainability principles



Embedding sustainability principles

1. Target of value creation



- **Employees**
- **Customers and Clients**
- **Local communities**

Embedding sustainability principles

2. Definition of value



Quality of the natural **environment**

Growth opportunities for **community** members

Well-being diffused among internal/external **stakeholders**

Embedding sustainability principles

3. Time horizon



Embedding sustainability principles

4. People



Human capital
(capabilities)

Social capital
(relationship)

Key to success in
transformational change

Embedding sustainability principles



1. Stakeholder engagement

Anticipate and react

2. Risk management

Outside organisation control

3. Fostering innovation

Cost reduction, new markets

4. Financial performance

Combination

5. Attracting employees

Loyalty, efficiency, productivity

Congress



Policy

Level-
playing
field



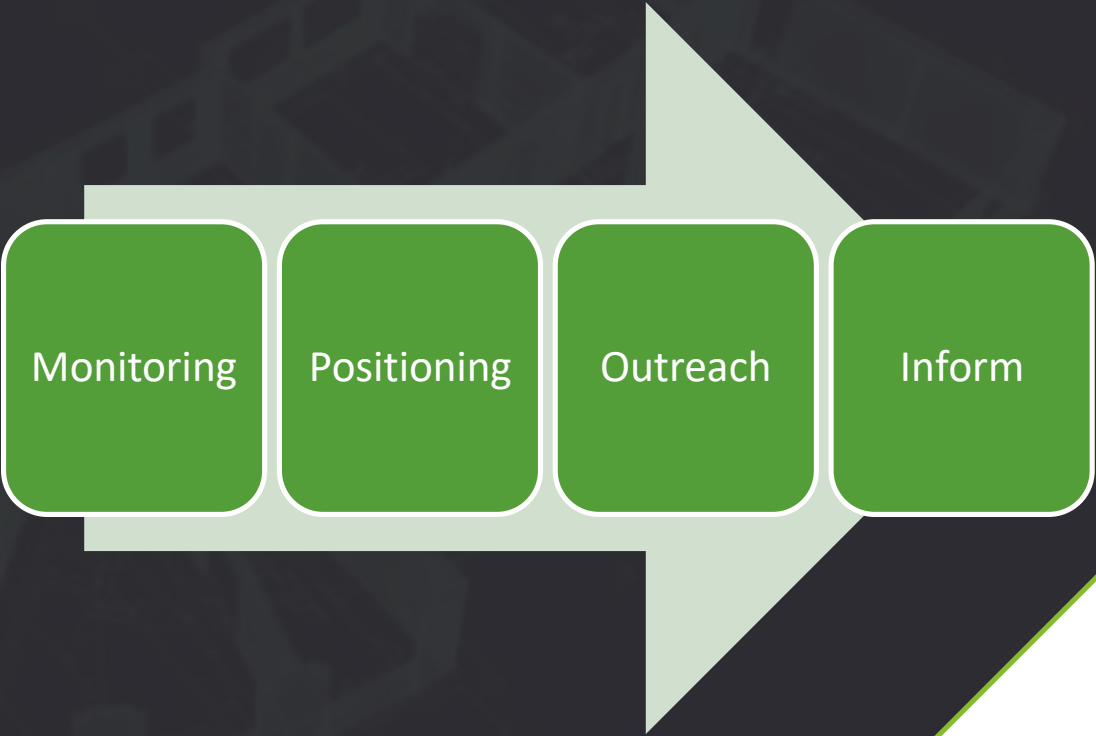
Market



3. The Role of BIBM

Achieving a fair legislative environment for the profitable and sustainable development of the precast industry in Europe

EU Legislation



EU
Standardisation



1. Definition of industry needs
2. Coordination of national inputs



3. Balancing competitors inputs
4. Provide expertise

EU research projects



Insulated precast panels made of 75% of recycled materials



Secondary Raw Materials for Concrete Precast Products



Reuse and Recycling of CDW materials and structures in energy efficient prefabricated elements

Concrete image

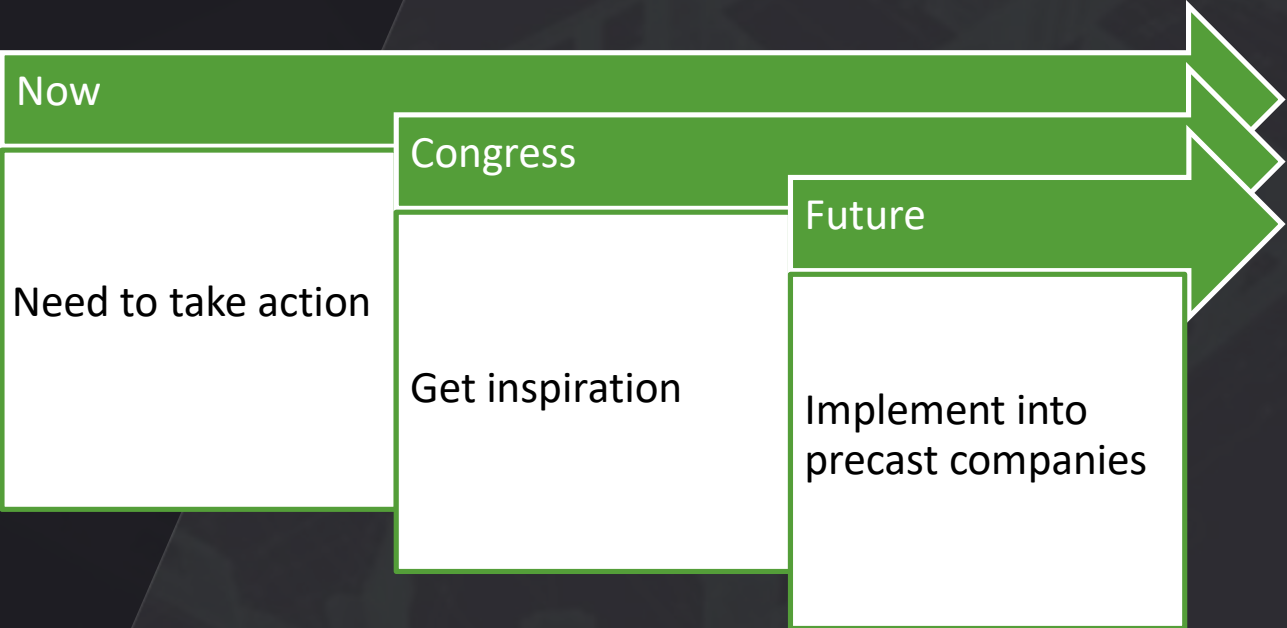
<https://bibm.eu/document-centre/the-little-green-book-of-concrete-2021/>



4. Conclusion

- European society is changing
- EU policy is the translation into legal framework
- Precast industry to adapt and anticipate
- BIBM can help

Call to action



Benefits

- Acting sooner (anticipate) avoid being forced – lead by example
- Successful precast: future-oriented, innovative and answering to societal needs in a responsible manner



The European Green Deal

What's in it for precast?

Thank you!

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