

A blue wireframe illustration of a city street with tall buildings on both sides, receding into the distance. The lines are white and blue, creating a perspective effect.

# Take Action on Energy in Buildings

Join phase 2.0 of successful EEB project

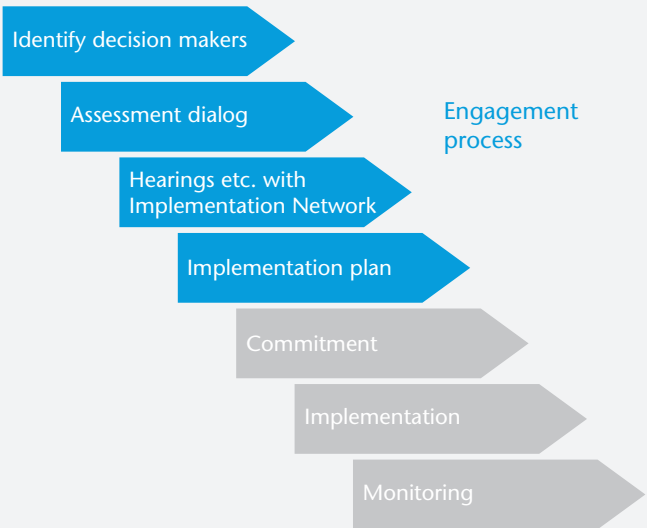


wbcd buildings

# EEB 2.0

Energy Efficiency in Buildings 2.0

Buildings represent about 40% of primary energy used and associated CO<sub>2</sub> emissions globally, making them a critical component shaping and driving the world's energy consumption profile and related environmental impact. However financial, behavioral and knowledge barriers have stood in the way, until now. The WBCSD will launch a new market engagement oriented project, EEB 2.0, in 2012, with the aim of triggering action and implementation that addresses these barriers, and using the understanding the first phase of the EEB project developed from 2006 to 2010.



Over the course of a proposed three-year project, EEB 2.0 intends to work with key decision-makers who are responsible for, or have influence over, substantial building portfolios in the public and private sectors. Over the course of up to 10 selected engagements, the project will develop a replicable process for bringing key decision-makers and relevant stakeholders together to identify practicable energy efficiency solutions in the portfolios they control, and will serve to scale up the implementation process across other decision maker portfolios. Such portfolios may be geographically concentrated, as in a part of a city or major urban development. In other cases the portfolio will be geographically dispersed, as in the case of a hotel chain, a global company's offices or a country's schools.

## Objective

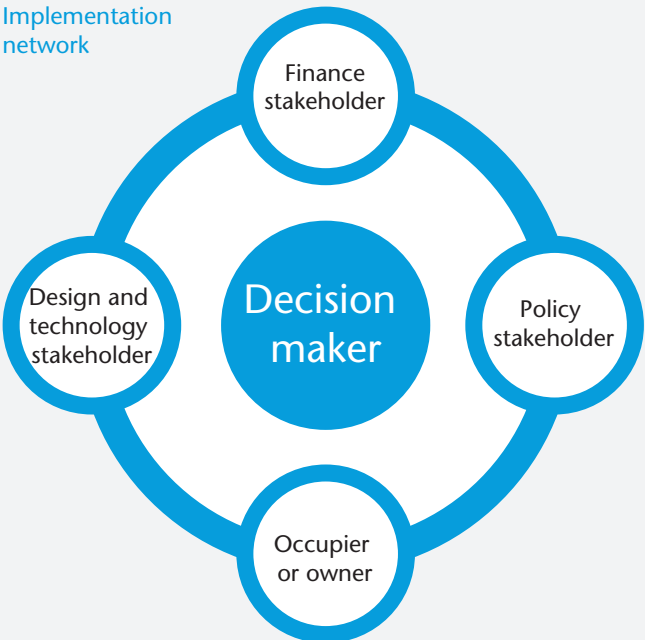
Our aim, through the visibility, success and replicability of our engagements, is to secure commitments from 1,000 decision-makers worldwide to cut energy use in their buildings progressively, by as much as 60% by 2050 – with interim targets along the way.

This demanding target was identified by EEB as essential to meet global energy security and climate change goals, especially considering the rapid growth of new buildings in developing countries and the low rate of replacement of inefficient buildings in developed regions.

## Working process

The identified decision-makers need to work with a set of stakeholders that can vary depending on the specific building portfolio. This “implementation network” will carry out a fact-finding exercise to capture examples and factual data on energy objectives, challenges, barriers, behaviors, motivations, timing and limitations. On that basis, a progressive and effective approach will be developed and implemented, providing EEB 2.0 and its members with a process for engaging on similar building portfolios and decision-makers.

### Implementation network



# Buildings represent about 40% of primary energy used and associated CO<sub>2</sub> emissions globally.

## Why you should join

### **Learn**

Through the planned decision-maker and implementation network engagements, participants will gain valuable insights that will impact future product and service offerings.

### **Share**

Experiences developed together with project participants will provide a diverse environment of learning for EEB outside of a company's core area of expertise.

### **Brand visibility**

The project will allow participants to gain valuable visibility in global and local markets in which they serve; increased brand or corporate identity with EEB 2.0 will be a key success factor.

### **Leverage**

The project will be sponsored through resources from all participants and creates leverage against a company's level of planned investment. Most importantly, a company's involvement in the engagement process will create positioning for actual building projects with large groups of committed owners and investors.

## Who should join

Participation is open to a wide range of stakeholders which include companies involved in finance, building materials and technology, real estate and design. Policy makers are also welcome, as well as any community interested in being an "implementation network".

## Current EEB 2.0 members

The following private companies have been working with key partner organizations that are critical in executing EEB 2.0's objectives including the International Energy Agency (IEA), the World Green Building Council (WGBC) and its regional network, and the Urban Land Institute (ULI).

Chair EEB 2.0



**United  
Technologies**

**AGC**



**GDF SUEZ**



**Schneider  
Electric**

**SGS**

**SKANSKA**

For more information, visit [wbcسد.org/buildings.aspx](http://wbcسد.org/buildings.aspx)  
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### About the WBCSD

The World Business Council for Sustainable Development is a CEO-led organization of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment. Together with its members, the Council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action. Leveraging its strong relationships with stakeholders as the leading advocate for business, the council helps drive debate and policy change in favor of sustainable development solutions.

The WBCSD provides a forum for its 200 member companies – who represent all business sectors, all continents and a combined revenue of more than \$7 trillion – to share best practices on sustainable development issues and to develop innovative tools that change the status quo. The Council also benefits from a network of 60 national and regional business councils and partner organizations, a majority of which are based in developing countries.

[www.wbcسد.org](http://www.wbcسد.org)

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