



Get Involved  
in Energy  
Efficiency  
Action

# EEB Amplify Energy Efficiency in Buildings 2017-2020

## Summary

Globally, buildings consume more than one third of total end-use energy and cause a fifth of total greenhouse gas emissions. To reduce energy use in buildings is a climate change imperative, but it is also a sizable business opportunity.

The Energy Efficiency in Buildings Amplify project (EEB Amplify) provides a vehicle for the private sector to engage with local governments to collaborate on ensuring that the right policies, funding mechanisms, capacity building programs, and awareness are in place to maximize market growth of energy-efficient buildings. The program does this by convening stakeholders from across the full building value chain, including local authorities, to analyze the local market barriers and chart a commonly agreed action plan to overcome barriers and unlock investments.

## The Challenge

Projected energy use in buildings in 2030 can be reduced by 50% using today's best practices and technologies, through actions that offer favorable economic returns. There are existing financially beneficial building practices and technology solutions for design, construction and operation that use less energy to heat, cool, ventilate, light and control buildings in conjunction with using better performing envelope designs and materials. Delivering energy-efficient buildings means adopting these practices and tools as well as changing user behavior.

However, there are non-technical barriers that hamper the uptake of energy-efficient building solutions in both new and existing buildings. These barriers lie in the complex relationships and interactions between market participants, as well as significantly differing local government regulations. Only increased coordination and collaboration in local building markets can lead to improved market acceptance of energy-efficient building practices.



**Increase  
your Energy  
Efficiency  
Business**

## The Business Opportunity

- The global energy efficiency in buildings market is set to boom. Investment needs to double from USD 100bn (2014) to over USD 200bn (2020) to achieve the climate goals agreed at COP21 in Paris<sup>1</sup>.
- 20 national governments signed up to the Global Alliance for Buildings and Construction, launched during the COP21 Buildings Day, committing to climate mitigation in the building sector.
- Several hundred cities have pledged to take action on climate change<sup>2</sup> – buildings are a primary area of intervention for city authorities.
- It is the relationships between businesses that often determine whether an EEB market is active or stagnant.<sup>1</sup>

The program facilitates local business-to-business and business-to-customer networks and provides a neutral setting for dialogue with committed local and national public authorities. It delivers the enabling frameworks to increase deal-flow for projects on energy efficiency.

## Why join the initiative

Companies that actively engage in this program will be first movers that share in the total estimated US \$215bn global annual EEB market investment, while demonstrating visible leadership at both the global and local levels to help its growth.

The program focuses on where business can make a difference. Business can unlock significant new opportunities by engaging in a structured, proven stakeholder engagement process in local markets which have local government support.

If your organization works in the field of buildings and energy efficiency, engaging in this process will bring you market opportunities:

- Lead a global project and engage strategically at local level as a visible change leader;
- Learn from key public and private stakeholders convened through this initiative and align your business development strategy, locally and globally;
- Network with colleagues along the entire building value chain to generate deal-flow;
- Engage in discussions with local and regional authorities on new policy and regulation, capitalizing on new opportunities and minimizing risk;
- Create the right market conditions to significantly increase investment in energy efficiency products/solutions for new build and retrofit projects;
- Access a network of leading global and local organizations, and participate in best practice sharing and awareness raising at global and local levels.

<sup>1</sup> International Energy Agency (IEA)

<sup>2</sup> Through participation in the Covenant of Mayors, Compact of Mayors, city pledges made at the Climate Summit for Local Leaders, COP 21, and participation in a multitude of additional platforms.

# The Proven Engagement Model

From 2014-2016 WBCSD has developed a structured methodology to bring together key stakeholders in the building value chain, and has tested it in 10 pilot markets: the market engagement centers around the EEB Laboratory that convenes stakeholders to jointly develop a local action plan and form the EEB platform to implement the agreed actions.

The EEB Lab: A 3-day workshop on how to create local profitable markets for ambitious but practical, market based EEB solutions (development of a local action plan).

The EEB platform: Bringing the value chain together to implement the action plan and improve the market for energy efficiency.

The primary stakeholder groups to be involved include local property developers; construction companies; investors; valuers; agents; equipment manufacturers and suppliers; engineers; architects and designers; local, regional and national authorities; universities; end-users and civil society groups.

## The Results:



## EEB Houston

1. The EEB Lab in Houston strengthened the coordination between building sector stakeholders to chart a path to reduced energy consumption by buildings in Houston by 30%.
2. Following the EEB Lab, EEB Houston helped establish a \$100m investment pipeline for a PACE (Property Assesses Clean Energy) financing platform, providing support to assist the regulatory changes necessary to implement this program.
3. EEB Houston is creating a Career Glide Path flow-chart that demonstrates a variety of EEB training opportunities for building operators, from low cost/ no cost options to full certifications; increasing the appetite for implementation of EEB solutions and the operational effectiveness of installed technologies.

Other EEB platforms have so far been created in Jaipur, Jakarta and Shanghai.

## EEB Warsaw

1. The EEB Lab in Warsaw brought together a previously fragmented group of organizations to develop a common vision for energy efficiency in the building market. It also enabled a new dialogue between the private sector and the public sector at both local and national level.
2. The EEB Platform Poland supported the release of a white paper summarizing the multiple benefits of energy efficiency in the local market. This paper distills current knowledge on the benefits of EEB for health, productivity, and the overall quality of the indoor environment. It makes global research findings relevant in a local context, supporting the business case for EEB in retrofit and new-build.
3. The EEB Lab and Platform also inspired a project to collect energy data from commercial office buildings in Warsaw for the first time ever. The analysis will enable building operators to compare their performance in a locally relevant context, improve building management and save costs. The report "Operation Costs of office Buildings" has been published in November 2016.

## Next steps

The EEB Amplify project will carry out up to 50 further local EEB Laboratories by 2020. The program is endorsed by the Sustainable Buildings & Construction Programme of the UN 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP SBC) and will be led by the WBCSD in partnership with other program partners, such as World Green Building Council, ICLEI, UNEP, etc.

The EEB engagement process is business-led and multi-stakeholder driven. Each EEB Laboratory will involve at least one company steering the effort with support from the city government, from scale partners that can help convene key stakeholders in the market and from knowledge partners that can bring in actionable information.

The local initiatives will be championed by one global company and coordinated by a local driver/ coordinator resourced through the project for the day-to-day preparation of the EEB lab, writing of an action plan and coordination of the EEB action platform. This coordinator will be based in or associated with one of the partner organizations or designated from a local organization.

In each location the EEB Amplify project is designed to be self-sustaining after two years. The coordinator steers a number of action committees that implement the action plan and identifies new local funding sources to continue the work beyond year 2.

### WBCSD Member Solicitation

The WBCSD is calling on its member companies to participate in EEB Amplify starting early 2017. All WBCSD members are being offered the opportunity to support this initiative.

They should be prepared to provide visible leadership and participation at both global and local levels:

- Engaging in a global steering group of companies convened by WBCSD under the EEB Amplify project;
- Supporting business participation in selected strategic local market.

The global Steering Committee will convene monthly by conference call or in-person meeting. Together with global program partners it will propose the local markets, review progress and oversee communication. The members of the Steering Committee will also ensure the liaison with and continued commitment of their local management and resources engaged in selected local activities.

Leadership in local markets will mean making available a local resource to support the EEB coordinator in preparing the EEB Lab, engaging key stakeholders in the process and ensuring the transition from the EEB Lab to the set-up of the EEB Platform and the implementation of the action plan.

### How to join the initiative

1. Read the EEB Handbook to understand the EEB Laboratory approach, and review results so far on [www.wbcd.org/Projects/Energy-Efficiency-in-Buildings](http://www.wbcd.org/Projects/Energy-Efficiency-in-Buildings)
2. Contact the WBCSD with any questions and ask for the project Governance document.
3. Identify the geographic market(s) where your company could lead the initiative and mobilize your local team (senior management) to lead the initiative on the ground.
4. Check with the WBCSD that the necessary local support from partners is possible to ensure momentum can be built in the pre-selected market.

For further information contact: Roland Hunziker, Director, Sustainable Buildings and Cities, Phone: +41 22 839 31 84, Email: [hunziker@wbcd.org](mailto:hunziker@wbcd.org)

WBCSD companies already engaged: Arcadis, ArcelorMittal, Dow, LafargeHolcim, Saint Gobain, Schneider Electric, Siemens, Skanska, United Technologies