WGBC overview

GBC Italia is a member of World GBC

We collaborate with the international green building community, participating as an established member of the World Green Building Council, the largest organization for the sustainability in the construction sector in the world.

Sustainable Buildings for Everyone, Everywhere.

> 36,000 members

www.worldgbc.org
GBCs strategy and activity

Sustainable Goal for the building sector

WorldGBC’s ambition for accelerating the transformation towards a sustainable built environment aligns with all 17 Global Goals. Our tiered goals show the areas that our global network will focus on to effectively enable this transition.

<table>
<thead>
<tr>
<th>Advanced Goals</th>
<th>Progressive Goals</th>
<th>Growth Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainability areas with key role for the built environment sector to act upon. Global projects run by WorldGBC, and Established national GBC action.</td>
<td>Sustainability areas substantially impacted by the built environment. Prioritised action in some GBC network areas. WorldGBC aims to progress.</td>
<td>Sustainability areas with contributory role for the built environment. WorldGBC aims to progress work in partnership with key stakeholders.</td>
</tr>
</tbody>
</table>

The “non-negotiable goals” required for just, social, sustainable development” Johan Rockström, Stockholm Resilience Centre (Source) are outlined
GBCs strategy and activity

Impact areas

- **Climate Action**
  - Total decarbonisation of the built environment

- **Health & Wellbeing**
  - A built environment that delivers healthy, equitable and resilient buildings, communities and cities.

- **Resources & Circularity**
  - A built environment that supports the regeneration of resources and natural systems, providing socio-economic benefit through a thriving circular economy
GBCs strategy and activity

WGBC strategy

Our Theory of Change

Scales of Impact

- National GBCs, achieving on the ground impact in their markets
- WorldGBC, a global advocacy voice for a sustainable built environment
- WorldGBC Regional Networks, coordinating local action
- WorldGBC partners, supporting and collaborating for enhanced impact

Network co-ordinate around Impact Areas led by global projects

- Climate Action
  - Collaborate
  - Advocate
  - Rate
  - Communicate
  - Innovate
  - Educate
  - Finance

- Health & Wellbeing
  - WorldGBC Global Network working together and in partnerships to facilitate fundamental transformation of the built environment around our Impact Areas

Fulfilling our Impact Pathways at all scales of our network

Through our Global Network Enablers

- Membership near 40,000
- 5 unique Regional Networks
- CEO Network 38 countries
- Partnerships 60+ orgs.
- WorldGBC network voice

Our North Star Goals

- Total decarbonisation of the built environment
- A built environment that delivers healthy, equitable and resilient buildings, communities and cities
- A built environment that facilitates the regeneration of resources and natural systems, whilst providing socioeconomic benefit through a circular economy
GBCs projects

Measure the impact

- Climate action
- Health & wellbeing
- Resources & circularity

Logos:
- Advancing Net Zero
- Better Places for People
- Build Upon²
- LIFE Level(s)
- Smarter Finance for Families
Health&Wellbeing - Better Place for People

Better Places for People is WorldGBC’s global project to support GBCs and their members to increase the demand and supply of green buildings which are supportive of the health, wellbeing and productivity of the people within them.
Global projects

BPFP - Report and case history
Global projects

BPFP - Planta Sensor / air quality monitoring campaign

91% of people live in places with unsafe levels of air pollution.
Learn about the air we breathe.

PLANT A SENSOR
AN AIR QUALITY MONITORING CAMPAIGN

worldgbc.org/plant-a-sensor
### BPFP – the roadmap

<table>
<thead>
<tr>
<th>Workstream</th>
<th>Description</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BPFP Framework</strong></td>
<td>Redefine high-level conceptual principles for health in the built environment, and support ongoing aligned advocacy work and development of training resources</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Air quality in the Built Environment campaign</strong></td>
<td>Air Quality in Built Environment thought leadership campaign, in partnership with Climate and Clean Air Coalition; Call to action monitoring campaign, ‘Plant a Sensor’, supplying sensors to facilitate engagement, monitoring and publicly reporting real-time air quality data</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Case Study Library</strong></td>
<td>A global library of buildings that have proven features that enhance human health and/or achieved net zero carbon in operation</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Social sustainability in built environment</strong></td>
<td>Social sustainability in built environment (human rights through life cycle, health and wellbeing of construction workers, community social impact, social equity and justice) and resilience (social, economic, environmental)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>World Green Building Week</strong></td>
<td>Campaign title to be determined, with a focus on health &amp; wellbeing</td>
<td></td>
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</tr>
</tbody>
</table>
Global projects

Climate Action - Advancing Net Zero

Advancing Net Zero
A World Green Building Council global project

100% of buildings must operate at net zero carbon

WorldGBC definition:
A net zero carbon building is highly energy efficient with all remaining energy from on-site and/or off-site renewable sources

All new buildings must operate at net zero carbon

2030

Key Principles

1. Measure and disclose carbon
Carbon is the ultimate metric to track, and buildings must achieve an annual operational net zero carbon emissions balance based on metered data

2. Reduce energy demand
Prioritise energy efficiency to ensure that buildings are performing as efficiently as possible, and not wasting energy

3. Generate balance from renewables
Supply remaining demand from renewable energy sources, preferably on-site followed by off-site, or from offsets

4. Improve verification and rigour
Over time, progress to include embodied carbon and other impact areas such as zero water and zero waste

2050

Version 1 | March 2018
Global projects

ANZ – Case Study

Case Study - Headquarter Green Life Crédit Agricole Italia

Building Details

- Building Name: Headquarter Green Life Crédit Agricole Italia
- Operation date: 01/06/2019
- Building Area: 21,500 sqm
- Building Type:

  - 1 Floor

Address:

- via Le Cantine 79 A
- Parma
- LI 41
- Italy

Performance Details

Health and Wellbeing


Green Building Council Italia
Global projects

ANZ – the roadmap

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<th>2022</th>
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<tbody>
<tr>
<td>GBC action pathways</td>
<td>Develop tools, resources and programmes to support delivery of net zero buildings</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Progress reporting via annual Status Report</td>
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<tr>
<td>Net Zero Carbon Buildings Commit</td>
<td>Active GBC Commitment recruitment teams</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Development of Whole Life Carbon pathway</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Impact reporting via annual Status Report</td>
<td></td>
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</tr>
<tr>
<td>Net Zero Certifications</td>
<td>Adopt or adapt voluntary market standards to assess and certify buildings at net zero performance ahead of enhanced regulation</td>
<td></td>
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</tr>
<tr>
<td>World Green Building Week</td>
<td>#ActOnClimate, an advocacy campaign focused on how net zero carbon buildings are instrumental in tackling the climate crisis</td>
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<td>Case Study Library</td>
<td>A global library of buildings that have achieved net zero carbon in operation, and/or features that enhance human health</td>
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<tr>
<td>National Decarbonisation Roadmaps</td>
<td>Development of roadmaps to identify actions and milestones to address emissions from operational and embodied carbon</td>
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</tr>
<tr>
<td>ANZ Academy</td>
<td>Online central resource for educational materials created by GBCs and partners to educate on the philosophy and delivery of net zero buildings</td>
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</tr>
<tr>
<td>Finance hubs</td>
<td>Deployment of interconnected hubs that bring together key stakeholders to develop innovative financing mechanisms for net zero buildings</td>
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</tbody>
</table>
ERN overview

The European Regional Network of WGBC
European Project

Green finance for the building sector - EeMAP
Green finance for the building sector - SMARTER

Cos’è una green home? ...la risposta in 12 punti!

01 / Progetto progettato a fondo terreno
02 / Emissioni di CO₂
03 / Progettazione energetica
04 / Gestione risorse idriche
05 / Progettazione per la sostenibilità
06 / Gestione rifiuti e risorse
07 / Gestione energia e risorse
08 / Progettazione per l’efficienza energetica
09 / Progettazione per la sostenibilità
10 / Progettazione energetica
11 / Progettazione per la sostenibilità
12 / Accessibilità

Processo del mutuo verde: una garanzia per tutti gli attori

Per rendere efficace la creazione di green home, è necessario implementare strategie di marketing efficaci per promuovere tale innovazione. In questo modo, è possibile raggiungere un’ampia gamma di destinatari, inclusi gli acquirenti, i proprietari e i finanziatori.

1. **Verifica qualificata**: l’acquirente deve essere qualificato come Green Home.
2. **Verifica documentale**: il progetto deve essere conformo ai requisiti di green home.
3. **Rilascio la certificazione QSG Home**: questo passaggio certifica che il progetto rispetti gli standard per green home.
4. **Assicurazione green home**: l’acquirente deve assicurare la propria green home.
5. **Rilascio l’atto di notifica**: l’attivazione del mutuo verde.
6. **Segreto mutuo verde**: il processo è completato con l’oscarizzazione della green home.
Strategically divided project actions are conceived in order to achieve the best results and develop the capacities for incorporating Level(s) into public procurement and raising awareness of Level(s).
The #BuildingLife campaign

#BuildingLife highlights the role of Europe’s buildings and construction sector in delivering on the ambition of the EU Green Deal. The aim of this multi-year campaign is to highlight the need for industry and government leaders to take action on the total environmental impact – both carbon and resource related - across the entire lifecycle of a building.

- Why national government’s are embracing a lifecycle approach
- How developers are mobilising the value chain
- Why the investor community is financing the transition to net zero
- How manufacturers are innovating to meet the challenge
GBC Italia overview

Who we are

As other GBCs, **GBC Italia is a non-profit association** with the mission of leading the entire building supply chain in **the sustainable transformation of the built environment** into a more healthy, safe, and efficient living space.

**We represent** at the national level all the subjects of the building supply chain.
GBC Italia overview

What we do

**We involve** our members and main stakeholders in activities for the sustainable transformation of the entire building supply chain.

**Certification**
- Promotes rating systems that evaluate the environmental sustainability of buildings
- Develop new rating system (i.e. GBC HB, GBC Condomini)
- 200 people formed since the beginning of 2019

**Research and development**
- Coordinates working groups and research on innovative themes in line with global transformations:
  - Circular Economy
  - LCA
  - GPP in building

**Advocacy**
- Participate in the strategic development and standardization for the sustainability of the built environment
- Activate agreements and activities with Public Bodies and Associations
  - ENEA, Regions and Municipalities
  - Consiglio Nazionale Green Economy
  - ASVIS

**Events**
- It organizes events and addressed to designer and experts, involving the main public and private institutional stakeholders
- More than 60 events attended with 200 speakers and about 4000 participants

**Communication**
- Promotes sustainability through a network of qualified contacts
- In 2018 more than 250 mentions in the specialized press

**Education**
- It organizes training courses for professionals, companies and market operators
- 200 people formed since the beginning of 2019
The Impact

The Green Building map of Milano

Milano Green City, la mappa
di una città sostenibile per tutti

Green Building Council Italia
Rome: A New Normal of the City Eterna

The Green Building Council Italia

The Green Building map of Rome

The Impact
Conclusion

GBCs a partner for the innovation of the sector

• The GBCs share with each other the different experiences which they then report back to their national communities

• Consider the GBCs as potential partners for the innovative projects you are developing or intend to develop also through the involvement in consortia of the large Horizon Europe program

• Consider the GBCs as subjects that can promote the adoption of innovations within the protocols and certifications of the sustainability of buildings
Thanks for your attention

#SustBuildingsForEE

ACTION