

How can the construction world contribute to achieving the targets set in the European Green Deal?



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Over time, the construction world has shown a certain resilience and a limited ability to innovate in the way it works. Sustainability topics are no exception, although in recent years we are witnessing an increase in awareness of this issue, albeit in a differentiated and discontinuous manner, from investors down to performers. This is progressively leading the construction sector to a reduction of resistance and a slow but steady progress towards the ecological transition, in response not only to global awareness, but first and foremost to the growing pressure from institutions.

In particular, the European Community's Green Deal has the ultimate goal of transforming the European economy towards a circular model based on three main elements: neutrality in the generation of greenhouse gases in 2050, decoupling of economic growth from the use of resources, and preservation of all people and places.

The world of construction is of key importance in this regard, as a large

part of the greenhouse gas emissions and environmental impact of our lifestyle depend on buildings. Ongoing climate change and the global crisis linked to the consumption of resources (understood as energy, water and raw materials), make it essential that the traditional resilience of the construction market gives way to an innovative approach, which introduces new elements and new knowledge day by day, making them a working tool.

The past one-dimensionality of the way of building, delegated to the sole aspect of ‘shelter’, i.e. to allow people to have spaces in which to live and work, has long since been undermined by the growing need to rationalise the use of resources in operation, which in recent years are being measured by non-negligible economic costs for everyone, but also comfort and health.

However, the acceleration of this evolution towards the rationalisation of operating resources has highlighted the need to act not only during the period of use of buildings, but also on their construction. In fact, buildings are nothing more than a sort of ‘bank’, inside which materials are stored for a limited time corresponding to the useful life of the buildings themselves, which however have non-negligible environmental impacts due to the extraction of raw materials, their processing and transport. Whereas until a few years ago the only initiatives that could be completed in this sense were of a generic nature, thanks to the new tools available it is now possible to objectively assess the overall impacts of buildings, using LCA (Life Cycle Assessment) analysis methods.

With this in mind, all players in the building supply chain, from designers

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to builders, from suppliers of raw materials to manufacturers of building systems, can be key players in the ecological transition of the construction sector and have a fundamental role to play in pursuing the objectives of

the Green Deal.

Tecnostrutture effectively demonstrates that it is among the pioneering companies in this sense, also through the publication of its first sustainability report, characterising its continuous commitment to improvement and uniquely positioning its company values and products within the market. An achievement that is the result of many years of continuous development and applied experience in the field.