



*Think Concrete, Go Precast*

Sustainable Construction

Circular Economy

Corporate Social Responsibility

## Greenwashing or added value?

Alessio Rimoldi – *Secretary General*  
Zsuzsa Amina Koubaa – *Public Affairs Manager*



## 2 Questions

1. What are these trends and where do they come from?
2. How am I rewarded as precast concrete manufacturer for adopting a different approach to the business?





The green shift

Construction

Precast Concrete



# The green shift

## Construction

## Precast Concrete



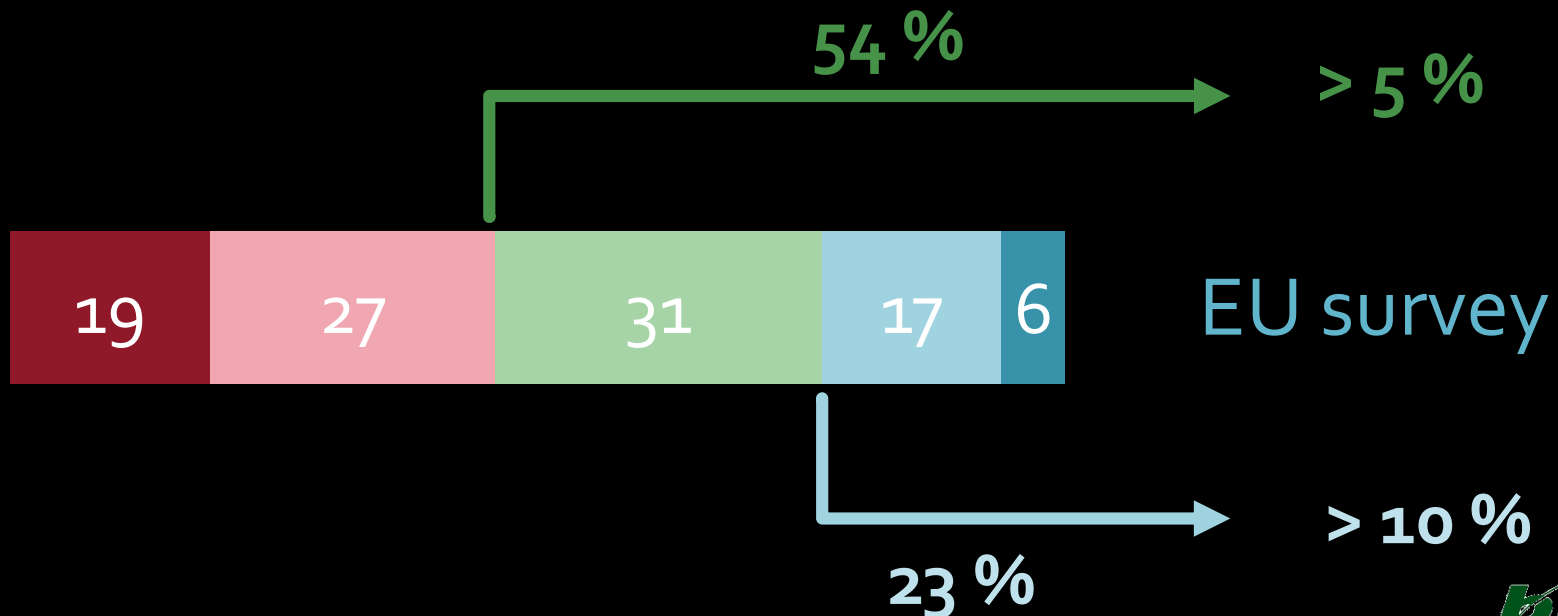
# Buy green



...only 15 years ago

# SAME PRICE

... today

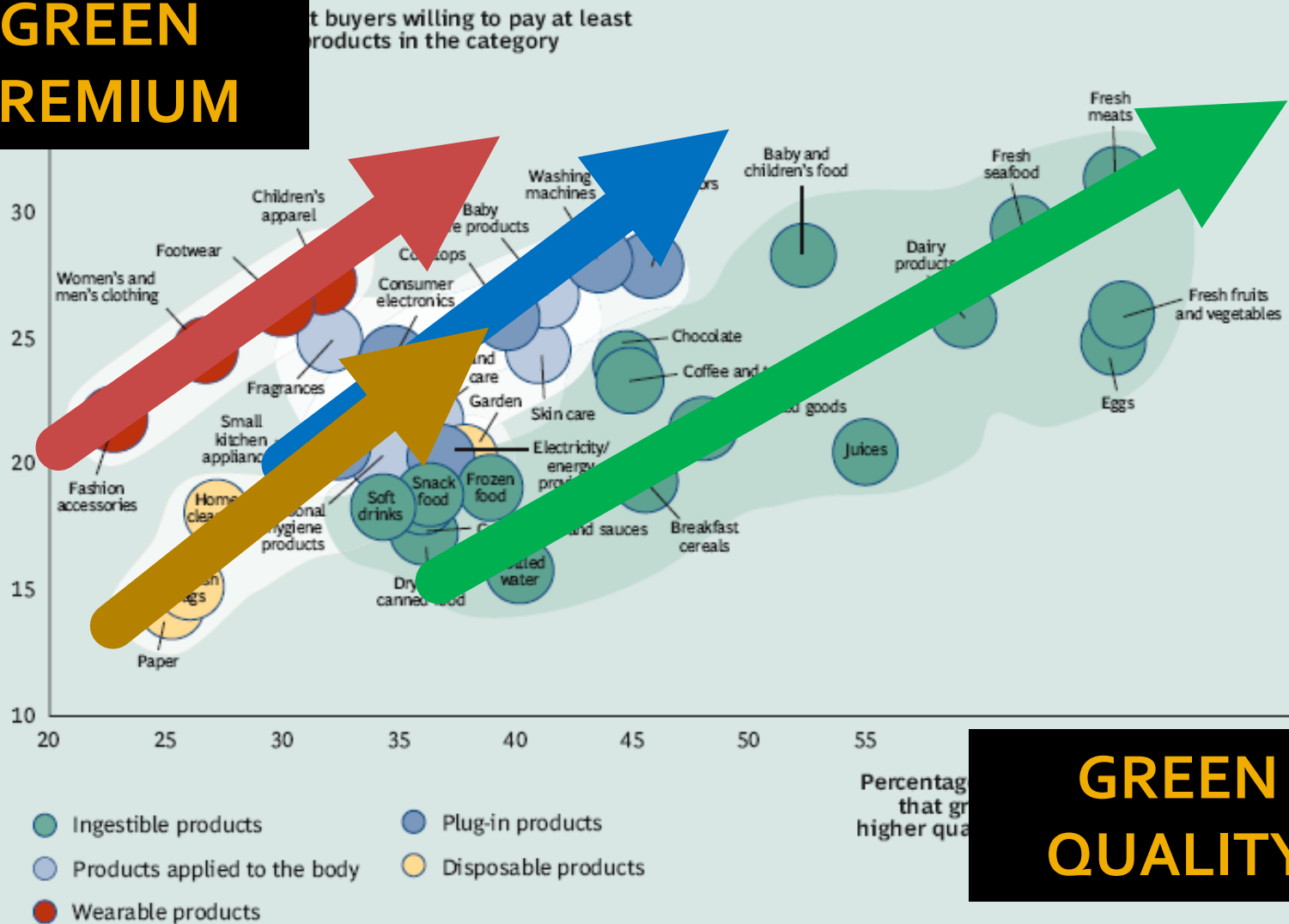




# BCG report

**Exhibit 9. Consumers' Willingness to Pay a Green Premium Depends on a Product's Category and Perceived Benefits**

**GREEN  
PREMIUM**





# BCG report



## TOP 3 Green Products

Can be recycled or reused

Generate less pollution in their production or use

Are made of recycled materials



# BCG report



## TOP 3 Company Behaviour

Be clear about product risk and safety

Provide information on environmental impact

Have high ethical standards



# Innovation and value

|          |   |  |
|----------|---|--|
| Increase | <b>REVENUES</b> <ul style="list-style-type: none"><li>• <b>Product Innovation</b></li><li>• Increase market share</li><li>• Higher prices</li></ul> | <b>INTANGIBLES</b> <ul style="list-style-type: none"><li>• Product differentiation</li><li>• <b>Customer loyalty</b></li><li>• Talent attraction/retention</li></ul> |
|          | <b>COSTS</b> <ul style="list-style-type: none"><li>• Eco-efficiency</li><li>• Asset efficiency</li><li>• <b>Insurance costs</b></li></ul>           | <b>RISKS</b> <ul style="list-style-type: none"><li>• Supply chain</li><li>• <b>Lower volatility</b></li><li>• Business continuity/resilience</li></ul>               |
| Decrease | <b>More certain</b>   | <b>Less certain</b>  |



# Innovation and value

## Planning

- Factor sustainability into strategy
- Make the rules!



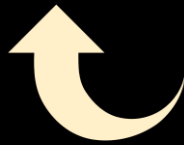
## Process

- Go green across the value chain
- Target early wins
- Embed green goals



## Promotion

- Direct green efforts from the top
- Get buy-in from stakeholders
- Be consistent and credible



## Products

- Consumer to understand green product is superior
- Get the right price





# The green shift

## Construction

## Precast Concrete



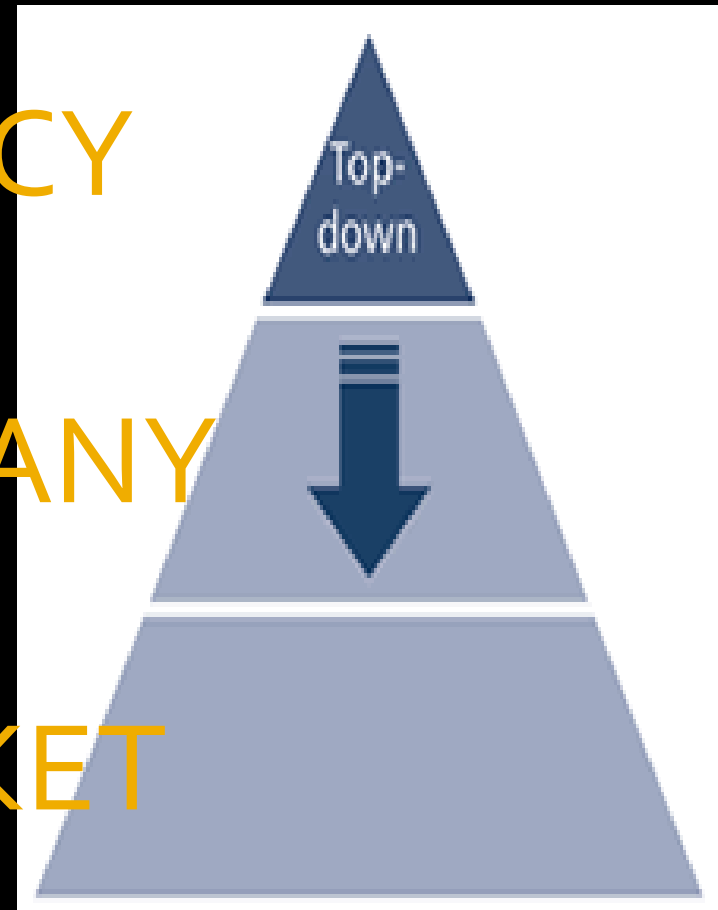
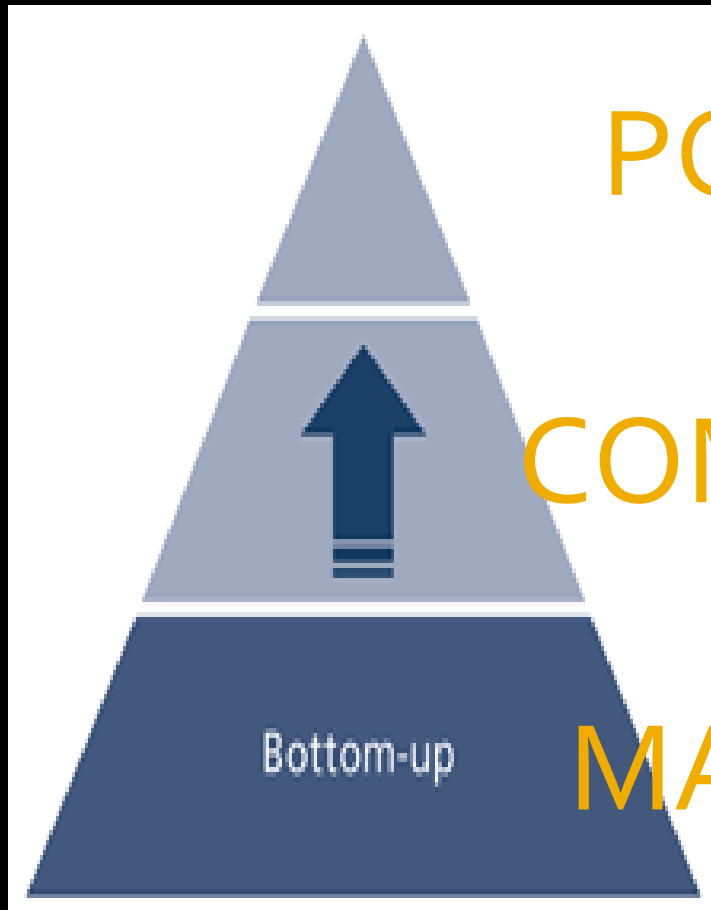
# Price

# = f (quality)





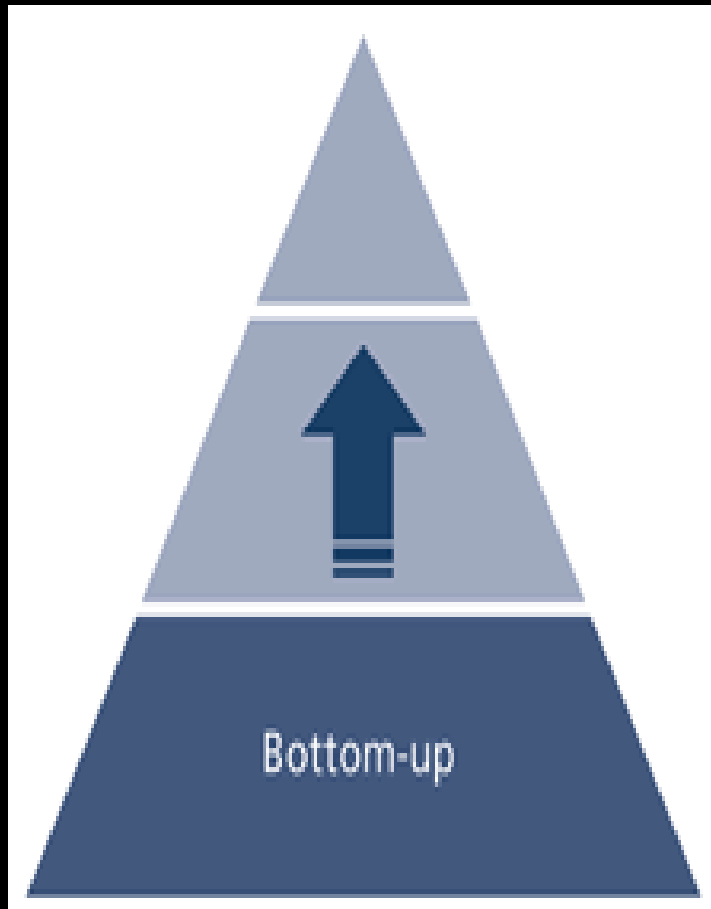
# Origin



POLICY  
COMPANY  
MARKET



# Bottom-up



VALUE CHAIN



FINAL CUSTOMER

$\text{Price} = f(\text{quality} + \dots)$   
+ INFO

$\text{Price} = f(\text{quality})$   
MARKET



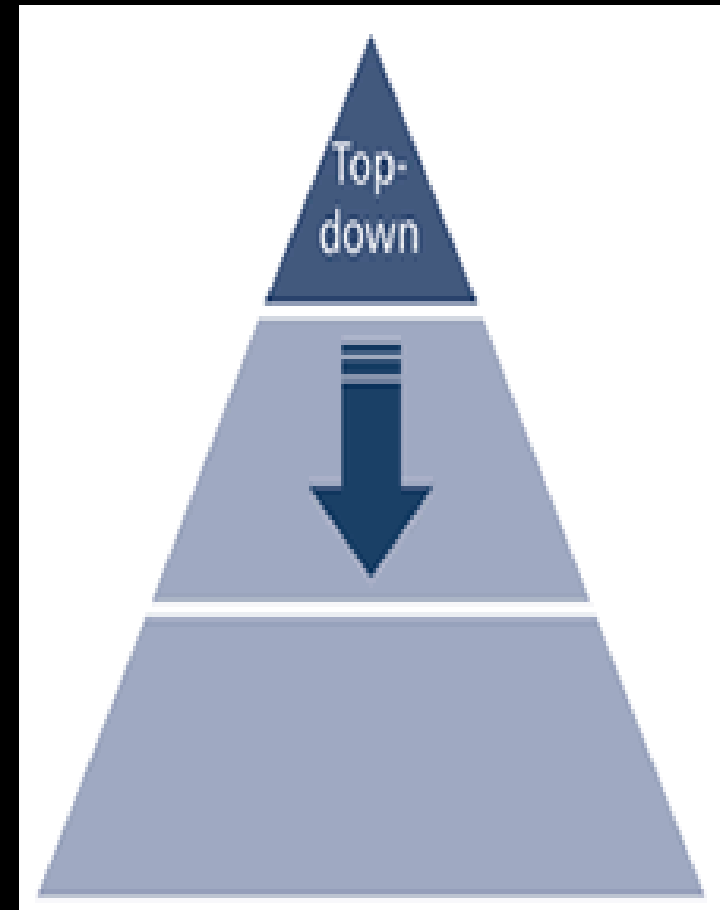
# Top-down

## Pre-requisites

- Legislation
- Public tenders

## INFO availability

- Rules
- Labelling







## Technical Requirements

**1991**

1. Mechanical resistance and stability
2. Safety in case of fire
3. Hygiene, health and environment
4. Safety and accessibility in use
5. Protection against noise
6. Energy economy and heat retention

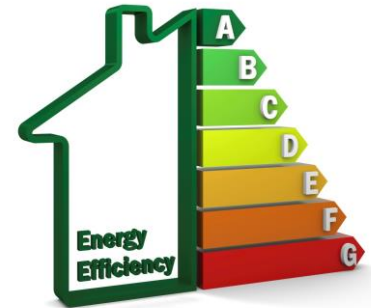
**2012**

7. Sustainable use of natural resources



# Price

# =f (quality) +









# 1. Sustainable construction

Less energy in construction and in use

Use of fewer virgin materials



Less pollution and less waste

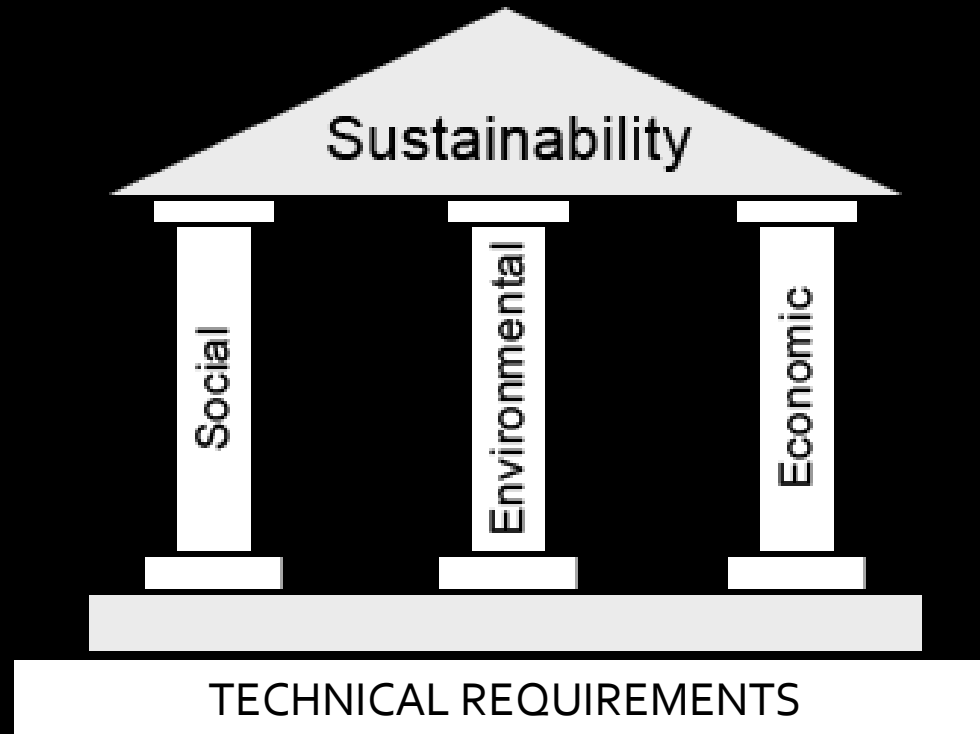
Integrated into sustainable communities

Providing safe places and work with acceptable social conditions

'Whole life' approach to design, construction and life use



# 1. Sustainable construction



PEOPLE

PLANET

PROFIT



## 2. Circular Economy



TAKE  
MAKE  
CONSUME  
DISPOSE

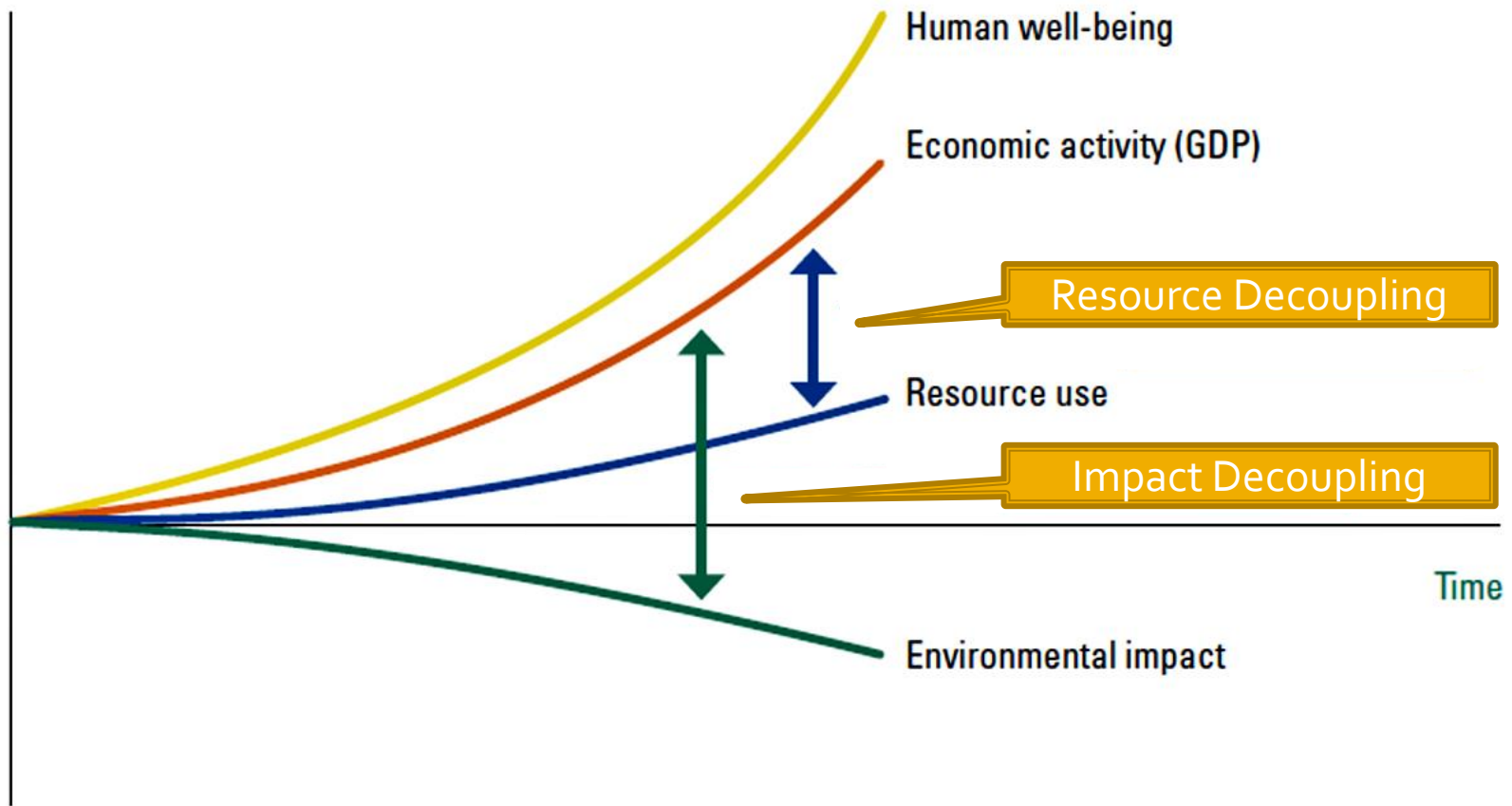
WASTE  
↓  
RESOURCE





# 2. Circular Economy

Figure 1. Two aspects of 'decoupling'



from: Decoupling Natural Resource Use and Environmental Impacts from Economic Growth  
2011 UNEP International Resource Panel Report



# 2. Circular Economy

MINIMIZATION AND  
PREVENTION



# 3. Corporate Social Responsibility

Employees

Local  
communities



Customers

Government



# 3. Corporate Social Responsibility

Access to resources

Access to capital

Cost savings

Customer relationships

Innovation capacity

Human resources

Workers health and safety





# The green shift

# Construction

# Precast Concrete



# CONCRETE





Respond to  
societal  
challenges



Comfortable



Social



Safe and resilient



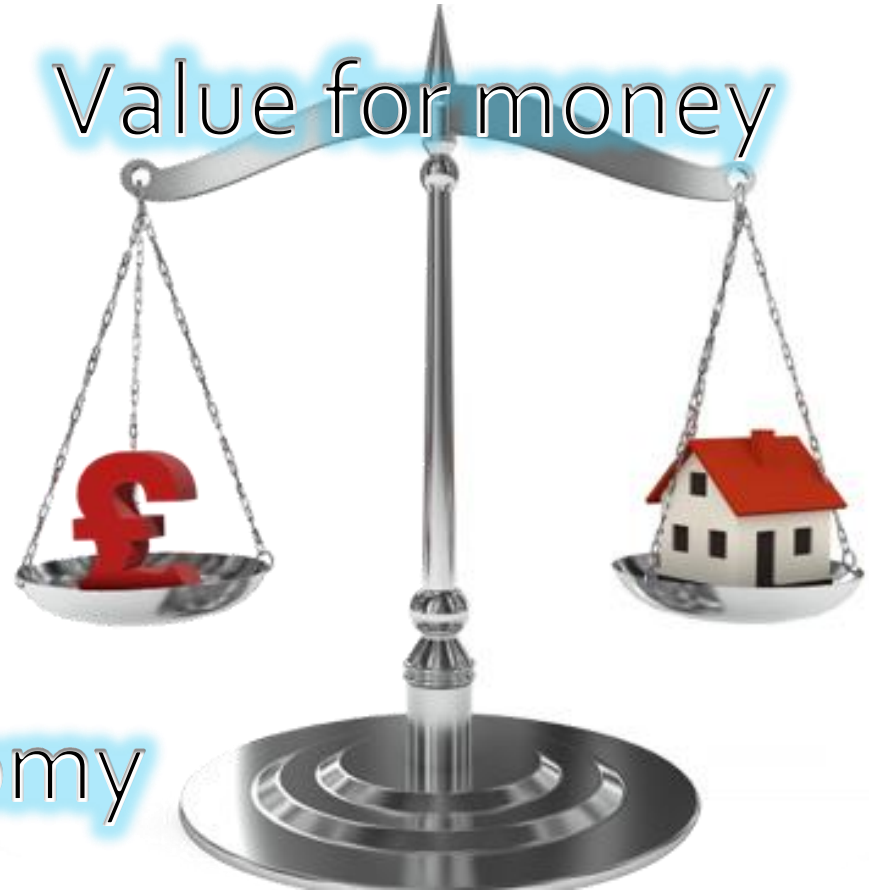


Growth



Economy

Value for money



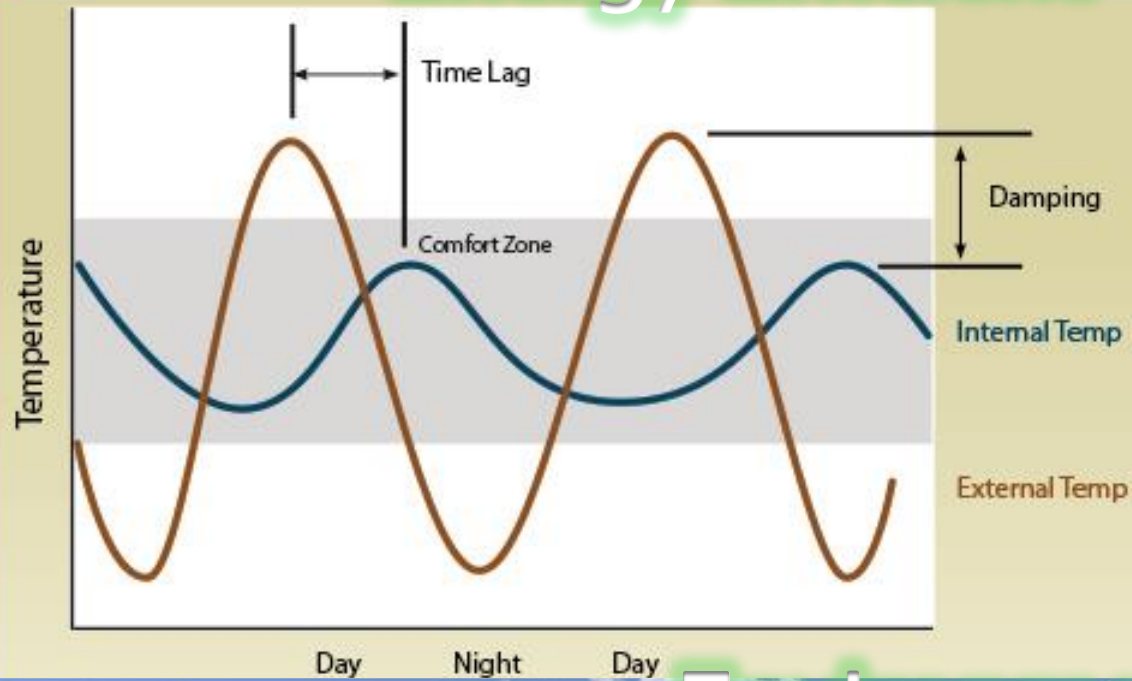
Local





Thermal Mass

Energy Efficient



Responsibly  
sourced

Environment



Climate resilient



# Circular Economy

## MINIMIZATION AND PREVENTION



**New Concretes**

**Easy maintenance  
and repair**



# Circular Economy

**REUSE**



**PRODUCT  
REUSE**



**STRUCTURE  
REUSE**



# Circular Economy



**GEOTECHNICAL  
WORKS**

**RECYCLING**

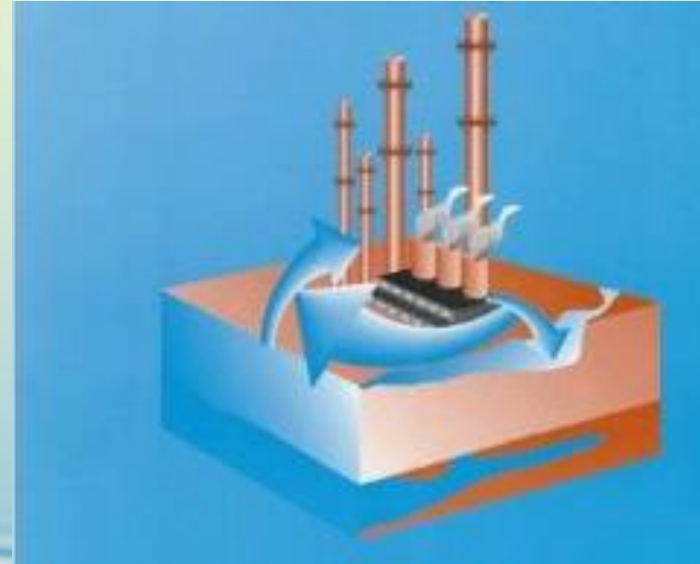


**RECYCLED  
AGGREGATES**





# Water



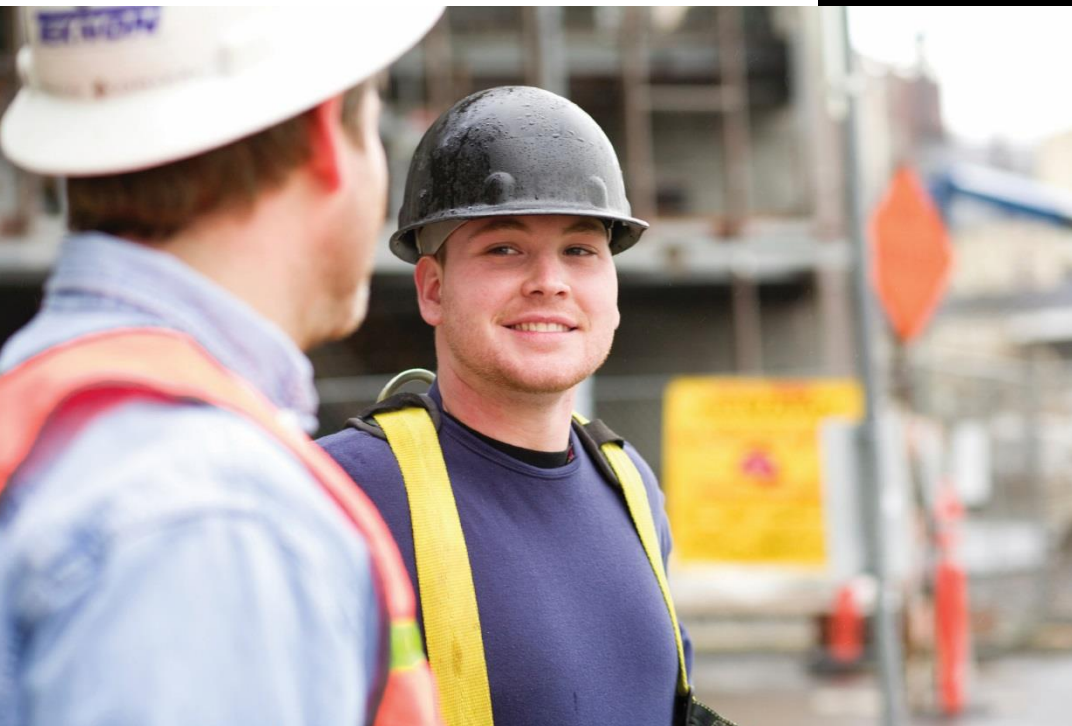


# CSR



Reduce  
unproductivity

Increase mood



Attract & retain  
motivated  
workers



# CSR

## Composition of Concrete



**Water**



**Aggregates**



**Supplementary  
cementitious  
materials**



**Cement**



**Chemical  
Admixture**





# Precast Concrete ?

Catch new  
trends

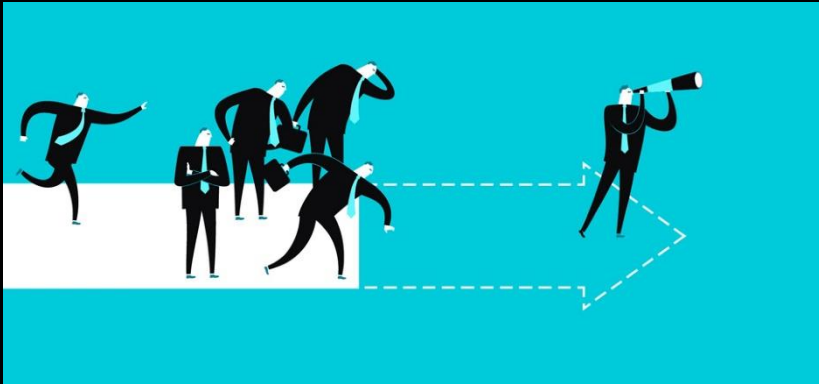
Compete on  
different bases

Take a  
decision!





# Leader



“Less Certain”

Competitive  
advantage

## INTANGIBLES

- Product differentiation
- Customer loyalty
- Talent attraction/retention

## RISKS

- Supply chain
- Lower volatility
- Business continuity/resilience

Less certain





# Follower



**“More Certain”**

**Less risky**

## REVENUES

- Product Innovation
- Increase market share
- Higher prices

## COSTS

- Eco-efficiency
- Asset efficiency
- Insurance costs

**More certain**



# Business as usual



**Concentrate  
“innovation” on  
other aspects**

**Keep your eyes  
wide open**



# Conclusion

None of the mentioned strategies is better than the other

Geographical market

Client sensibility

Management style

Product range

Available technologies

**Stay**  
Informed

**Get**  
Involved





The green shift

Construction

Precast Concrete



# BIBM

Work for the development of  
a stable  
and business friendly legislative environment

that allows the precast concrete business to  
profitably develop in Europe



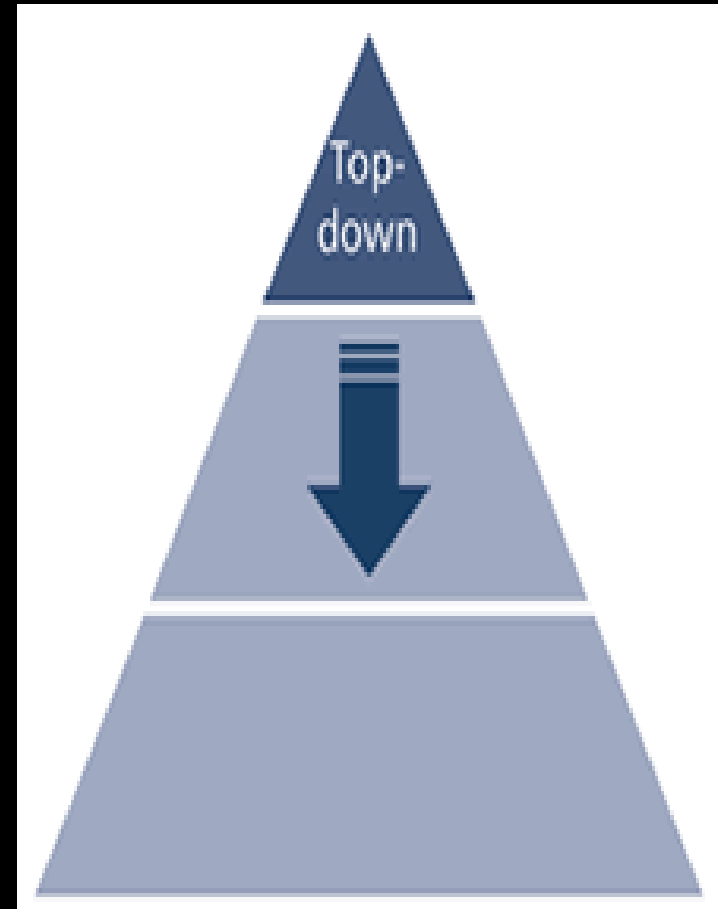
# Top-down

Influence at



- Legislation
- Public tenders
- Rules
- Labelling

From burden to  
development support





The Federation of the European  
Precast Concrete Industry

# Thank You!



*Think Concrete, Go Precast*

Alessio Rimoldi – *Secretary General*  
Zsuzsa Amina Koubaa – *Public Affairs Manager*



Contact

E-mail

[ar@bibm.eu](mailto:ar@bibm.eu)

Website

[www.bibm.eu](http://www.bibm.eu)

Twitter

@EuropeanPrecast

