Sustainability Overview

ARGE Conference
Budapest, 5 September 2013
Paul Browne
61st ARGE ANNUAL CONFERENCE

Agenda:
- Background
- What we agreed last year
- What we have achieved this year
- Opportunities for ARGE members
- Next steps....
The Role of ARGE

Ultimately ARGE must:

“Add value to our members’ businesses and help to provide commercial advantage”

To deliver this we need a clear and powerful agenda.....
The question “if” sustainability will affect our members now becomes “when”
So What Has Changed?

CONSTRUCTION PRODUCTS REGULATION (305/2011/EU)

ANNEX 1 BASIC REQUIREMENTS FOR CONSTRUCTION WORKS

(7) Sustainable use of natural resources

The construction works must be designed, built and demolished in such a way that the use of natural resources is sustainable and in particular ensure the following:

(a) Reuse or recyclability of the construction works, their materials and parts after demolition;

(b) Durability of the construction works;

(c) Use of environmentally compatible raw and secondary materials in the construction works

“For the assessment of the sustainable use of resources.....Environmental Product Declarations should be used when available”

The CPR came fully into force July 2013.....
What Drives Our Agenda?

There are some things that we know:

- "Sustainability" is growing in importance and is on the EU agenda
- CEN Technical Committee CEN/TC350 has developed standards for the assessment of product sustainability performance
- EU member states will have to use these standards in any regulation on sustainability
- The CPR mentions and recommends EPD’s to assess product environmental impact
- There are no common European-wide EPD’s
What Drives Our Agenda?

**EPD’s could become mandatory:**

- The Commission is considering creating a Mandate to establish the *environmental footprint* of a building

- A member state may regulate *environmental assessment* and request a Mandate

- The Commission, once requested, has to provide a Mandate which will *apply across the EU*

- Some states already *require EPD’s*, eg Germany for central government contracts, Netherlands

....which will accelerate the need for EPD’s
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What We Agreed At the Last Conference

The ARGE Executive Board will:

1. Establish an agreed ARGE agenda for sustainability
2. Put in place a strategy to deliver that agenda
3. Put in place resources and a structure to drive that strategy
4. Be in a position to report on progress at the next conference...
Specifically for EPD we agreed that we will:

1. Support the creation of common EPD across Europe

2. Support the creation and access to low cost EPD for ARGE country associations and their members

3. Lobby European govt organisations, construction and client/end users re. the adoption of common (ARGE) European wide EPD

4. Establish how we can get involved with CEN/TC350 to understand their agenda and how sustainability measurement might be applied within product standards
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How

Direction and enabling support from Executive

Secretariat support

Briefing to ARGE membership

Input

ARGE sustainability agenda

Output

Competitive advantage for members

Delivery of ARGE strategy

Co-ordinated & effective effort
What Did We Achieve?

We made good progress:

- We understand the European legislative and standards frameworks better
- We understand the role of EPD and their potential to add value
- We canvassed our membership regarding our agenda
- We agreed to create EPD covering 8 key product categories
- We have received 3 EPD delivery proposals from capable providers
- We are well positioned to create our EPD delivery roadmap
- We have communicated our agenda and developments to ARGE members....
Communicating Our Agenda To Members

Firstly we created a professional website.....

Site improvements:

- Homepage LinkedIn link
- Conference copy and link
- Downloadable sustainability guide copy and link
- New Sustainability section, overview, sustainability guide & sustainability terminology
- Events – information on Budapest event
- News Section – 8 new posts
We launched a multi-channel campaign to members:

- ARGE members and their association members via emailers and trade association publications
- Social media via LinkedIn
- Branded media via website and forum
- Trade press – Locksmith, Architect, Construction, AI, Specifier and public sector in UK and European titles where appropriate
The European Federation of Associations of Lock and Builders Hardware Manufacturers

Communicating Our Agenda To Members

We are running an e-mailer campaign:

- Sustainability agenda
- Engage with ARGE
- Conference registration
- Sustainability guide
- Updated DoPs
- Linked In
- EPD proposals

Results so far... 27% open rate and 16% unique click through
Communicating Our Agenda To Members

We are issuing press releases:

**ARGE SUSTAINABLE CONFERENCE AGENDA**

The European Federation of Associations of Lock and Builders Hardware Manufacturers (ARGE) announced the agenda for the annual conference, a 17th Annual Conference 2013, to be held in London on 2nd and 3rd September 2013. The conference will focus on sustainable development principles, particularly in the context of environmental policies and regulations. The agenda includes keynotes, presentations, and networking opportunities for members to discuss and exchange ideas on sustainable practices in the building industry. The conference will feature a mix of plenary sessions and interactive workshops, aiming to provide valuable insights and practical solutions for sustainable development in the building sector.
Communicating Our Agenda To Members

We are running a LinkedIn campaign:

- ARGE company page created
- Conference and sustainability guide posted as products
- 5 news updates
- 42 page views in last 7 days
- 9 followers, 37% of which hold senior positions
- ARGE sustainability guide received

![LinkedIn Campaign Screenshot]
Communicating Our Agenda To Members

We produced a Sustainability Guide:

- Creation of 10 page Sustainability Guide
- Available via our website or LinkedIn
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What Are Our Opportunities?

Some of our opportunities:

- Enable our members to be amongst the first hardware manufacturers to offer EPD

- ARGE EPD & PCR’s will be EN 15804 compliant
- ARGE EPD will be verified by a programme holder who is a member of the ECO Platform

- ARGE EPD cover key product categories

- Promote sustainability assessment with country Governments

- Promote sustainability assessment with end users and specifiers

- Proactively promote the use of EPD within product standards

.....how do we realise them?

Acceptance across Europe
We could create a self financing model:

**Stakeholder**
- Loc cost EPD
- Licence fee

**Responsibility**
- Generic EPD delivery
- Manage EPD programme
- Develop EPD range
- Promote sustainability agenda
- Lobby EC
- Drive stds agenda
- Manage sub licence
- Develop EPD range
- Drive local sustainability agenda
- Promote to end users, construction, government
- Supply EPD
- Feed back market needs

**Market Development**
- Promote to end users, construction, government

Associations become more relevant to both the market and members
How Do We Sustain Those Opportunities?

Our model could become self generating:

- **Associations become more relevant to both the market and members**

  ![Diagram](image)

- **Members**

- **Financial Benefit for each Participant**

- **Cash back by license fees**

- **ARGE**
  - EC
  - CEN Standards
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What Are Our Next Steps?

**Next steps:**

- Confirm that we are going in the right direction for our members - Conference
- Review the EPD delivery proposals - September
- Select EPD provider and programme holder - October
- Agree financial model - November
- Set up EPD delivery project team - December
- Draw up EPD delivery project plan - January