

# **ARGE CONFERENCE 2017 SALZBURG**



## **ARGE EPD ROLL-OUT – STATUS AND TASKS AHEAD**

### **HOW THE DHF IS PROMOTING EPD IN THE UK**

**Paul Browne**  
Chief Technology Officer & Business Development Director  
ASSA ABLOY UK

## Just some thoughts ...

- World population today
- Births this year
- Projected population in 2100
- Days to end of oil
- Days to end of natural gas

7.5bn

100m

11.2bn

16,700

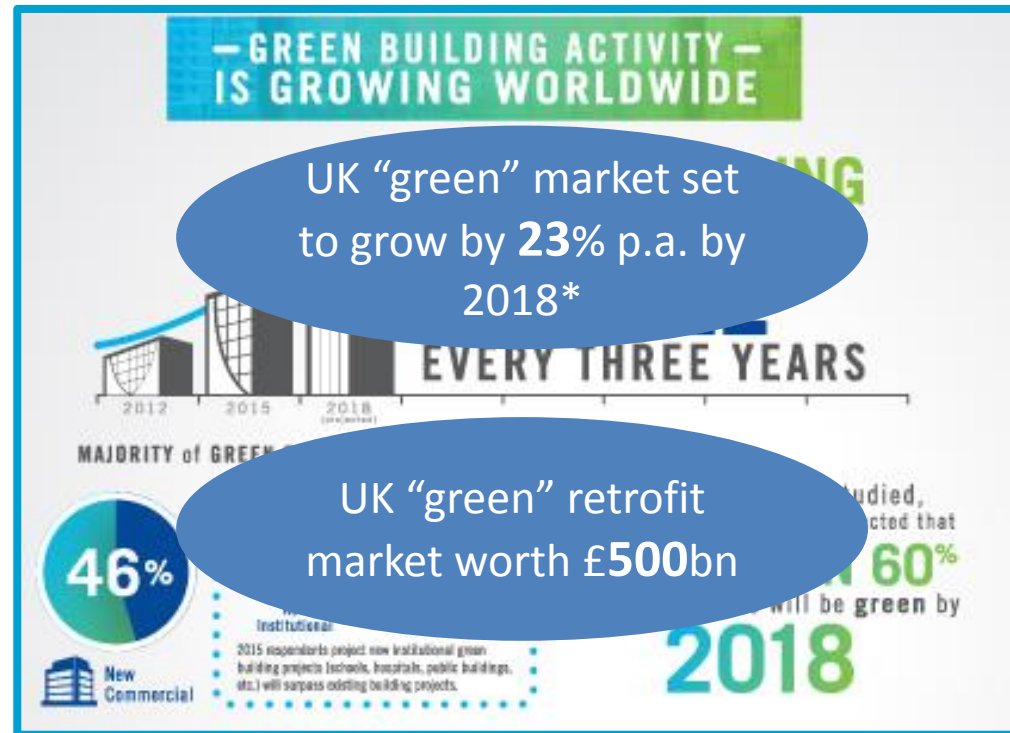
58,700

**Something has to change ...**

## ...and change is beginning

### Drivers for “green” certification

- Reduce risk
- Increase value
- Lower operating costs
- Positive impacts for health, wellbeing and productivity



Govt “Construction 2015” report

## UK launch of EPD ...

- Roll out of EPD started in June 2017
- To date, 13 companies have signed up for the programme
- 100 EPD requested so far
- Marketing campaign fund built up
- Other DHF members can join the scheme (higher fee)
- 2 further members considering joining

**100 EPD in  
progress**

# UK participating members....

ACCESS2



ERA HOME SECURITY



SECUREFAST



COOKE BROS



EXIDOR



HENRY SQUIRE



ALPRO



ASSA ABLOY UK

ASSA ABLOY

SAMUEL HEATH



ASSA ABLOY

ALLEGION

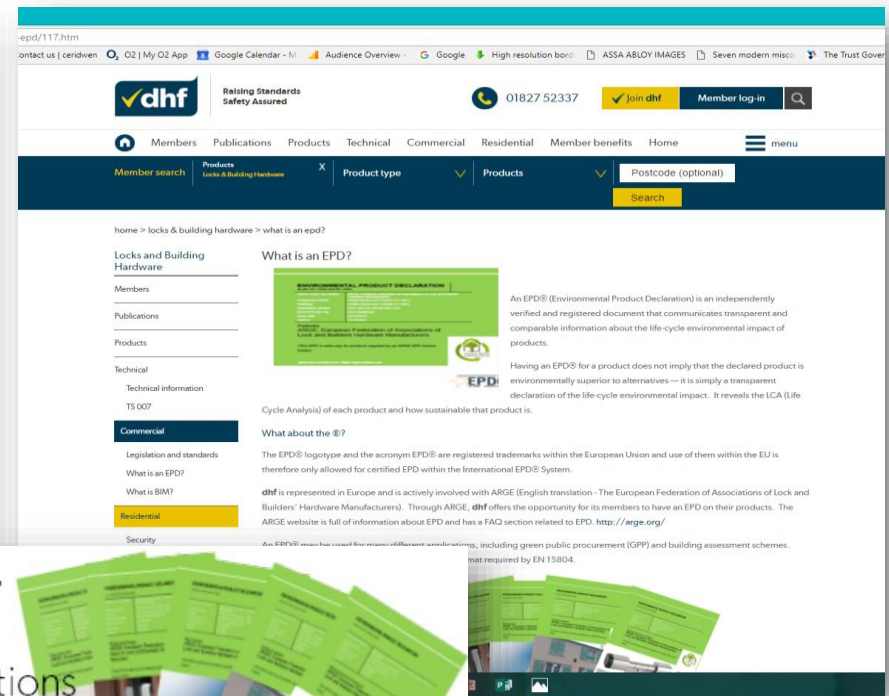
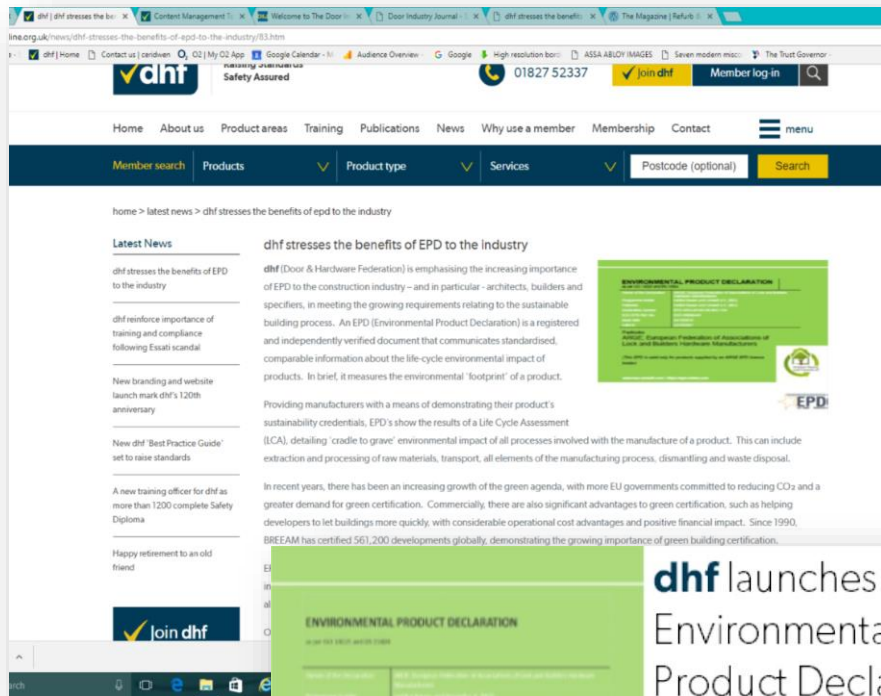


ASSA ABLOY



ASSA ABLOY

# EPD feature strongly in the new DHF website....



**dhf launches 14**  
**Environmental**  
**Product Declarations**  
**(EPD) for its Locks &**  
**Building Hardware**  
**Group**

## Promoting EPD to members....

- EPD discussed in Building Hardware Group meetings
- Presentations to members from leading organisations
- Members educated and informed on growing sustainability agenda and the role of EPD
- Launch programme included individual briefings for members
- FAQ document to help members understand the role of EPD

**IMPORTANT TO GET “BUY IN” FROM KEY MANUFACTURERS**

# Promoting to key industry stakeholders....



- Guild of Architectural Ironmongers - GAI
- Master Locksmiths Association - MLA
- National House Building Council - NHBC
- Build UK
- Secured by Design – SbD
- Glass & Glazing Federation – GGF
- Construction Products Association - CPA





# Press release #1....

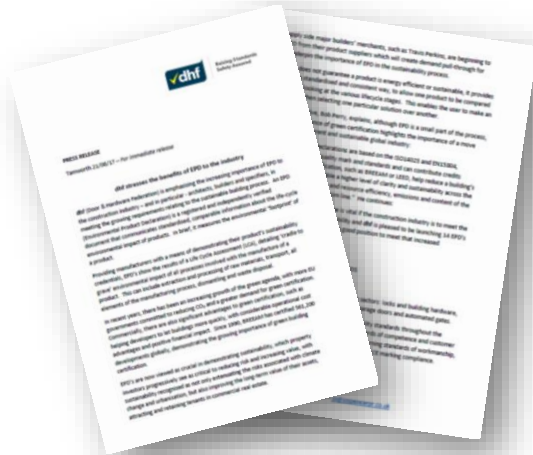


Targeting architects, specifiers, builders, developers, public sector, door & window OEM's, house build



Editorial coverage in Housebuilder & Developer, Refurb & Developer, the Architects Datafile, Fenestra Build, Door Industry Journal

## Press release #1....



- Highlighted explanation of EPD, increasing importance in construction industry, growth of the green agenda
- Emphasis on importance of EPD contributing towards BREEAM (Building Research Establishment Environmental Assessment Method) certification

- Launched in 1990
- Used in 70 countries
- 80% European market share
- 562,000 BREEAM certified developments
- 2.3m BREEAM certified buildings

## Press release #2 & 3...

Targeting architects, specifiers, builders, developers, public sector, door & window OEM's, house build, Trade and merchants channels

### Second press release

- To be issued September 2017
- Emphasise growing importance of EPD
- How dhf is helping members with the launch of 14 generic EPD

### Third release onwards

- Articles written specifically for targeted audiences

