

Energy Efficiency in Buildings (EEB2.0)

Triggering change for Energy Efficiency in Buildings

Project update, April 2013

The EEB 2.0 project was launched in January 2013. It aims at triggering motivation for wide-scale market transformation, building on the successful first WBCSD Energy Efficiency in Buildings project.

EEB 2.0 will work with owners and managers of large building portfolios across different market segments to analyze the decision-making process for implementation of energy efficiency measures, to identify the key barriers and develop recommendations and action plans on how to overcome them.

The project's objective is to unlock financially viable energy efficiency investments that today are not being realized mostly because of non-technical (i.e. financial, regulatory, organizational) barriers. The ambition is to secure commitments from a wide range of market actors to pursue ambitious energy efficiency targets in the building stock they control.

WBCSD EEB's "Transforming the Market" stated that energy use in buildings could be cut by 40% with a discounted investment payback period of 5 years or less, and up to 52% with paybacks between 5-10 years.

EEB 2.0 will leverage the more than 100 signatories of the EEB Manifesto and on the experience and member base of the WBCSD Regional Networks as well as expertise and skills of established external institutions with whom WBCSD established partnerships, such as the International Energy Agency (IEA), Urban Land Institute (ULI), and World Green Building Council (WGBC).

The project is co-chaired by Lafarge and UTC, and is bringing together leading WBCSD members that are active in the buildings value chain. AGC, GDF Suez, Infosys, and Siemens have already committed, and membership is currently still open for up to 9 more companies. Companies interested in joining have an opportunity to learn about the project status and objectives during the Montreux meetings.

Latest developments

- Since March 2013, the EEB Manifesto is now open for signature to any organization (incl. cities or regional policy-makers)
- Preparations are under way for a series of local engagements which aim to document the full market spectrum of value created by investments in energy efficiency in buildings and to validate the project strategy, the first one facilitated by Infosys in India and the other one through the ULI District of San Francisco, one of the most sophisticated energy efficiency markets in the world.

Facts

- Buildings consume ca. one third of all energy used in the world and are hence the source of ca. one third of global CO₂ emissions.
- Estimates put the profitable investment potential for energy efficiency in buildings measures at 2.7 trillion USD globally.

For further information, view the [project presentation \(here\)](#) or contact Roland Hunziker, hunziker@wbcspd.org, +41 22 839 3184.