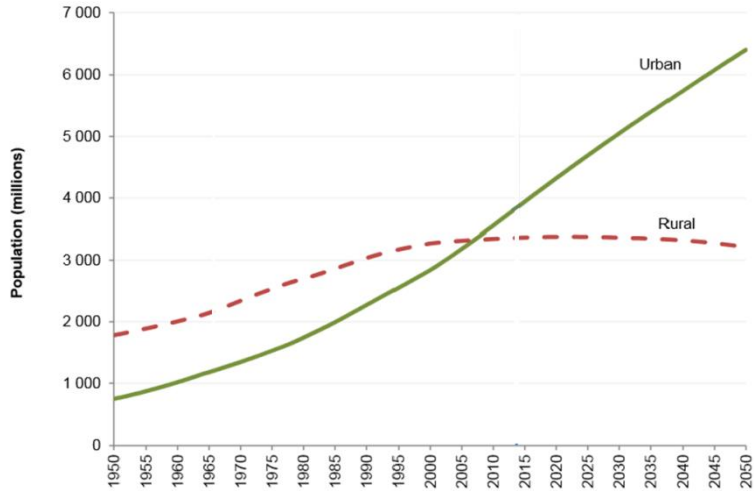


BUILDING AND CONSTRUCTION IS HEAVILY RESOURCE INTENSE

The world's urban and rural populations, 1950-2050



33%
OF ENERGY
CONSUMPTION

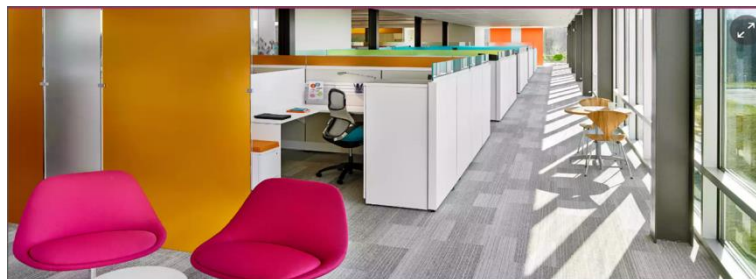
30%
OF GREENHOUSE
GAS EMISSIONS

40%
OF RAW MATERIAL
CONSUMPTION

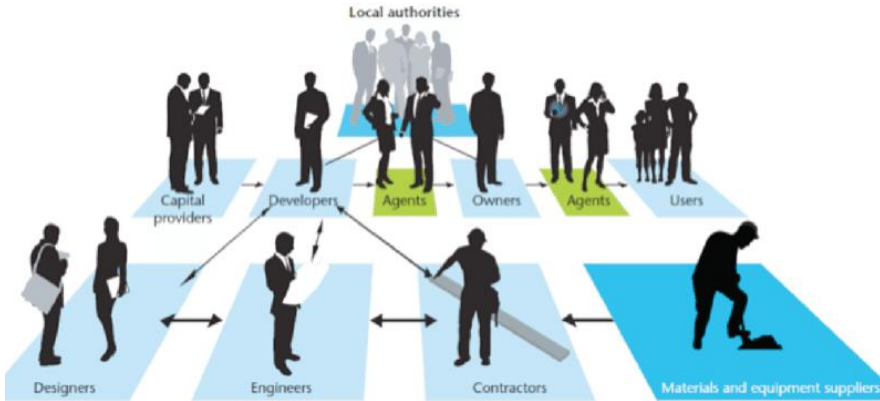
40%
OF SOLID WASTE
STREAMS



HUGE VARIETY OF BUILDINGS

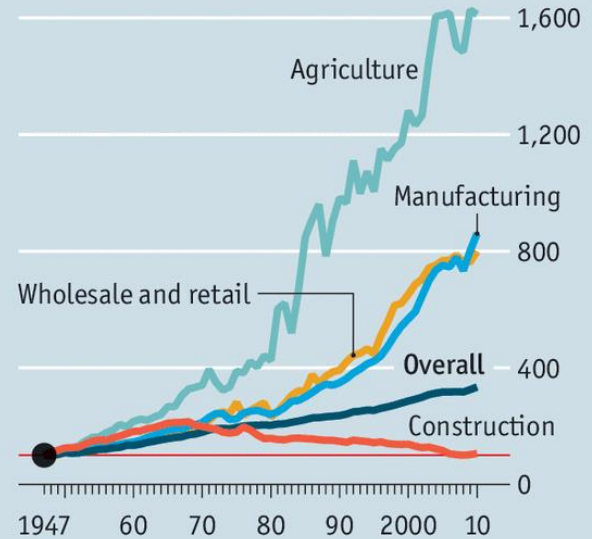


A VERY FRAGMENTED VALUE CHAIN



Unlearning by doing

United States, gross value-added*
Per hour worked, 1947=100



Source: McKinsey Global Institute *At constant prices

Economist.com

HOW TO REDUCE MATERIAL INTENSITY IN THE BUILDING INDUSTRY ?

- Emmanuel NORMANT – SAINT-GOBAIN (France)
- Francisco RUIZ – KEEY AEROGEL (Switzerland)
- Enrico BORGARELLO – HEIDELBERG CEMENT (Germany)
- Mark SARKISIAN – SKIDMORE, OWINGS AND MERRILL LLP (USA)

- **Egil HOGNA – HYDRO EXTRUDED SOLUTIONS (Norway)**