

## Circularity and Sustainability of Products and Buildings: Portugal and the Habitat Cluster contribution

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Sustainable Habitat Cluster (Portugal)

***Workshop 3: “Construction product information – the basis for circularity and sustainability of buildings”***

***CPR conference - 18.11.2020***

## The Cluster? ...

**Sustainable Habitat Cluster** formally recognized since 2009 as a **Competitiveness Cluster in Portugal**;

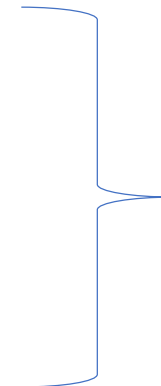
Member of ECCP has achieved **EU Gold Label** in 2015 and 2018;



**VISION: "Sustainability as the driving force for Innovation and Competitiveness"**

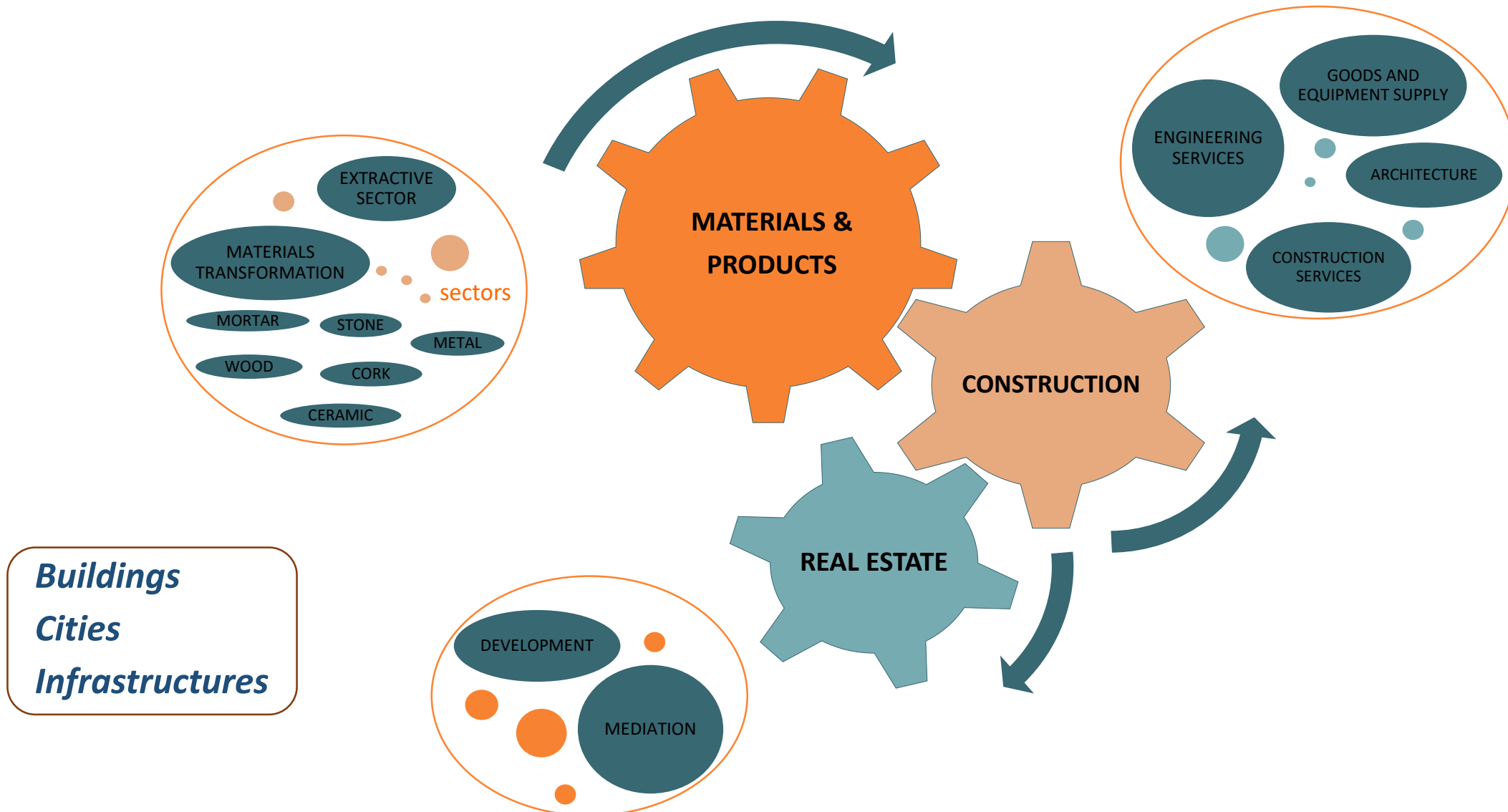
### OBJECTIVES:

- Promote Innovation and Competitiveness
- Create business opportunities
- Mobilize cooperation in internationalization
- Develop skills and competences within the Cluster
- Foster new areas of business and entrepreneurship



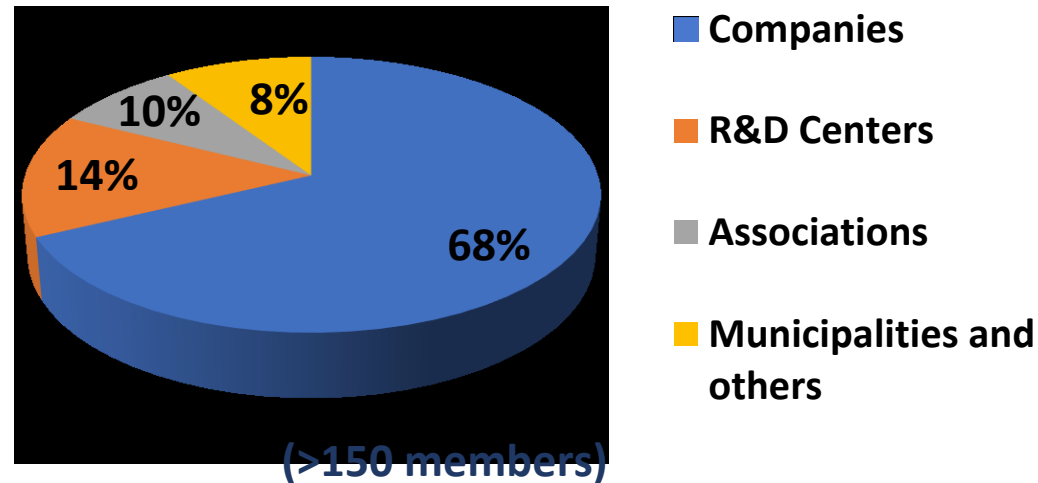
**Habitat value chain**

# The Habitat Value chain?...



*Buildings  
Cities  
Infrastructures*

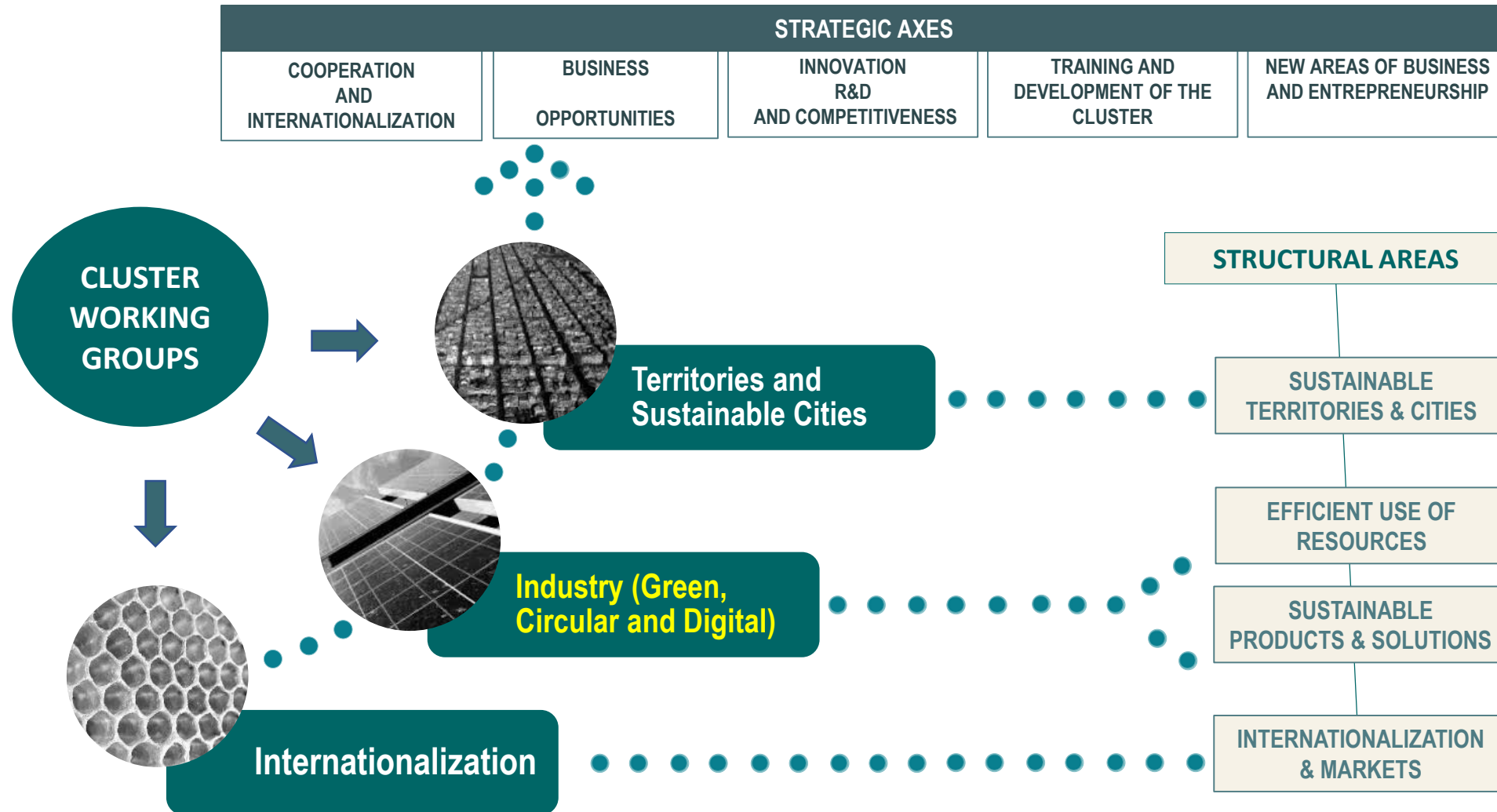
## Cluster members & main action lines...



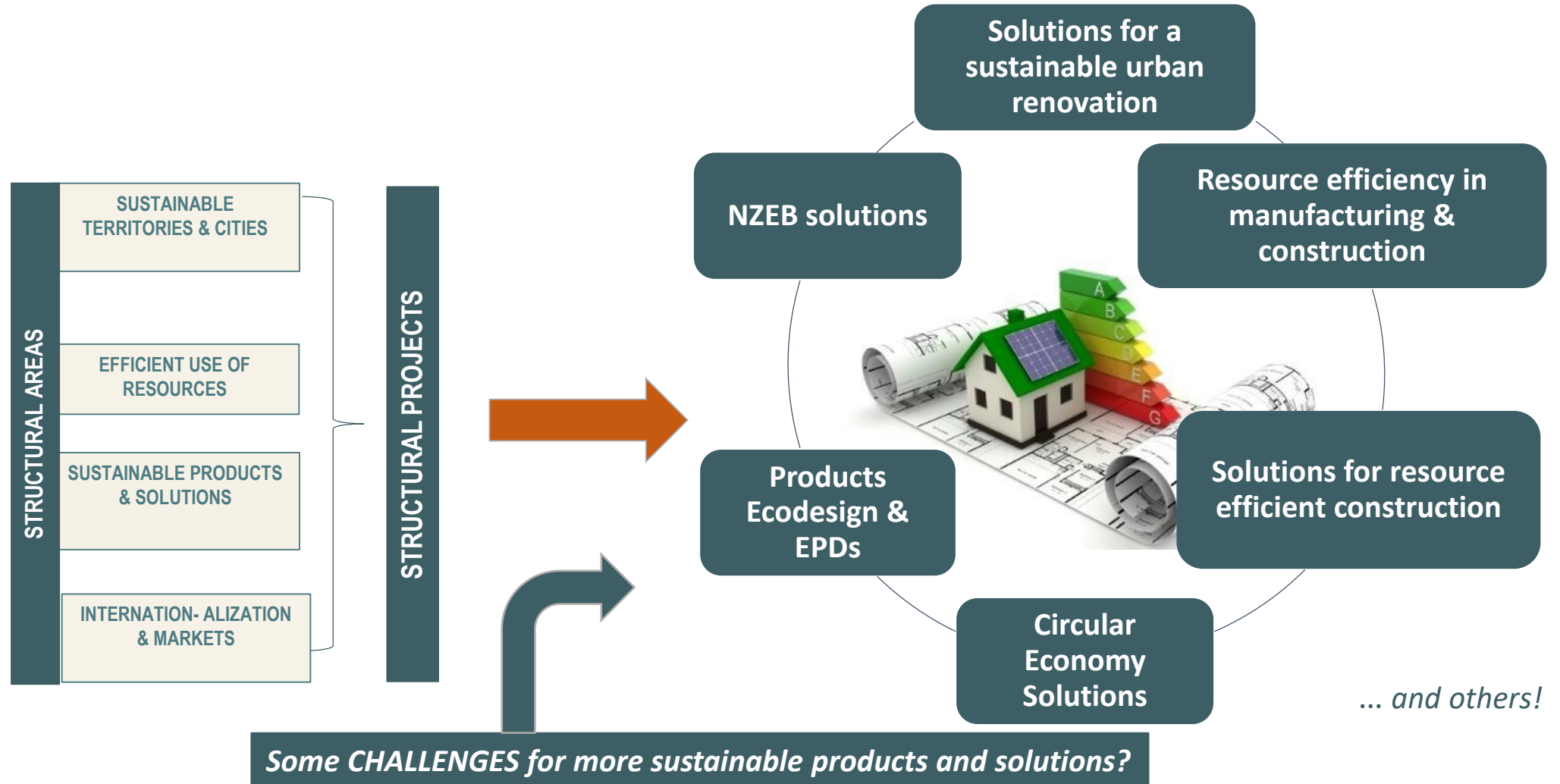
### Cluster main action lines:

- **Promotion of Innovation and Competitiveness** (projects, networking, business opportunities, ...)
- **Promotion and dissemination of the cluster and its members** (conferences, workshops, B2B, services, ...)

# Cluster strategic areas...



## Cluster challenges...



## *Contribution to circular & sustainable construction?...*

### *Demand for sustainable construction and the country`s building stock?*

**1 million buildings needing renovation** (350k requiring medium or strong renovation actions) and most of them built in the **1960-1990** period;

Interventions have and will require **energy efficiency retrofitting**, thermal and acoustic **comfort** as well as **safety** measures (*risks & health*);

**High awareness** for a more **sustainable construction** in the public opinion reflected nowadays in the real estate market and innovation on supporting industries (*Construction Products and Systems*)

Adopted **EU directives** (Energy efficiency and CPR) were clear **drivers for change** in awareness and in markets in the past 12 years.

### *Portugal and the Cluster contribution to the role of circular economy in the construction sector?*

**Portugal** reply as a member state is framed by the EU policies in this and other areas, implementing EU directives and established **National and Regional Circular Economy Action Plans**;

**Sustainable Habitat Cluster** contributed to its discussion and implementation at regional and national level – using it as a **challenge to the Habitat value chain** (involving construction and its products sectors) – clear on the Cluster development and innovation strategy.

**Sustainability is not an option but an Inevitable path** – for implementing sustainable construction to develop more *sustainable habitats* (buildings, cities, ...) one **must have a CIRCULAR approach** (*by sharing, repairing, reusing, recycling, ... and adapting **business models** to keep the competitiveness*).



## *Contribution to circular & sustainable construction?...*

### *Contributions and obstacles to enhance circular & sustainable construction?*

Contributions	Obstacles
<b>EU directives</b> on resource efficiency and circular economy with targets are good examples	Clear <b>communication with stakeholders</b>
National and regional <b>circular action plans</b> implementation together with <b>wastes promotion</b> as <b>alternative raw materials</b>	<b>Legal barriers</b> and bureaucracy on implementation are lethal for the success
<b>Digital</b> transformation from building <b>design to O&amp;M</b> stages	Needed <b>upskilling</b> and active <b>public procurement</b>
<b>Renovation Wave</b> – an essential action in the Green Deal policy for sustainability	Clear communication and <b>implementation</b> at national level
<b>CPR</b> inclusion of a requirement on <b>sustainability of resources</b>	Clear <b>communication with stakeholders</b> (architects & engineers and <b>whole value chain</b> )
Promotion of <b>EPDs</b> as a tool for sustainability	<b>Integration</b> with building <b>assessment schemes</b> <b>Costs overload</b> on companies

## *Contribution to circular & sustainable construction?...*

### *EPDs and stakeholders of construction products and buildings?*

Motivated by the CPR, the Cluster developed in Portugal an **EPDs registration system** ([DAPHabitat.pt](http://DAPHabitat.pt)) and promoted its international recognition as a founding member of [EcoPlatform](http://EcoPlatform), an European association of EPD program operators, but also including other relevant associations (CPE, ...).

**EPDs** are seen by the Cluster as a potential **ecoinnovation tool** to be used by construction stakeholders to improve on their products and systems in terms of sustainability. The Cluster has developed ecodesign networking and mobilized projects to foster this transition.

Important to **communicate properly with the stakeholders**, avoiding misinterpretations and creating alignments in the EU policy and standards (e.g. EPD vs. PEF) as well as promoting the integration with sustainability assessment schemes. It's important **not to create barriers and extracosts** inside the EU.

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*Thank you!*

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