Expectations on Responsible Sourcing Labels and Claims – A Sustainable Building Council’s Perspective

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Realize sustainable building practices for the design, build and operation as the new normal for the entire built environment
The Knowledge platform for Sustainable Construction
DGNB System – New version (2017)

- Up-to-date (new and old) topics
  - Biodiversity and buildings
  - Circular Economy
  - Buildings and their neighbourhood
  - Performance orientation and planning focus
  - Responsible sourcing
  - Smart grid readiness
  - Low tech solutions
  - Net Zero Carbon Buildings
  - Life cycle approach (LCA & LCC)
Developments in the Sustainable Building Markets

"Green" is en vogue: Increasing importance of Green Buildings on the markets

Value of a building will be increasingly influenced by social and environmental factors

Expected increase of importance of sustainability factors for supplier choices and purchasing by 33%

Number of certified objects is expected to increase constantly during the upcoming years

Source: Deutsche Bank: Energieeffizienz und nachhaltige Immobilien als Anlagemöglichkeiten
FINANCE-studien: Green Building Bewertung, Finanzierung, Ausblick
All major building certification schemes offer incentives for certified responsibly sourced building materials and building products.

Building product label organisations are regarded as confidence builders and providers between building certification schemes and companies.

High quality building certification standards are the bridge to premium clients and work as „amplifier“ for truly sustainable solutions.

Trust is build on recognized rules and rigour implementation.
Essential challenges...

- Pollution of water, air, soil
- Workers health and safety
- Firing political conflicts
- Child labour
- Landgrabbing
- Renaturation requirements
- Loss of biodiversity
- Loss of scarce elements
- Repression of people
- Corruption
- Metals | Minerals | Wood | Plastics
  Textiles | Stone | Energy
... can be addressed

Set up and follow strict policies on child labour, forced labour and illegal practices of suppliers

Gain and provide transparency of sourcing practices and production steps throughout the entire value chain

Implement material specific standards for responsible sourcing in your company and certify your efforts

Certify your ongoing efforts over the entire value chain

DGNB Responsible Sourcing criterion:

DGNB minimum requirement  DGNB Quality Level 1  DGNB Quality Level 2  DGNB Quality Level 3
Sustainable Products’ Promises

**Customer**
- Satisfies awareness within globalized world
- Provides deep knowledge in digitalized environments
- Meet expectations on transparency

**Market**
- Higher market share growth of sustainable products
- New market entries
- Driver for innovations

**Margin**
- Better pricing power through high brand value
- Enhanced value chain efficiency
- Higher employee productivity

**Risks**
- Good Reputation impacts shareholder value
- Lower risk management costs
- Lower regulatory compliance costs