

The Federation of the European
Precast Concrete Industry
欧洲预制混凝土工业联合会



European Advocacy and Communication
for precast concrete
欧洲预制混凝土工业联合会

The Green shift in Construction in Europe

欧洲建筑业的绿色转型

Alessio Rimoldi – Secretary General
Alessio Rimoldi - 秘书长

The green shift 绿色转型

Construction 建筑

Precast Concrete 预制混凝土

The green shift 绿色转型

Construction 建筑

Precast Concrete 预制混凝土

Buy green购买绿色



...only 15 years ago

仅仅15年前

SAME PRICE

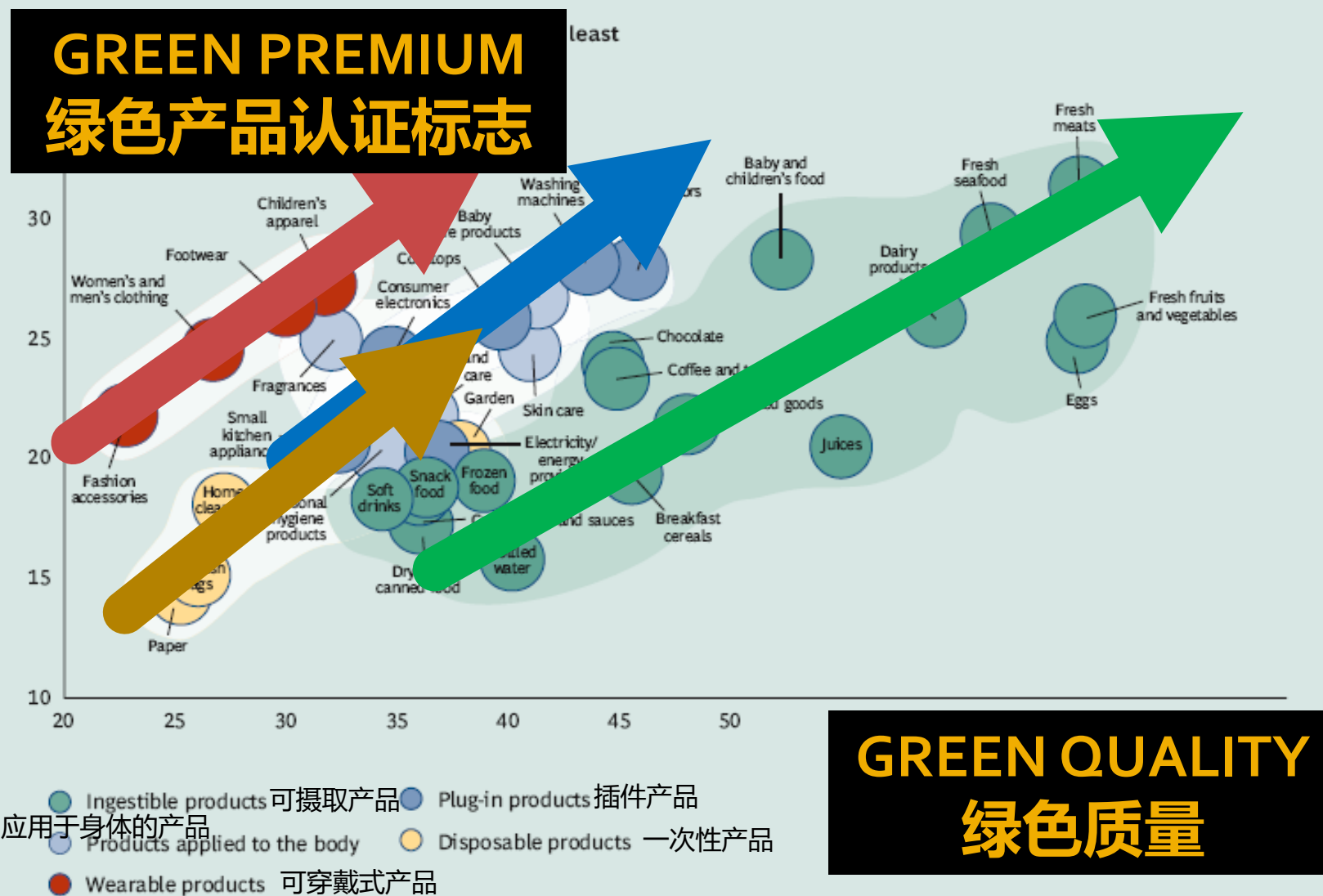
价格相同

... today 现在



BCG report BCG报告

Exhibit 9. Consumers' Willingness to Pay a Green Premium Depends on a Product's Category and Perceived Benefits 范例9. 消费者根据产品类别和感知利得购买绿色认证产品的意愿示图



BCG report BCG报告



TOP 3 Green Products 最受欢迎的三类绿色产品

Can be recycled or reused
可回收利用或重复使用

Generate less pollution in their production or use
生产或使用过程中产生较少的污染

Are made of recycled materials
由可回收利用材料制成

BCG report BCG报告



TOP 3 Company Behaviour 最受欢迎的三类企业行为

Be clear about product risk and safety
明确产品风险和安全性

Provide information on environmental impact
提供有关环境影响的信息

Have high ethical standards
有较高的道德标准

The green shift 绿色转型

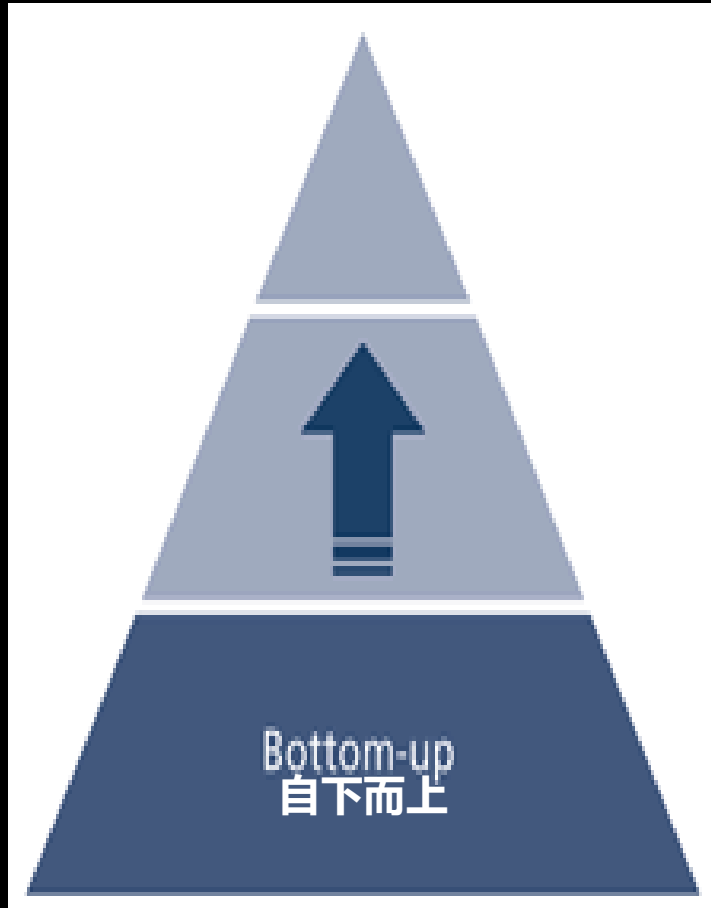
Construction 建筑

Precast Concrete 预制混凝土

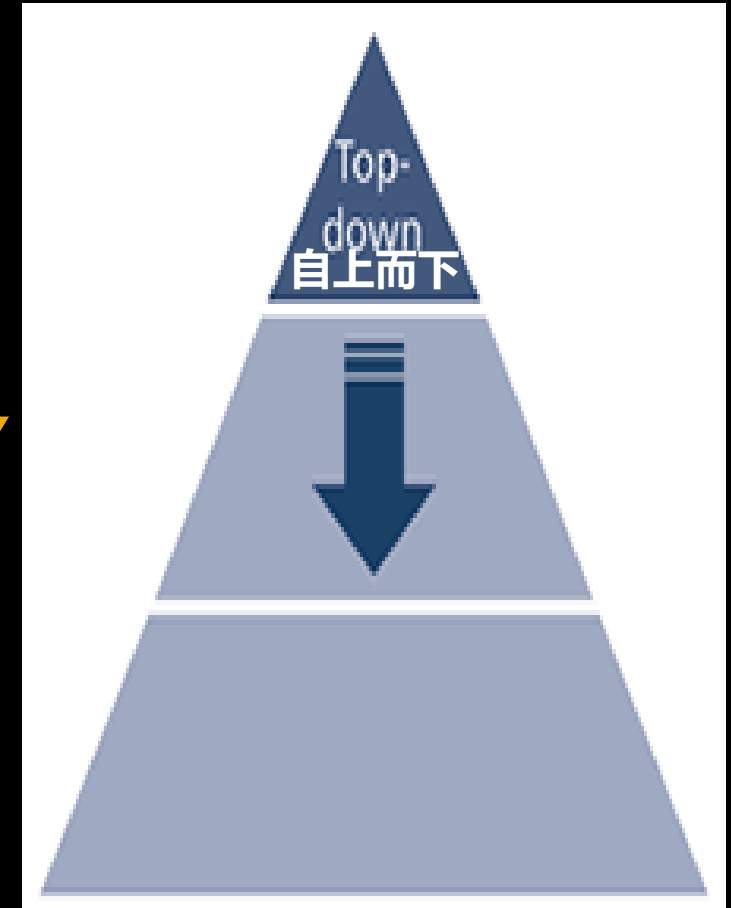
Price 价格 = f (quality) (质量)



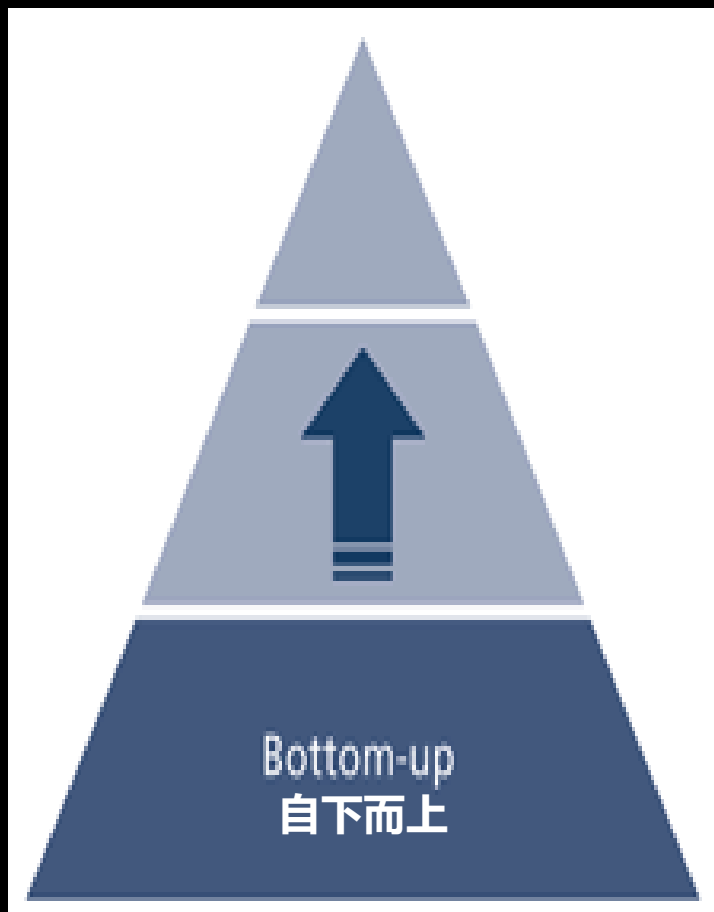
Origin 起点



POLICY
政策
COMPANY
公司
MARKET
市场



Bottom-up 自下而上



VALUE CHAIN 价值链



FINAL CUSTOMER 最终客户

Price = f (quality +)
+ INFO
价格=f (质量+)
+ 信息

Price = f (quality)
MARKET
价格=f (质量)
市场

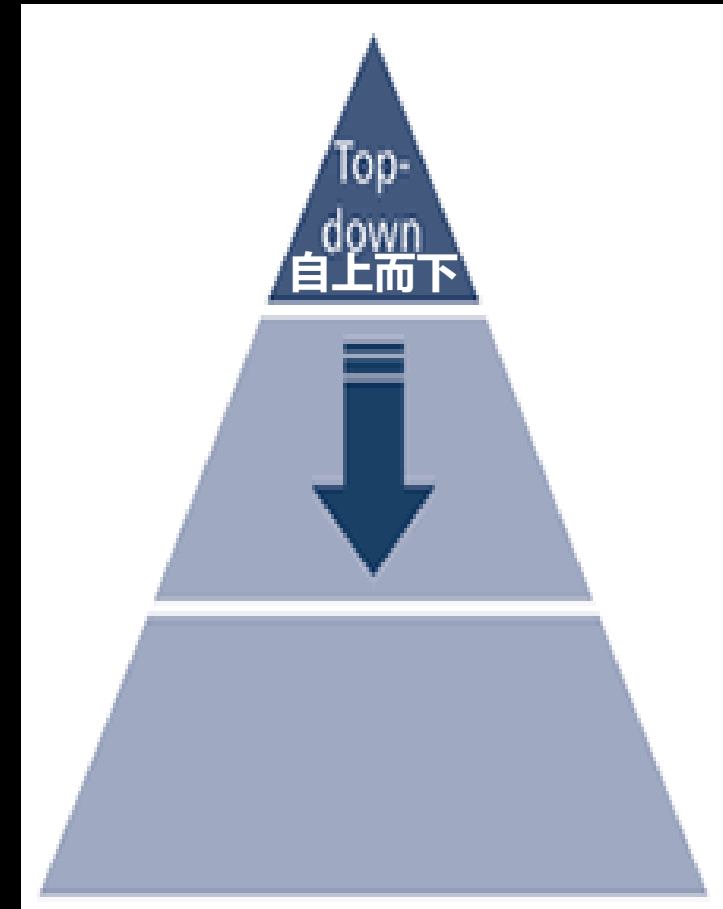
Top-down 自上而下

Pre-requisites 先决条件

- Legislation 立法
- Standardisation 标准化
- Public tenders 公开招标

INFO availability 信息可用性

- Rules 规章
- Labelling 标签





Technical Requirements 技术要求

1991

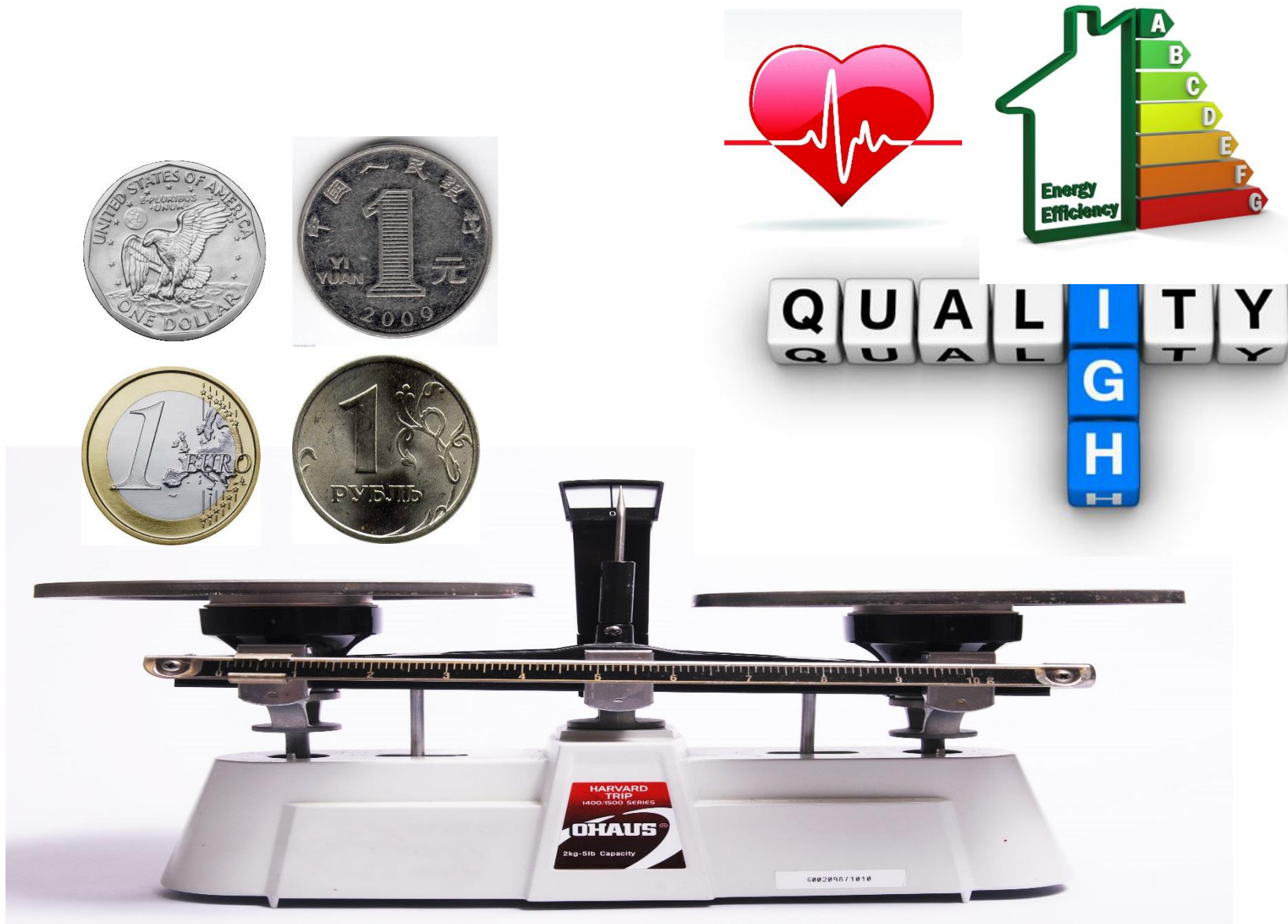
1. Mechanical resistance and stability 机械阻力和稳定性要求
2. Safety in case of fire 发生火灾时的安全要求
3. Hygiene, health and environment 卫生、健康和环境要求
4. Safety and accessibility in use 使用中的安全性和可及性要求
5. Protection against noise 防噪音要求
6. Energy economy and heat retention 能源经济 and 保温要求

2012

7. Sustainable use of natural resources 自然资源的可持续利用要求



Price 价格 = f (quality) (质量) + ...



1. Sustainable construction 可持续建筑

Use of fewer virgin materials
使用较少的原始材料

Less energy in construction and in use
建筑和使用的能源较少



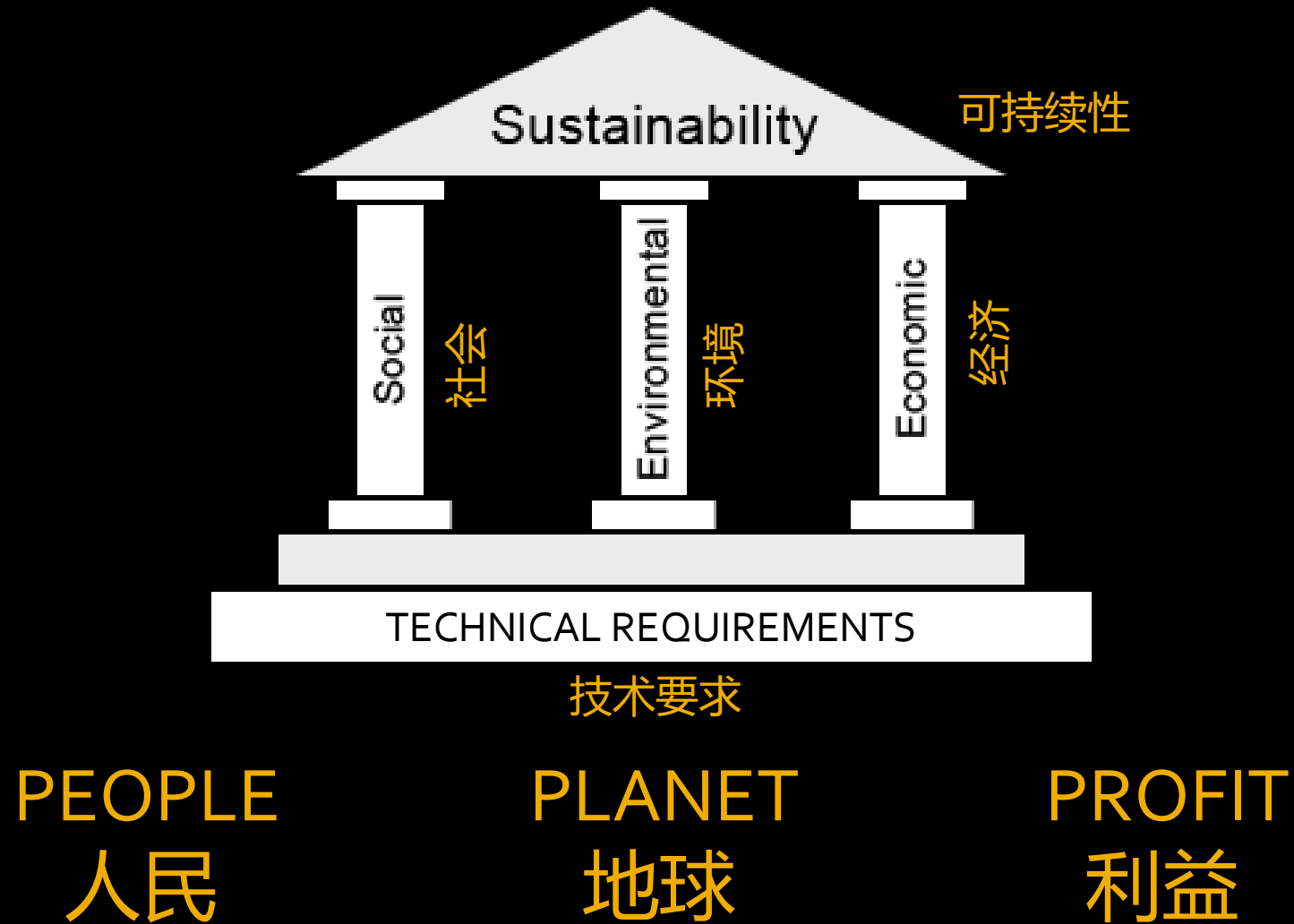
Less pollution and less waste
污染和废弃物较少

Integrated into sustainable
communities
与可持续社区一体化

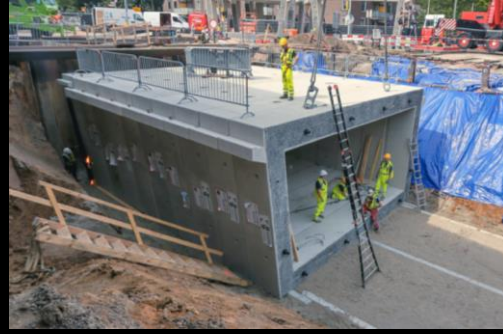
'Whole life' approach to design,
construction, use and end-of-life stages
“终身”设计、施工、使用和寿命终止
阶段

Providing safe places and work with
acceptable social conditions
提供安全场所以及带可接受社会条件
的工作

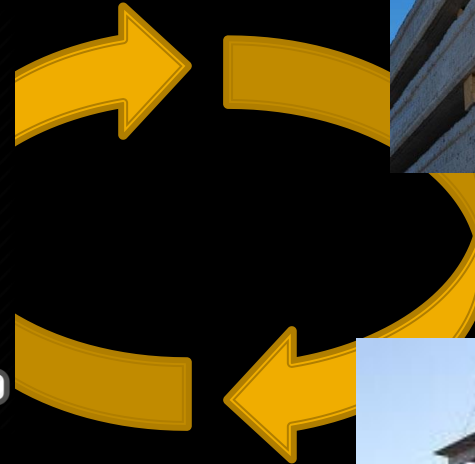
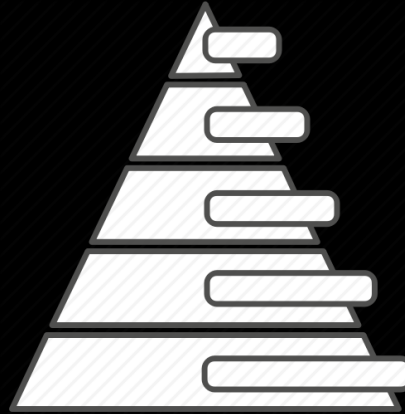
1. Sustainable construction 可持续建筑



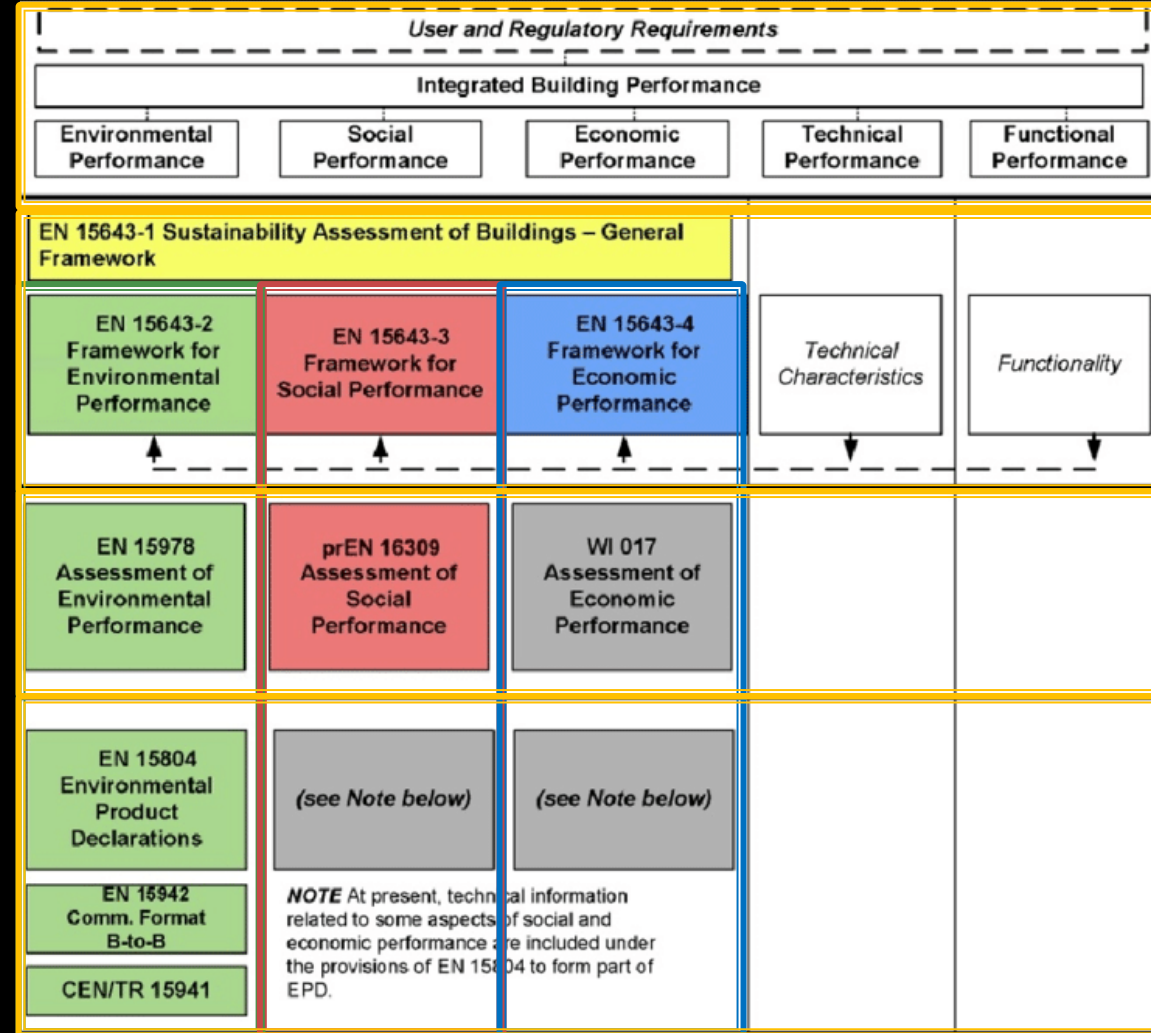
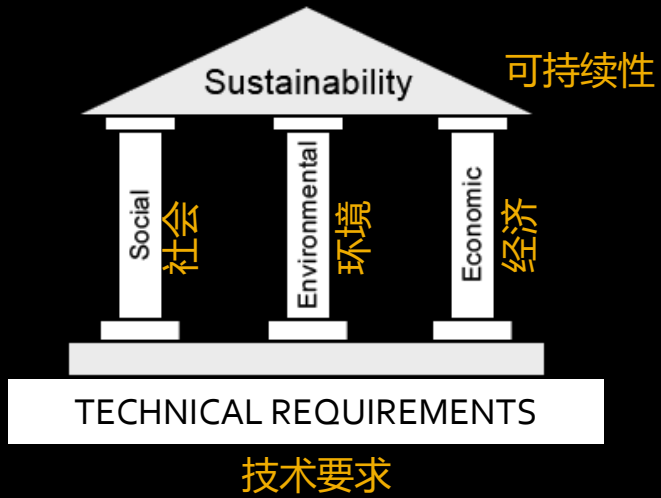
Standardisation 标准化



TC 350



Standardisation 标准化



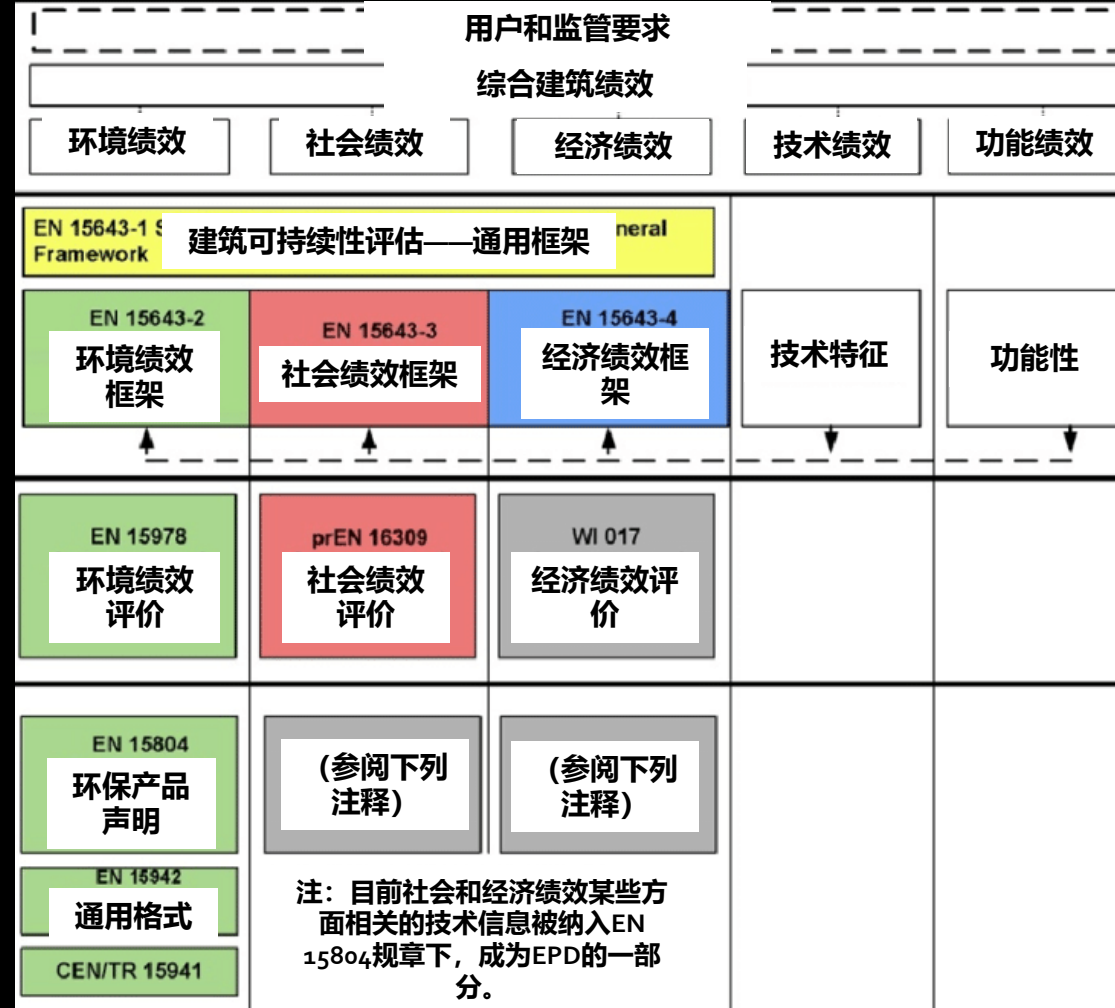
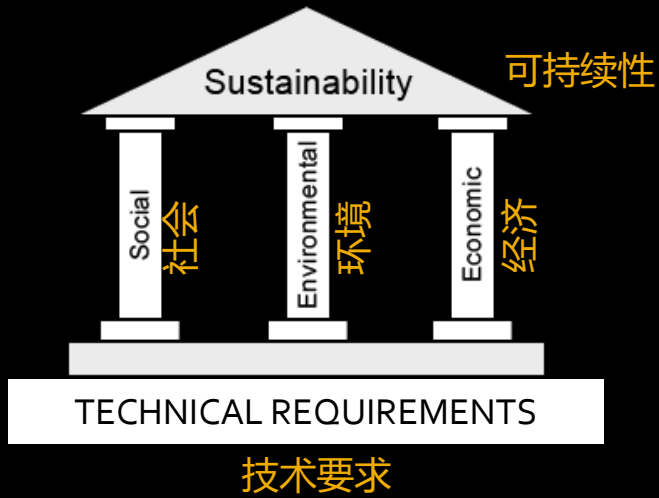
Concept
概念

Framework
框架

Building
建筑

Product
产品

Standardisation 标准化



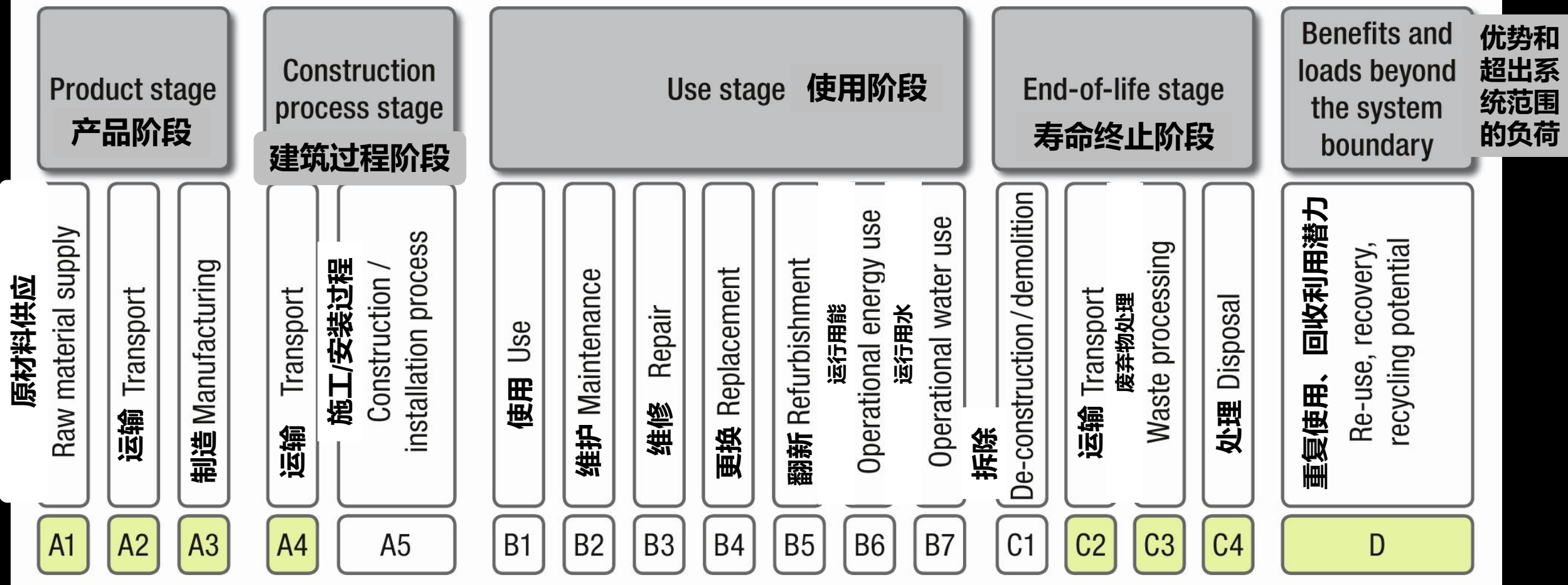
Concept
概念

Framework
框架

Building
建筑

Product
产品

Standardisation 标准化



2. Circular Economy 循环经济

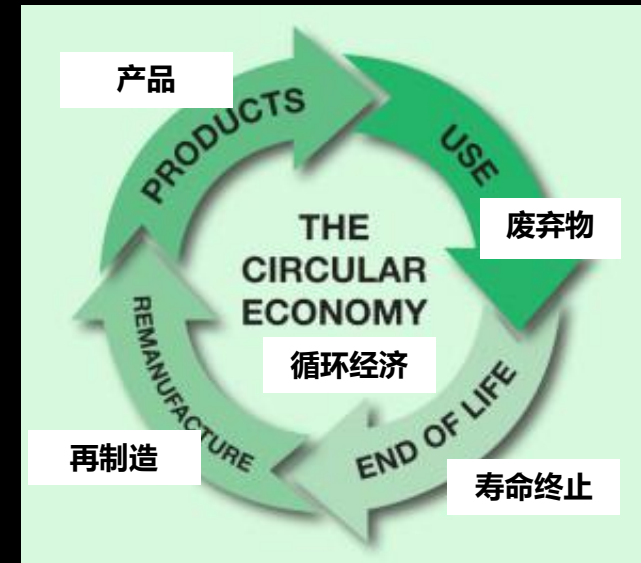


TAKE 获取
MAKE 制造
CONSUME 消费
DISPOSE 处置

WASTE 废弃物



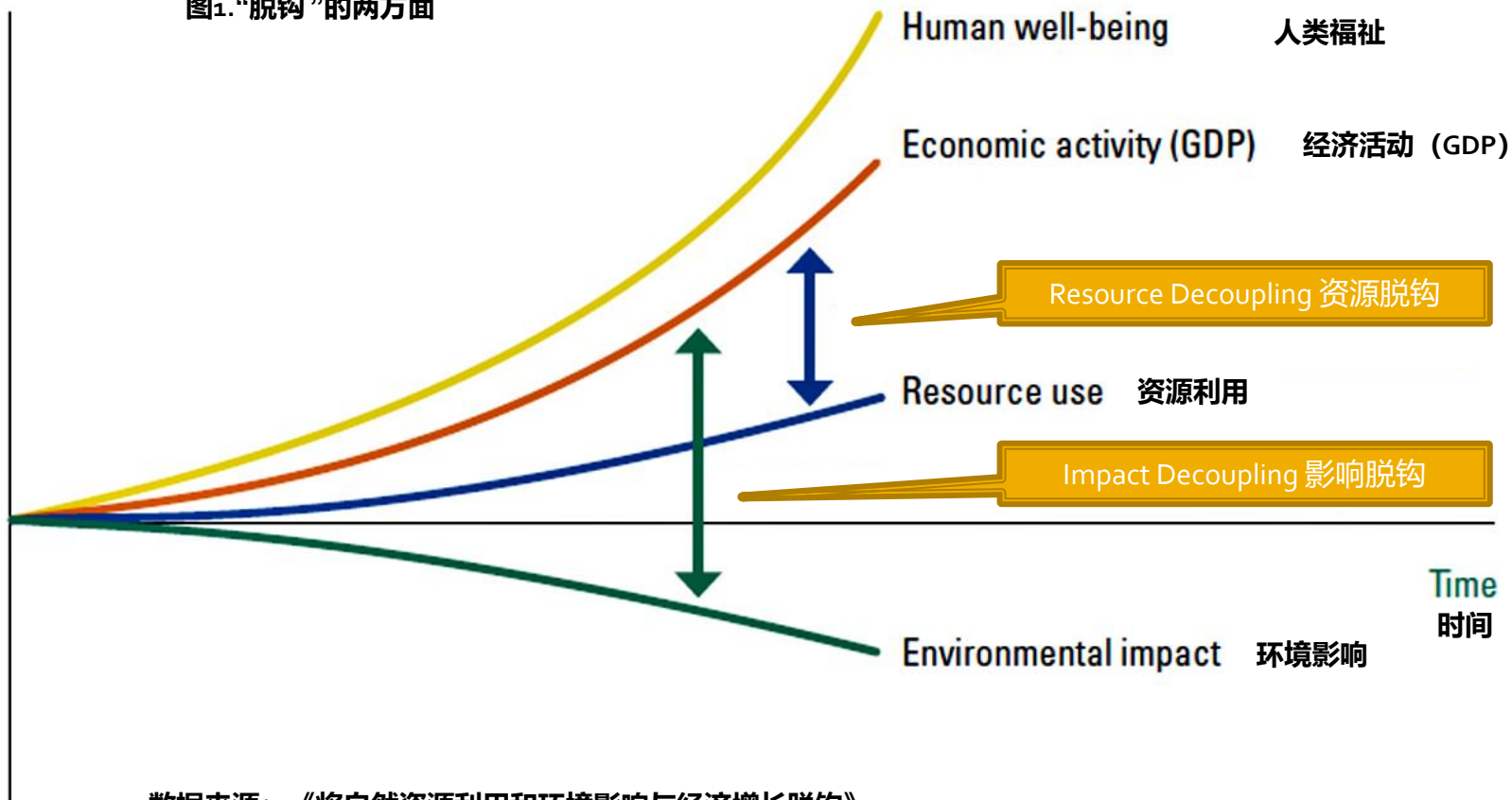
RESOURCE 资源



2. Circular Economy 循环经济

Figure 1. Two aspects of 'decoupling'

图1.“脱钩”的两方面



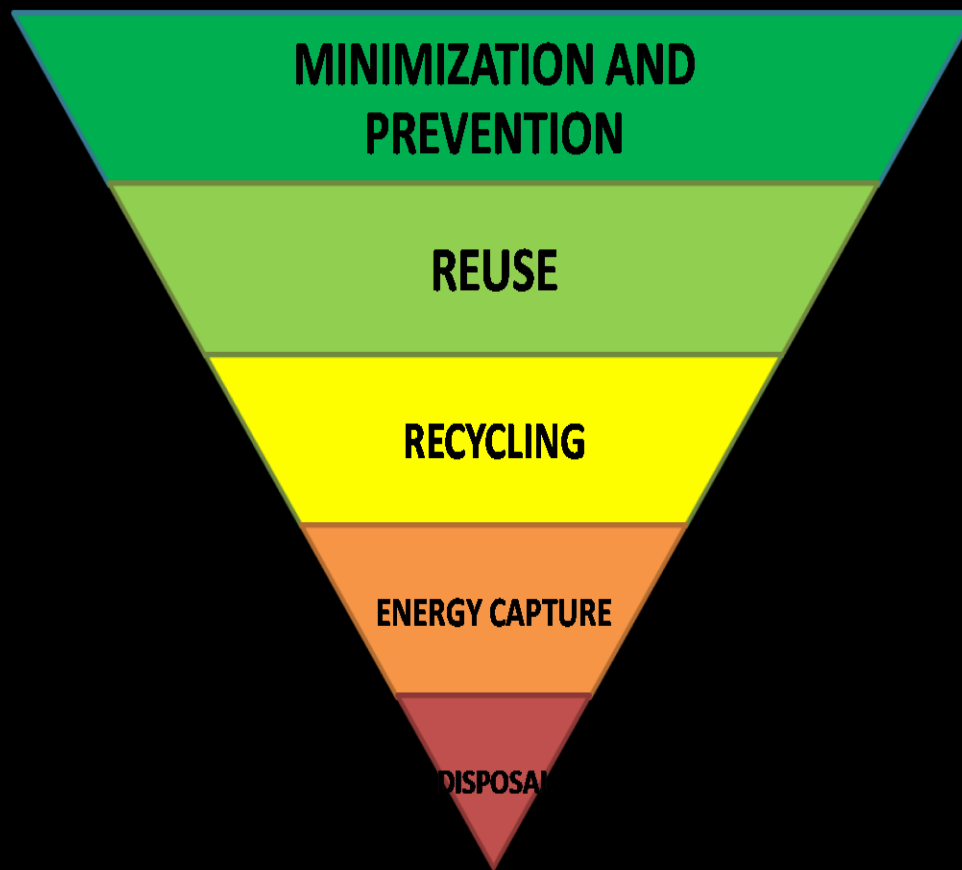
数据来源: 《将自然资源利用和环境影响与经济增长脱钩》

from: Decoupling Natural Resource Use and Environmental Impacts from Economic Growth

2011 UNEP International Resource Panel Report

2011年联合国环境规划署国际资源小组报告

2. Circular Economy 循环经济



最小化和预防

重复使用

回收利用

能量获取

处理

The green shift 绿色转型

Construction 建筑

Precast Concrete 预制混凝土



CONCRETE 混凝土



Respond to
societal
challenges
应对社会挑战

Social
社会

Comfortable
舒适

Safe and resilient
安全和弹性

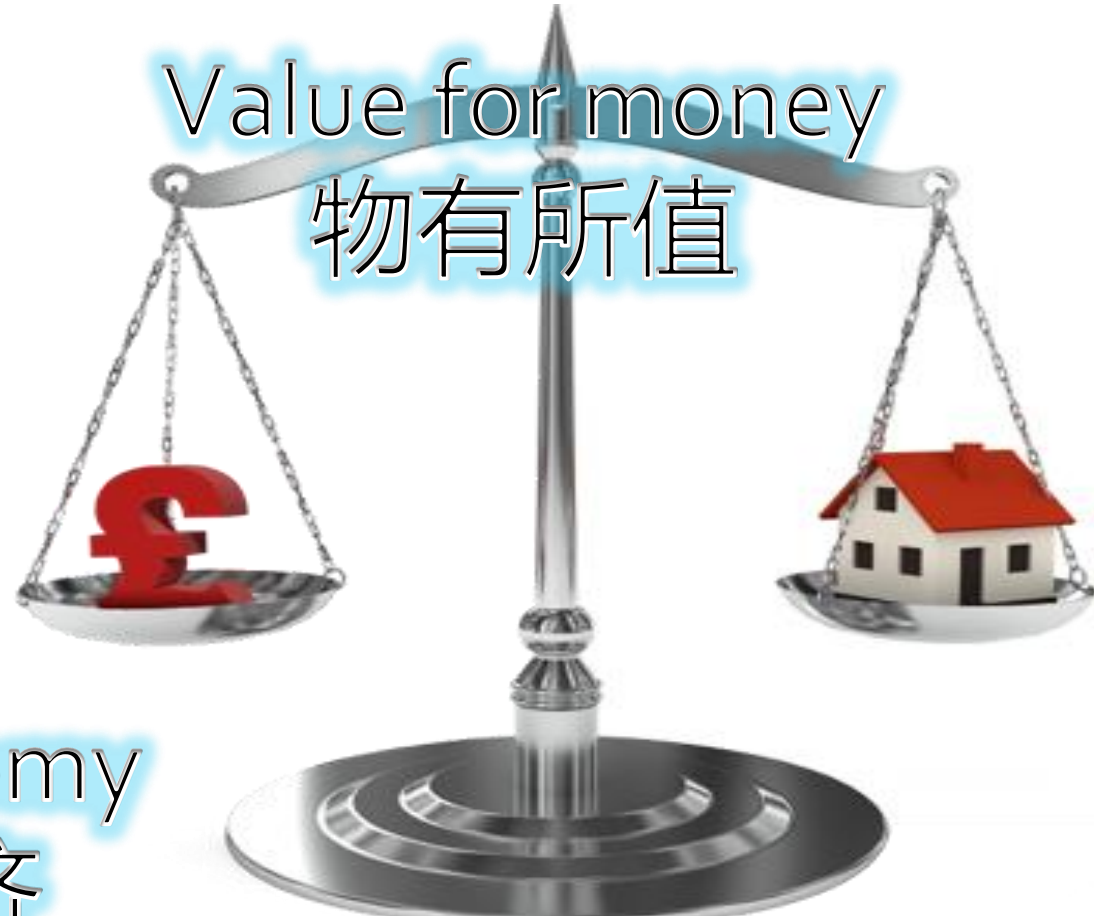


Growth
发展



Economy
经济

Value for money
物有所值

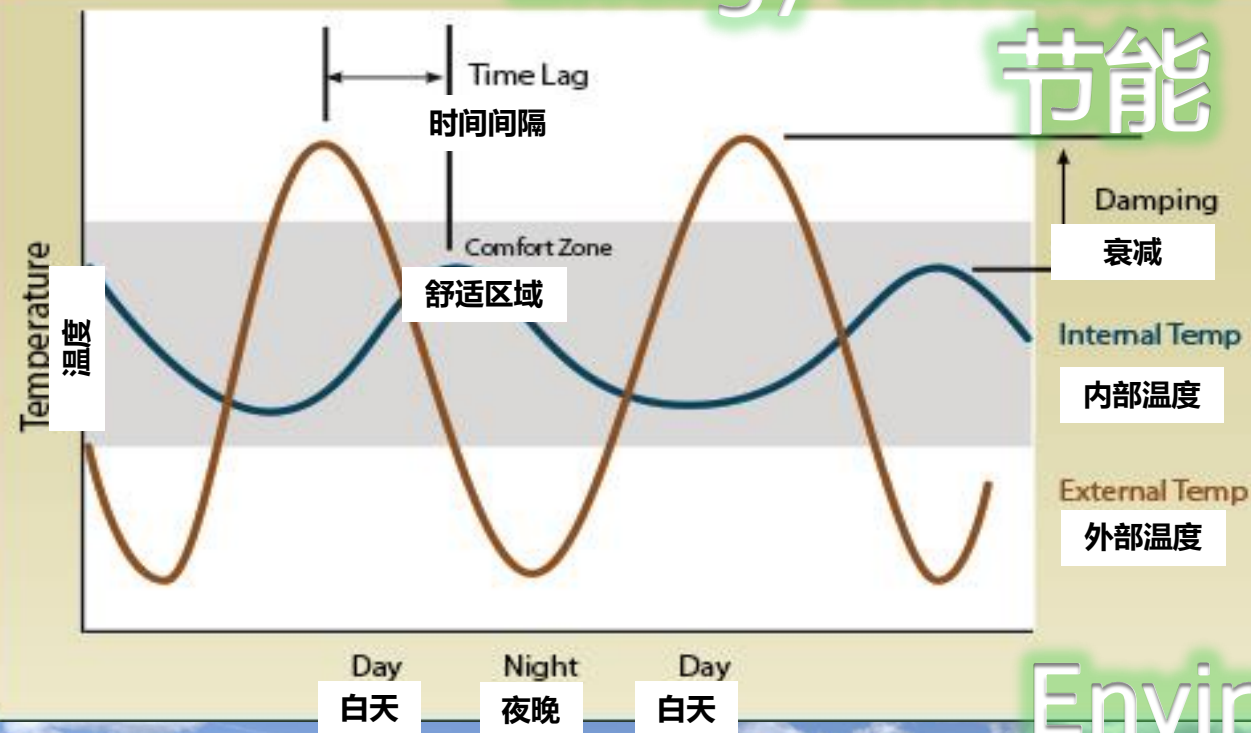


Local
本地



Thermal Mass

Energy Efficient
节能



Responsibly sourced

负责任采购

Environment
环境

Climate resilient
气候弹性



Circular Economy 循环经济

MINIMIZATION AND
PREVENTION

最小化和预防



Durability
耐久性
Easy maintenance
and repair
易于维护和维修
New Concretes
新混凝土

Circular Economy 循环经济

REUSE

重复使用



STRUCTURE
REUSE
结构重复使用



PRODUCT
REUSE
产品重复使用

Circular Economy 循环经济



**GEOTECHNICAL
WORKS
岩土工程**

RECYCLING

回收利用



**RECYCLED
AGGREGATES
可回收利用骨
料**



Precast Concrete ? 预制混凝土?



Catch new trends
抓住新趋势

Compete on
different bases
在不同的基础上
竞争

Take a decision!
做出决定!

Conclusion 总结

There is no one global solution
没有全球性的解决方案

Geographical market
地理市场

Client sensibility
客户感受

Management style 管理风格

Product range
产品系列

Available technologies
可用技术

Stay
Informed

随时了
解情况

Get
Involved

参与
其中

BIBM



Work for the development of

a stable

and business friendly legislative environment

致力于创造稳定、商务友好的立法环境

that allows the precast concrete business to

profitably develop in Europe

促进预制混凝土业务在欧洲向好发展



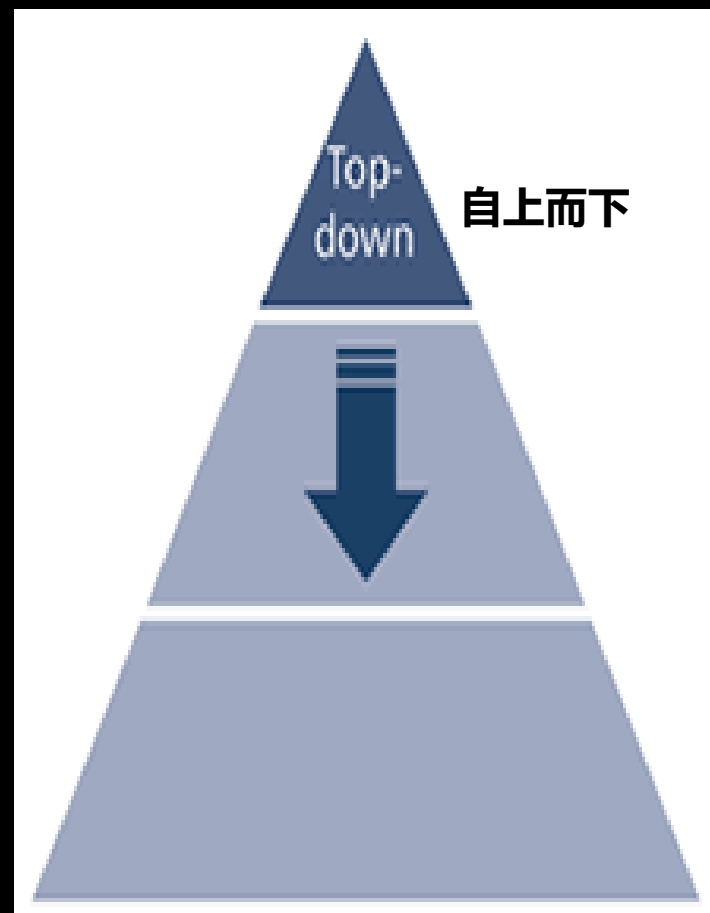
Top-down 自上而下

Influence at 对以下方面带来影响



- Legislation
立法
- Standardisation
标准化
- Public tenders
公开招标
- Rules
规章
- Labelling
标签

**From burden to
development support
从负担到支持发展**



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欧洲预制混凝土工业联合会



Thank You!
谢谢

Alessio Rimoldi – *Secretary General*
Alessio Rimoldi - 秘书长

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