Product Transparency: a New Milestone Towards more Sustainable Buildings

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Pascal Eveillard holds a master degree in management from ESCP-Europe and a post-master degree in corporate communications. He started his career in the food industry in Germany and then gathered nine years of experience in business management consulting.

Pascal joined the Saint-Gobain Group in 2000 as the Marketing and Innovation Director of ISOVER, the Insulation activity of Saint-Gobain, for France first and then for Western Europe until 2007. In 2008 Pascal became the Director for Public Affairs and Communications of the Insulation Activity at corporate level.

Since 2010 he is the Group Director for Sustainable habitat and since 2016 the Deputy VP for sustainable development.

Pascal is strongly committed to the promotion of energy efficiency and sustainability in buildings, and is involved in related circles such as the World GBC network. He has been an active member in the steering committee of LEVEL(S), the European Commission's project on core indicators for sustainable buildings. Since 2008 he is the President of EURIMA, the European association of mineral wool producers.
Learning Objectives

1. Know about Saint-Gobain approach to sustainable buildings

2. Discover 3 major global sustainability trends in the construction market that make product transparency become a priority

3. Understand why Life Cycle Assessments & Environment Product Declarations develop

4. Be aware of the challenges around Health Product Transparency
The Saint-Gobain Group
One of the top 100 industrial groups in the world with around 950 production sites

More than 179,000 Employees and 100+ nationalities represented

2017 net sales
€40.8 BN

Created more than 350 years ago

Present in 67 countries

More than 4,100 sales outlets

44% RENOVATION

20% NEW RESIDENTIAL CONSTRUCTION

12% NEW NON-RESIDENTIAL CONSTRUCTION

7% CIVIL ENGINEERING AND INFRASTRUCTURE

9% MOBILITY

8% OTHER INDUSTRIES

76% BUILDINGS

AS A % OF NET SALES
PRESENCE IN 9 COUNTRIES IN THE MIDDLE EAST

- 18 production units
- 2000 employees

Roofing
Mortars
Facades
Wall covering
Glass & glazing
External wall insulation
Pipe and drainage
Thermal insulation
Acoustic ceilings
Partitions
Wallboard
Seals
Lighting fabrics
WE HELP TO CREATE GREAT LIVING PLACES AND IMPROVE DAILY LIFE BY COMBINING

**comfort**
Which answers today’s individual needs

+  

**sustainability**
Which addresses tomorrow’s collective challenges

≡

TO ENHANCE THE WELLBEING OF PEOPLE EVERYWHERE
“Sustainability is a major trend in the construction sector worldwide. It will generate great business opportunities for Saint-Gobain and our customers.”
MAKING SUSTAINABILITY MAINSTREAM PRACTICE IN THE BUILDING SECTOR

1. ADVOCATE FOR SUSTAINABLE CONSTRUCTION
   We promote sustainable construction and contribute defining requirements and standards for sustainable buildings.

2. DEVELOP AND DISTRIBUTE SUSTAINABLE SOLUTIONS
   We deliver solutions that enable our customers to build and renovate more sustainably.
INTERNATIONAL COMMITMENTS

- Member and chair of the Corporate Advisory Board
- Member in 35 local GBCs
- Partner of the European Network

Global Alliance for Buildings and Construction

Member of the Energy Efficiency Industry Advisory Board

WORLD GREEN BUILDING COUNCIL

iea

wbcasd
MULTI COMFORT, OUR CONCEPT PROOF FOR SUSTAINABLE BUILDINGS

30 projects completed to date

TODAY’S NEEDS

TOMORROW’S CHALLENGES
MASDAR MULTI COMFORT HOUSE

January 2020
grand opening
Sustainability trends
3 MAJOR MARKET TRENDS ON THE CONSTRUCTION MARKETS

ZERO CARBON

CIRCULARITY

HEALTH & WELLBEING
A ZERO CARBON BUILT ENVIRONMENT

ZERO CARBON

2050 OUTLOOK (IEA figures)

- Actual Building emissions
- Future Building emissions
- Energy efficiency
- Renewable energies
- Products carbon footprint
- TARGET <2°C in 2050

FROM THOUSANDS TO BILLIONS

Coordinated Action towards 100% Net Zero Carbon Buildings by 2050

PARIS2015 - COP21 - CMP11

SAINT-GOBAIN
MORE CIRCULAR BUILDINGS

CIRCULARITY

1 tonne
of construction and demolition waste is produced per person per year in Europe

85%
the expectation of growth by 2030

1st
consumer of raw materials in the world, or

3 billion
tonnes of raw materials consumed each year

50%
of global steel production

40%
RAW MATERIALS USED TO MANUFACTURE BUILDING PRODUCTS AND COMPONENTS

40%
SOLID WASTE STREAMS IN DEVELOPED COUNTRIES
HEALTHY & “NURTURING” BUILDINGS
3 TRENDS PULLED BY LABELS AND PUSHED BY PUBLIC POLICIES
MORE TRANSPARENCY EXPECTED FROM MANUFACTURERS

when choosing a supplier, our top 3 client expectations are...

76% We want our suppliers to be TRANSPARENT ABOUT THE IMPACTS OF THEIR PRODUCTS

79% We want building materials that IMPROVE HEALTH, COMFORT AND WELLBEING OF OCCUPANTS

72% We want manufacturers to PROVIDE US WITH SUSTAINABLE OR GREEN PRODUCTS

Specifiers

Installers

Distributors
MORE TRANSPARENCY EXPECTED FROM MANUFACTURERS

• Carbon footprint
• Other environmental impacts

• Recycled or renewable content
• Recyclability or reusability

Hazardous substances
• In emissions
• in contents

AVAILABILITY & QUALITY OF INFORMATION
Life Cycle Analyses & Environmental Products Declarations
WE CHAMPION A LIFE CYCLE APPROACH TO OUR PRODUCTS
WHAT IS A LCA, LIFE CYCLE ASSESSMENT?

A ROBUST **METHODOLOGY** TO MODEL AND CALCUATE

- THE ENVIRONMENTAL IMPACTS OF A PRODUCT AT EVERY STAGE OF ITS LIFE CYCLE.
- ACCOUNTING ALL INPUT & OUTPUTS
- “CRADLE TO GATE/GRAVE”
- COMPLIANT WITH INTERNATIONAL STANDARDS (EN 15804 OR ISO 21930)
WHAT IS AN EPD, ENVIRONMENTAL PRODUCT DECLARATION?

- A DOCUMENT TO COMMUNICATE
  - LCA hypotheses & results
  - Environmental information

- IN COMPLIANCE WITH EN 15804 AND ISO 14040 STANDARDS

- ALIGNED WITH EXITING LOCAL REQUIREMENTS

- VERIFIED BY AN INDEPENDENT THIRD PARTY

- VALID FOR 3 TO 5 YEARS

- PUBLICLY ACCESSIBLE VIA DATABASES OR WEBSITES

- REQUIRED IN ALL MAJOR BUILDING SCHEMES
THE EVOLUTION…

GREEN PRODUCTS

PRODUCT EPD

SYSTEM EPD

EPD BUILDING
TO IDENTIFY AND BENCHMARK ENVIRONMENTAL IMPACTS

For 1 m² of partitions walls, using drywall systems instead of traditional systems would save:

63% reduction in global warming potential (kg CO₂ equiv./FLU)
49% reduction in primary energy use (MJ/FLU)
80% reduction in wall system weight (kg/FLU)
36% reduction in fresh water usage (m³/FLU)

Global warming
Non-renewable resource consumption
Energy consumption
Water consumption
Waste production
Health product transparency
3 LEVELS TO BE CONSIDERED

Content disclosure

Hazard identification

Health impact assessment

Examples

Absence of standard...
To conclude…