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BUILDING MATTERS: Mitigating climate change transition risks of the construction sector through building capacity in sustainable building materials

Grant agreement no: 2022-1-RO01-KA220-VET-000087398

Strategy for web and social media posts and press release for outreach campaign

DISCLAIMER

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Gospodarska
zbornica
Slovenije
Zbornica gradbenstva in
industrije gradbenega materiala



BZB
Bildungszentren des
Baugewerbes e.V.





Partners are advised to follow this structured approach for your web and social media content:

Hashtags suggested to be used:

[#BuildingMatters](#) [#ConstructionSector](#) [#Sustainability](#) [#SustainableMaterials](#)

March 2024:

Topic: Introduction to Sustainable Building Materials

Content Focus: Educate about the variety of sustainable materials available and their environmental advantages.

"Explore the World of Sustainable Building Materials! 🌿👉 Discover a range of eco-friendly alternatives to traditional construction materials that benefit both the planet and your projects. Learn about their positive environmental impact and long-term benefits. Ready to build sustainably? [Learn more about sustainable materials Buildings and construction..](#)"

"Marching Towards Restoration" with BUILDING MATTERS: Our commitment to sustainable construction is in line with the new ground-breaking EU Nature Restoration Act <https://www.europarl.europa.eu/news/en/press-room/20240223IPR18078/nature-restoration-parliament-adopts-law-to-restore-20-of-eu-s-land-and-sea>, which has just been passed by the EU Parliament. By championing environmentally friendly materials, we are contributing to the EU's goal of restoring 20% of its land and sea areas by 2030. Help us create a greener future! Discover the EU's variety of sustainable initiatives that offer funding opportunities to stakeholders (GRANTS AND CALLS FOR PROPOSALS): <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search?keywords=sustainable%20construction&programmePart=> "

April 2024:

Topic

1:

Carbon Footprint in Construction

How carbon footprint calculation works and its significance in the construction industry.

Understanding Carbon Footprint in Construction 🏠🌱 Find out how every material choice affects carbon footprint. We're diving into the importance of carbon footprint calculations in the industry. Learn about 'Circular and Low-Carbon Approaches in Construction.' This initiative is part of the [CirCon4Climate](#) – Circular Construction for Climate Action project.

2



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📖 The goal? To revolutionize the construction industry by embracing circular and sustainable practices. New guidelines that promise to empower manufacturers with the knowledge to design new or enhanced construction products. These guidelines are crucial for clients and investors too, aiding in the selection of environmentally friendly materials for building projects.

📖 Want to learn more? The publication, which provides a deep dive into selecting circular and low-carbon building materials is available here: <https://lnkd.in/d/gjMBDR>

Join us in building a sustainable building! 🏠🔧



Join us on the journey towards a sustainable built environment:
www.buildingmatterslearning.org! Stay tuned & visit the official project website
www.buildingmatters.eu for further details.
[#BuildingMatters](#) [#ConstructionSector](#) [#Sustainability](#) [#SustainableMaterials](#)

Topic

Carbon Footprint in Construction: Achieving Real Goals Beyond Trends

2:

Building Matters

ERASMUS+ Grant agreement: 2022-1-RO01-KA220-VET-000087398

3



In reducing the carbon footprint in construction, it's essential that our efforts are not merely a response to current trends but are aimed at achieving genuine, sustainable goals. It's important to recognize solutions that offer long-term environmental benefits without compromising the quality or functionality of the final projects.

One example that highlights this issue is the use of low-carbon cement. While reducing carbon content in cement is desirable and necessary for achieving sustainability goals, caution must be exercised as not all low-carbon cements necessarily meet all the needs of the construction sector. For instance, certain types of low-carbon cement may have inferior mechanical properties or may not be suitable for all types of construction applications.

Therefore, when selecting materials to reduce the carbon footprint, it's crucial to consider not only their direct impact on emissions but also their durability, efficiency, and suitability for the intended use. This means that in construction, we must always seek a balance between reducing the carbon footprint and ensuring that the materials and technologies we choose genuinely contribute to the creation of safe, sustainable, and functional buildings.

Topic:

Newsletter no. 4 is ON!

Join us on the journey towards a sustainable built environment:

www.buildingmatterslearning.org

Stay tuned & visit the official project website www.buildingmatters.eu for further details.

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May 2024:

Topic

1:

Benefits of Recyclable Materials in Construction

Content Focus: Highlight the quality and performance of recyclable materials, and how they compare to conventional options.

"Quality and Sustainability: The Future of Construction with Recyclable Materials 🌱🏠 Learn why recyclable materials are not just good for the earth, but also for the integrity of your construction projects. Embrace quality and sustainability. Discover the benefits of recyclable materials." The BUILDING MATTERS project, supported by the Erasmus+ program, has developed a series of educational modules that are directly aligned with the European Commission's updated strategy. These modules, freely available on the project's learning platform, provide essential knowledge and skills to various stakeholders in the construction sector, empowering them to implement sustainable practices effectively. Here's how the project aligns with the EU strategy:

Module 1 - Environmental Aspects of Building Materials:



Relevance: Explores the environmental impact of different building materials, which is critical for understanding the sustainability profiles emphasized in the new EU strategy.

Module 2 - Life Cycle Assessment of Building Materials:

Relevance: Provides tools and methodologies for assessing the life cycle impacts of building materials, supporting the EU's push for comprehensive evaluations of sustainability.

Module 3 - EU Standards and Labelling of Building Materials:

Relevance: Covers the latest EU standards and labelling requirements for building materials, helping stakeholders comply with the new regulations and benefit from potential incentives.

Module 4 - Awareness of Novel Sustainable Building Materials:

Relevance: Introduces innovative materials that align with the EU's focus on recycled and bio-based materials, showcasing cutting-edge solutions that contribute to a more sustainable construction industry.

Topic 2:

Discover a Key Event Aligned with BUILDING MATTERS Goals!

We've discovered an exciting online webinar that aligns perfectly with the core objectives of our BUILDING MATTERS project! Scheduled for May 22, 2024, this webinar hosted by the Policy Learning Platform focuses on promoting sustainable materials and circularity in the construction industry. It's a perfect opportunity for our community to further engage with the principles we advocate.

* Webinar Overview:

The construction sector, a significant resource user and generator of waste, is undergoing a transformative shift towards sustainability, emphasized by the EU's upcoming sustainable built environment strategy. This strategy is supported by the New European Bauhaus initiative, which encourages a blend of design, sustainability, and quality of life.

What Will Be Covered?

Biobased Materials: Delve into how materials like wood, clay, and hemp are revolutionizing the construction industry, with public authorities leading the charge in sustainable building practices.

Circular Construction Practices: Learn about effective circular strategies that facilitate the reuse and recycling of construction and demolition waste, crucial for reducing environmental impacts.

Why You Should Tune In:

This webinar directly reflects the educational focus of BUILDING MATTERS, offering insights into sustainable building materials and circular economy practices—topics covered extensively in our project's modules. It's an invaluable resource for anyone involved in building and construction, from industry professionals to policymakers.

Event Details:



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Date: May 22, 2024

Time: 08:30 AM to 04:00 PM CEST

Format: Online Webinar

Language: English

 Engage and Learn:

Don't miss out on this chance to expand your knowledge and application of sustainable practices in construction. The insights gained here can be directly applied to enhance your projects and initiatives.

Register: <https://www.interregeurope.eu/policy-learning-platform/events/promoting-sustainable-materials-and-circularity-in-construction>

#BuildingMatters #Sustainability #CircularEconomy #ConstructionWebinar #GreenBuilding

Topic 3:

Quality and Sustainability: The Future of Construction with Recyclable Materials 

Learn why recyclable materials are not just good for the earth, but also for the integrity of your construction projects. Embrace quality and sustainability. Discover the benefits of recyclable materials

Join us on the journey towards a sustainable built environment:

www.buildingmatterslearning.org! Stay tuned & visit the official project website

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June 2024:

Topic1: Waste Recovery and Reuse in Construction 

Content Focus: Promote practices for recovering and reusing construction waste, emphasizing responsible waste management.

From Waste to Wealth: The Power of Reusing Construction Materials

 Every piece of construction waste has the potential for a second life. Join us in encouraging responsible recycling practices in the industry. Want to learn how to turn your waste into wealth?

Get tips on waste recovery and reuse: <https://www.buildingmatterslearning.org/english>

About: www.buildingmatters.eu



Topic 2:

Important News for European Construction Stakeholders!

In a landmark decision, the European Court of Justice (ECJ) has newly ruled for free access to all harmonized standards (hENs) adopted by the European Committee for Standardization (CEN). This move is set to enhance transparency and compliance across the EU.

Key Points:

- Public interest in access to hENs outweighs copyright concerns.
- New readability platforms will soon provide easy access to these standards.
- Benefits for businesses, regulatory bodies, and the public.

Stay updated and explore more here: CEN-CENELEC Standards Database

[Official CEN-CENELEC Statement](#)

[ECJ Ruling Details](#)

July 2024:

Topic1: Coordinating the Transition to Sustainable Construction

Content Focus: Outline the steps and policies necessary to transition to sustainable building practices.

"Building the Future: Transitioning to Sustainable Construction Materials It's time to make a change! Learn how we can accelerate the adoption of eco-friendly materials in construction, aligning with the European Green Deal. Ready for a greener future? Understand the transition process."

Get more tips: <https://www.buildingmatterslearning.org/english>

About: www.buildingmatters.eu

Topic 2:

Sustainable Construction Innovations in the USA and China!

In the USA, Swift Current Energy's Double Black Diamond Solar project in Illinois, set to be the second-largest solar project, is paving the way for sustainable construction by securing \$779 million in financing. This initiative will power 100,000 homes and significantly cut carbon emissions by 2024 ([pv magazine USA](#))

Meanwhile, China is leading globally with record-breaking installations of 230 GW in wind and solar power. With an investment of \$140 billion in renewable energy, China's advancements are setting new benchmarks in the construction sector ([China Briefing](#))

Discover how our BUILDING MATTERS project could contribute to these global efforts by promoting sustainable building materials and practices. Join us in creating a greener future!

Get more tips: <https://www.buildingmatterslearning.org/english>

About: www.buildingmatters.eu

#SustainableConstruction #ClimateChange #GreenBuilding #RenewableEnergy #ErasmusPlus #BuildingMatters



August 2024:

Topic1:

Aligning Technical Standards with Sustainable Materials Discover how the newly revised Construction Products Regulation (CPR) is transforming the industry by setting EU-level rules for green public procurement. This regulation mandates environmental sustainability performance disclosures, boosting circular business models and empowering consumers for the green transition. Learn how these changes are driving the adoption of sustainable materials in construction and paving the way for a greener future. Explore more about sustainable materials and compliance: [Building Matters](#)

Join us at the final BUILDING MATTERS conference on 11.9.2024 at GZS (GOSPODARSKA ZBORNICA PREMISES) premises in Ljubljana, Slovenia (More: www.gzs.si/zgigm). We will showcase how to make construction products more sustainable. This is a great opportunity for construction professionals to gain new insights and experiences in sustainable building practices.

#BuildingMatters #SustainableMaterials #GreenBuilding #ErasmusPlus

Topic 2: **Reducing Carbon Footprint in Construction** Our BUILDING MATTERS project is proud to support the latest EU efforts to tackle embodied carbon emissions in construction materials. With the new CPR, manufacturers must disclose environmental performance, promoting transparency and sustainability. This aligns with our mission to educate stakeholders on sustainable building practices and materials, ensuring a resilient and eco-friendly construction sector. Don't miss the final BUILDING MATTERS conference on 11.9.2024 at GZS premises in Ljubljana, Slovenia (More: www.gzs.si/zgigm). The morning session will present how to enhance the sustainability of construction products. It's an excellent chance for industry professionals to learn about sustainable building practices.

Stay informed and join the journey to a sustainable future: [Building Matters](#)

#BuildingMatters #Sustainability #ClimateAction #ErasmusPlus

September 2024:

Topic: Enhancing Construction Education for Sustainability

Content Focus: Showcase educational programs and training opportunities that focus on sustainable construction principles.

September 2024: "Building Knowledge: Enhancing Construction Education for Sustainability Embrace the skills for tomorrow's green building practices today. Find out how vocational training is evolving to include sustainability principles and materials. Ready to level up your skills? Learn more about sustainable construction education."