

EU Industrial Strategy: the construction value chain stands ready to define a pathway for transition to achieve EU goals

Brussels, 18 May 2021 – On 5th May, the European Commission released the new EU Industrial Strategy, which puts a renewed focus on the key ecosystems, including construction. The European Federation for Precast Concrete (BIBM), the European Cement Association (CEMBUREAU), the European Federation of Concrete Admixtures Associations (EFCA), the European Ready-Mixed Concrete Organisation (ERMCO) and the European Aggregates Association (UEPG)¹, as member of the Construction 2050 Alliance, welcomes the priority given to the construction ecosystem as one of the sectors that faces the most important challenges in meeting climate and sustainability goals and in embracing the digital transformation.

“Achieving the twin transition in construction is possible only with the involvement of all stakeholders of the construction value chain, and of the will of the final user. The European industrial strategy should define knowledge-based policies and propose material-neutral instruments in order to push all actors of the sector to compete and evolve for better addressing the challenges of the Green Deal. Assessing construction works during their whole life-cycle is THE proper tool for Society in order to take the best decisions not only for today and but also for future generations”

Alessio Rimoldi, BIBM Secretary General

Specifically, the Construction 2050 Alliance welcomes the Strategy's plan of transition pathways for key ecosystems such as construction, co-created together by the industry, Member States and the European Commission. Such pathways will offer a better understanding of the scale, cost, long term benefits and conditions of the required action to accompany the twin transitions of the construction sector, which will be essential to achieve the goals of the European Green Deal and Renovation Wave.

The actors of the construction value chain, gathered in the Construction 2050 Alliance, have already started looking into this co-creation process and stand ready to work with the European Commission. Looking at the experience of the construction 2020 initiative and with the aim of improving the overall added value, the Construction 2050 Alliance is of the opinion that the Commission's High-Level Construction Forum must be the political sounding board to set the priorities that must be supported by the technical working groups. In the spirit of co-creation the Construction 2050 Alliance looks forward to defining with the Commission the actions and priorities for the twin transitions, thereby enabling resilience, competitiveness, good working conditions and sustainability in the construction ecosystem.

The opportunities construction is facing are significant and it plays a key role in the implementation of the main EU policy goals, but some bottlenecks must be addressed. Societal challenges such as the decarbonisation of the existing building stock, the adoption of new technologies to improve productivity, in particular data, emission reduction and the development of new high quality job profiles, just to name a few high-level priorities, can only be addressed in partnership between the European Commission and the construction industry through a bottom-up approach.

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The Construction 2050 Alliance is a partnership established in 2020 made of 47 European organizations representing the actors of the built environment working together to advance the needs and priorities of the wider construction and built-environment sector at the European level.

The Construction 2050 Alliance has been established to coordinate common political messages of the construction value chain and raise the political importance of the sector at the European level.

This Alliance constitutes an unprecedented level of cooperation under a common vision towards a sustainable construction sector.

¹ Gathered in [The Concrete Initiative](#) which is a project which engages with stakeholders on the issue of sustainable construction, and in particular the barriers and solutions to harness its multiple benefits