



**West Midlands Sustainable Built Environment Forum
14th April 2010
Output from Workshop Sessions**

Sustainable Built Environment Forum
14th April 2010
Outputs from Workshop One

A. Commercial Value of Corporate Sustainability Strategies

1. A Corporate Sustainability Strategy (or a similar Strategy - see B) definitely gives a market advantage (or avoids disastrous market disadvantage) but only if it is constantly reviewed and updated.
2. Corporate Sustainability Strategies are especially effective in securing public sector contracts as they demonstrate compliance with the public sector Sustainability Objectives
3. Corporate Sustainability Strategies are also effective in securing PFI contracts as they provide data for assessment for the 25 year PFI period
4. The review and updating should include recording reliable data to measure and monitor Continuous Improvement
5. Data should include efficient use of all resources (not just carbon) which meets the Economic as well as Environmental and Use of Resources aspects of Sustainability
6. A focus on the Social aspect ensures that management resources are made available for Employee Engagement and Community involvement
7. The review and updating should include data to ensure legal compliance
8. A successful Corporate Sustainability Strategy must be focused on the Client and this is especially relevant to public sector clients

9. **A successful Corporate Sustainability Strategy provides excellent opportunities for PR but this should be the outcome not the principal driver.**
10. **Although construction companies such as Carillion have led the way, Corporate Sustainability or similar Strategies have now been mainstreamed in successful businesses eg**
 - **Bovis which reports on key issues including Carbon, Waste, Use of Materials and Water,**
 - **Kier**
 - **Marks and Spencers “Plan A” which is incorporated into its construction procurement**

B. Comparison of Corporate Sustainability Strategy against Corporate Social Responsibility & Environmental Management Systems

1. **Corporate Social Responsibility was used by the “early adopters” of Sustainability.**
2. **In some cases, this was refined to Corporate Responsibility which was another step on the road to a full Corporate Sustainability Strategy**
3. **Both Corporate Social Responsibility and Corporate Responsibility are still used as terms for Strategies which can be identified as fulfilling the requirements of a full Corporate Sustainability Strategy.**
4. **Management Systems such as ISO 14001/EMAS (Environment), ISO 9001 (Quality) and OHSAS 18001 (Health and Safety) are especially useful in**
 - **recording reliable data to measure and monitor Continuous Improvement**
 - **a review of the Economic, Environmental, Social and Use of Resources aspects of Sustainability**
 - **ensuring legal compliance**



**Sustainable Built Environment Forum
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Outputs from Workshop Two**

A. The Aims and Expectations of the Forum


- 1. The Aims in TABLE ONE were accepted subject to the addition of a reference to the performance of buildings post occupation and being subject to “Plain English” amendments**
- 2. The Expectations in TABLE ONE should be incorporated into the WMCCE/SBE Forum Activities in Table Two**
- 3. Two Workshop Groups agreed the *Additions for SBE Forum* in TABLE TWO whilst the third considered the UK Strategy for Sustainable Construction issues should be left as written by the Government and the *Additions for SBE Forum* incorporated into the WMCCE/SBE Forum Activities**

NB at a subsequent Review meeting, it was agreed to implement this by developing TABLE TWO to incorporate key activities with a separate column detailing how these are being implemented by WMCCE, WMCCE’s key partners and within the wider construction sector.


B. The WMCCE/SBE Forum Activities

- 1. Sharing Best Practice and learning lessons as a Group**
- 2. Use the Sustainability Issues and the UK Strategy for Sustainable Construction in TABLE TWO as a checklist to ensure the Forum's Activities cover all aspects of the Sustainable Built Environment**
- 3. Linkage to Regional Strategies and Priorities so that the Forum is an influencing Group as well as an informing Group including**
 - **Regional Strategies and Priorities**
 - **Funding streams**
 - **BREEAM and similar Standards (learning from the LEED American system)**
 - **Accountants and financiers not fully informed on the costs and benefits of a sustainable/low carbon approach**
 - **Banks re potential advantages to sustainable retrofitting of building stock – using WMCCE/SWM research commissioned from Encraft and HCA/SHAP Financial Packages Work Stream.**
- 4. Encourage Sustainability in SMEs in the Supply Chain through**
 - **Sharing Best Practice from the Forum with SMEs through members supply chains**
 - **“Matchmaking” SMEs to develop innovative approaches in the Supply Chain**
 - **Opportunities in the WMCCE Business Assist programme**
- 5. Celebrating Success eg Constructing Excellence Awards**

6. Promoting Awareness of Training Programmes and “taster” sessions
7. Prioritise Areas of Activity by sectors (e.g. Housing, Education and Health) and then find opportunities for “crossover” references to individual topics (eg New Build, Retrofit and Waste, Energy, Resource Efficiency)
8. Compile database of Corporate Sustainability Strategies and use to inform WMCCE/SBE Forum Activities

<p>Workshop Two TABLE ONE</p>	
<p>Aims 27th January amendments</p>	<p>Expectations</p>
<ul style="list-style-type: none"> - To identify and promote transparent, understandable and replicable good practice in design, new-build and refurbishment, manufacturing & Finance/Commercial models - All exemplars to be capable of being mainstreamed and not isolated research projects and monitored to provide accurate information and data - To provide a knowledge exchange & Knowledge Management for practitioners (public and private), academics, Employees and policy makers - To ensure that information and training is available to support delivery - To support increased wealth creation in WM businesses involved 	<ul style="list-style-type: none"> - Basis for developing WMCCE offer and prioritisation - New ways of partner working <p><u>Outputs</u></p> <ul style="list-style-type: none"> - Research / pilot projects - Programme of awareness raising events / technical briefings - Demonstrators - Business support opportunities and training needs - Feed into mainstream opportunities through <ul style="list-style-type: none"> • Best Practice Clubs • Demonstration Projects

<p><i>in delivering the built environment</i> - To collaborate with other organisations involved to ensure "joined-up" activity</p>	
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<p>Workshop Two TABLE TWO</p>	<p>UK Strategy for Sustainable Construction issues <i>Additions for SBE Forum?</i></p>	
<p>Sustainability Issues</p>		<p>WMCCE/SBE Forum Activities</p>
<p>Environmental</p> <p>Economic</p> <p>Social</p>	<ul style="list-style-type: none"> • Climate Change Mitigation and Adaptation • Biodiversity • <i>Technologies</i> • Procurement • Design • Innovation • Better Regulation • People • <i>Quality of Life</i> • <i>Training</i> 	<p>Climate Change in Schools SHAP Work Streams</p> <ul style="list-style-type: none"> - BECCI - Centre of Refurbishment Excellence (CORE) - FORCE initiative - <i>NuBuild</i> houses at Stoke College - <i>Build a House in a Day</i> - BRE briefings (Carbon foot printing, Feed in tariffs (Encraft), Carbon Reduction Commitments) - Support for Innovation – HEI involvement (Innovation vouchers) Technology Strategy Board / EU programmes (with MBE KTN) - WMCCE / SWM funding report - Housing Finance - WMCCE Sustainability Award - Waste Awareness courses

Use of Resources	<ul style="list-style-type: none">• Waste and Materials• Water• Waste	- WRAP / Envirowise workshops
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