Construction Materials and Their Role in Carbon-Neutral Built Environment

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Agenda

1. The Why
2. The How
3. Enabling Environment
4. Threat, or an Opportunity?

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THE WHY

- Construction materials and their **role in infrastructure buildup**
  - **60-70% of Asia is yet to be built** (McKinsey)
- **60 years – 302 cement projects – in 77 countries - US7.1bn**
  - Collective **knowledge** shared – and acquired
  - **WCA's important role** to facilitate **knowledge** and raise **awareness**

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THE WHY (2)

- Cement industry worldwide contributes over **6% of GHG emissions**
  - Great progress from 1990 to 2012 – what next?
- What would it take to **play the part**?

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THE HOW

- **Best available technology**
  - Reinforcing long term competitiveness and preparing for the future where carbon is priced
  - Our clients in Kenya and India (members of WCA) have achieved the lowest specific carbon emission target so far in our projects (530-550 kg CO2 per ton of cement, inclusive of electricity emissions)
- **Interplay of the public and private sectors**
  - **Regulatory environments**
    - Waste management, others
  - **Promotion of innovation**
    - And de-risking of new solutions
  - **Level-playing field**
    - In circular economy
    - In carbon pricing
    - In trade relations
  - **Knowledge-sharing platforms**
    - Cross regions, cross emerging and developed markets
- **Advice and funding**

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ENABLING ENVIRONMENT

- **If you build it, will they come?**
  - You create products – will they be used?

  - Creating markets for green buildings – codes, incentives, investing in developers, supporting financial products, ease of access, EDGE
  - **100 projects - $3bn invested – 35 million square meters certified**
  - Companies are understanding the value of being certified – and engage other tools to embed sustainability into their operations
    - Internal carbon reduction targets, innovative green products, advocacy for sustainability standards, integration into the circular economy

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ENABLING ENVIRONMENT (2)

- **If carbon is priced, will it matter?**

  - Over 1,300 companies use or plan to use carbon pricing in the next two years (150 in 2014)

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Ambuja Cement

  - Tackling supply chain –
  - Pre-empting regulation, or a business opportunity?

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THREAT, OR AN OPPORTUNITY?

THANK YOU

Alzbeta Klein, CFA

Director and Global Head, Climate Business
Twitter: @AlzbetaKlein
LinkedIn: https://www.linkedin.com/in/alzbeta-Klein-cfa-8624704/

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