

Built by Nature

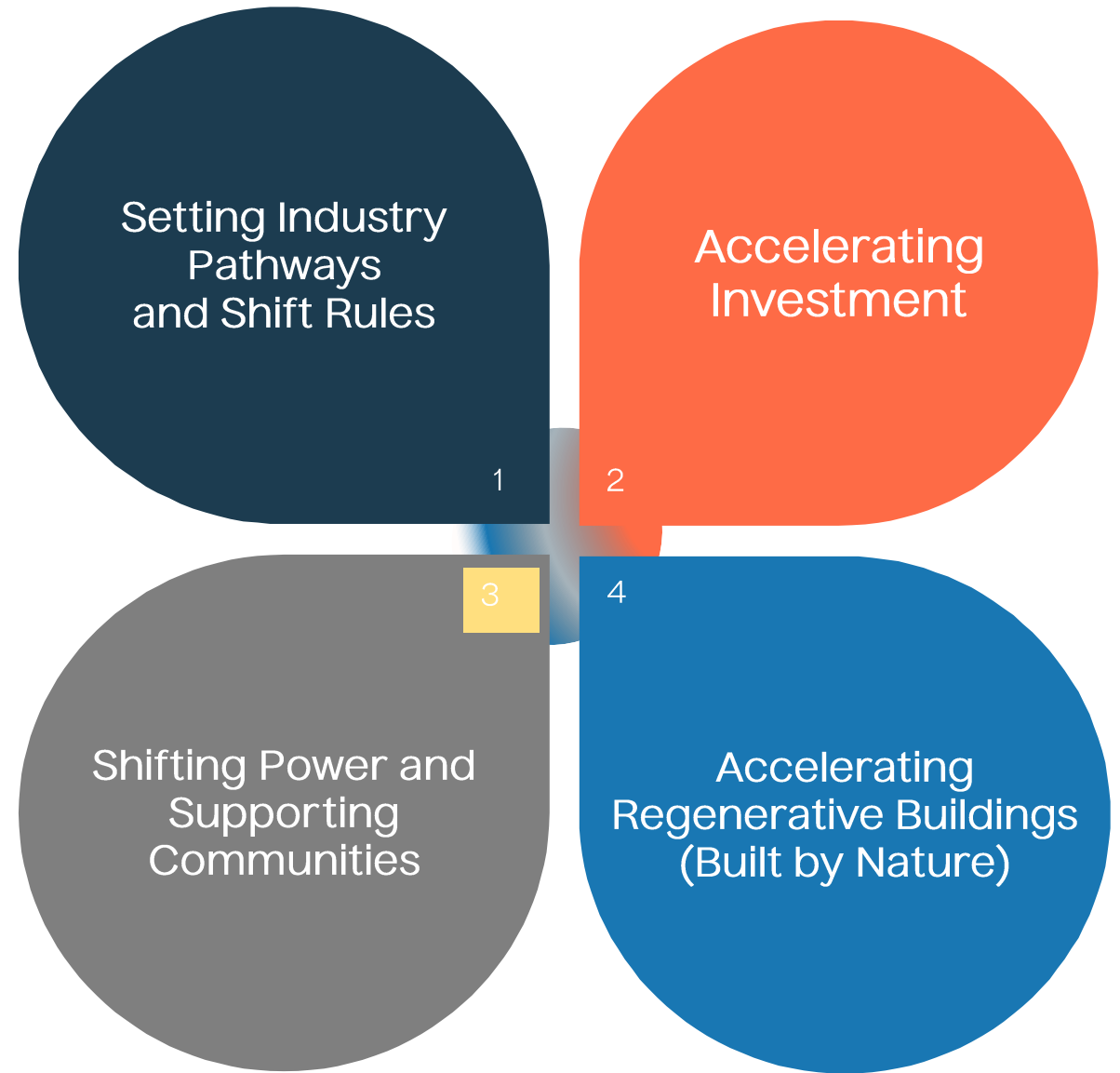


Laudes Built Environment Programme

Vision: A regenerative and inclusive built environment that prioritises decarbonisation and wellbeing for all

Through collaboration with industry, policy makers, finance and communities on four key interventions;

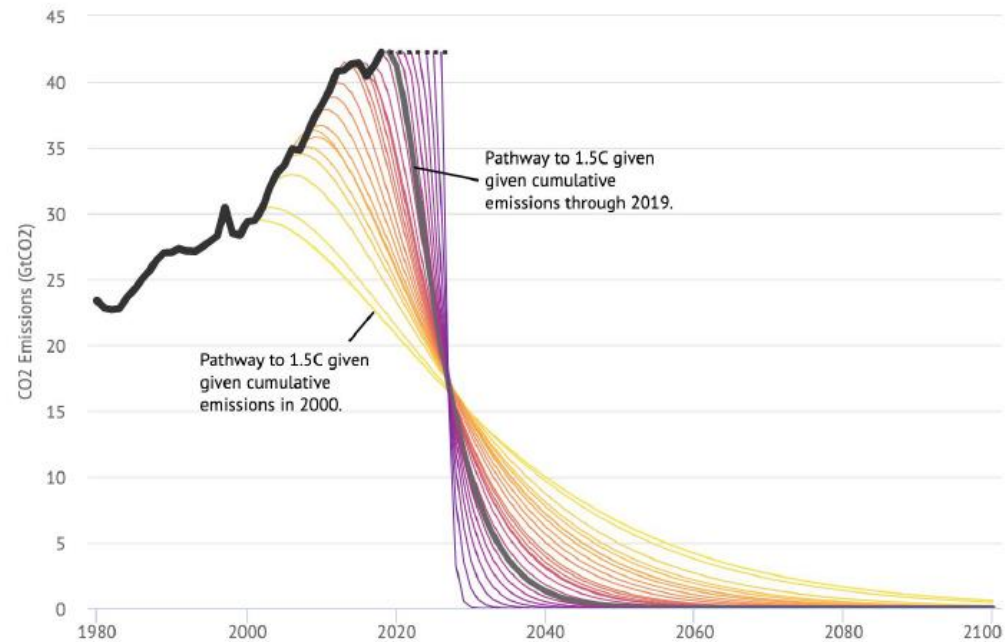
Find an overview of Laudes Built Environment partners [here](#)



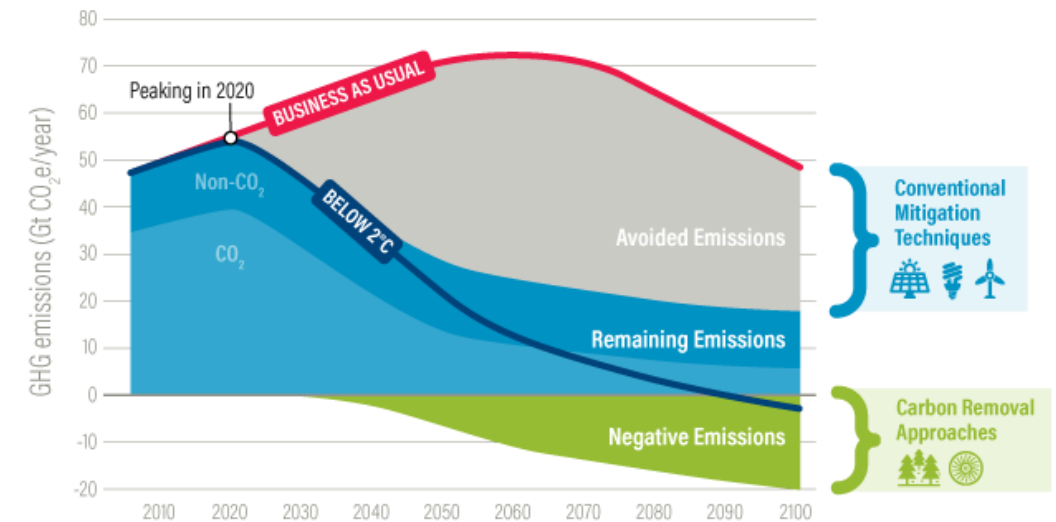
The climate emergency demands a response

Incrementalism is not enough: transformative solutions and negative emissions required

Step-change required to get to net-zero...



...and negative emissions required to stay below 2°C

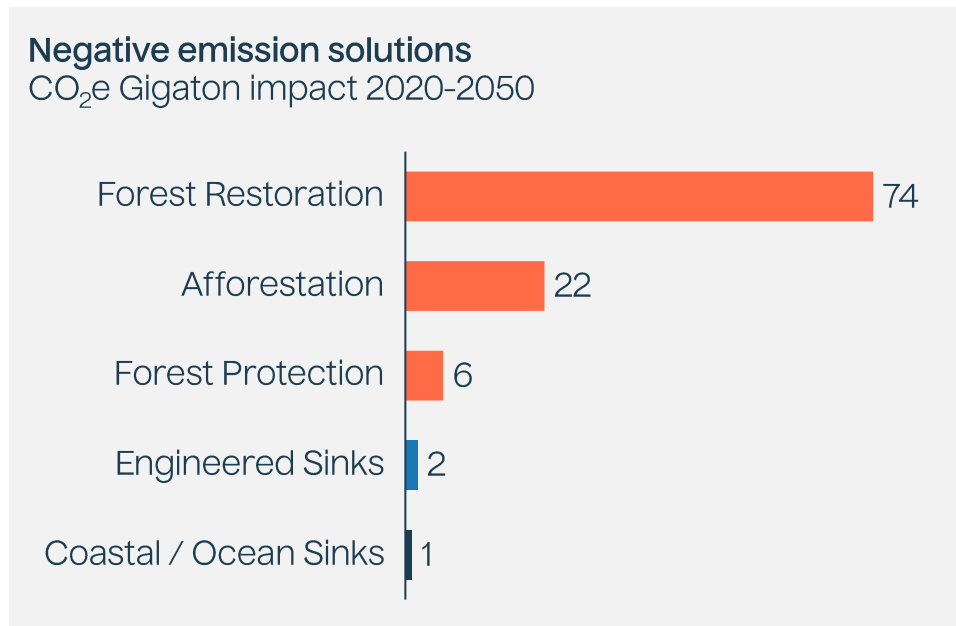


We need nature-based solutions (forests)

Best way to realise negative emissions, but **regenerative forests economies** required

Forests offer the best solution for negative emissions...

...but involvement of real economy required to tap into all the potential



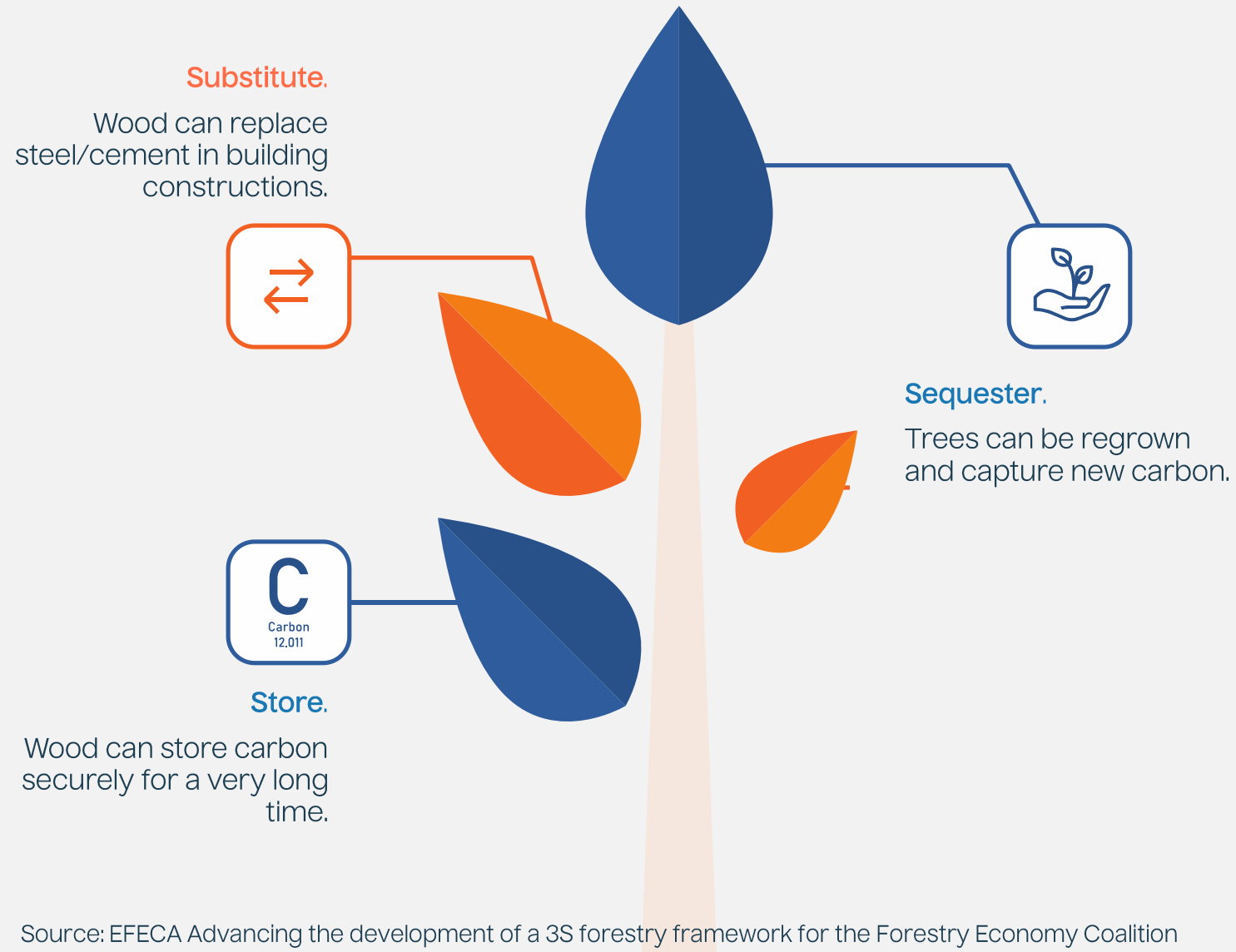
Short life low value products.

Forests are not optimally / sustainably managed.

Vast tree planting predicated significantly on demand for timber.

We need timber

Using wood in our built environment is one of the most impactful solutions for the climate transition



The timber transformation needs a demand stimulus

Main stakeholders **lack the incentives** to use wood and turn to steel / cement (for which the industry is optimised)



Little demand for wood



Lack of ideas, experience and advocacy (innovation, research, demonstration projects)



Many unknowns and questions around wood **keep current power structures in place** and make wood more **expensive** vs. steel/cement

The 'big 6' demand side actors

Developers

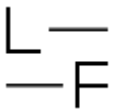
Asset Owners

Cities

Designers

Investors

Insurers



We need to work with frontrunners to blaze a trail

'the industry majority'

'the Frontrunners'



Mainstream

Operational carbon focus



Early majority

Life-Cycle Carbon focus



Early adopters

Wood focus
"Substitute"

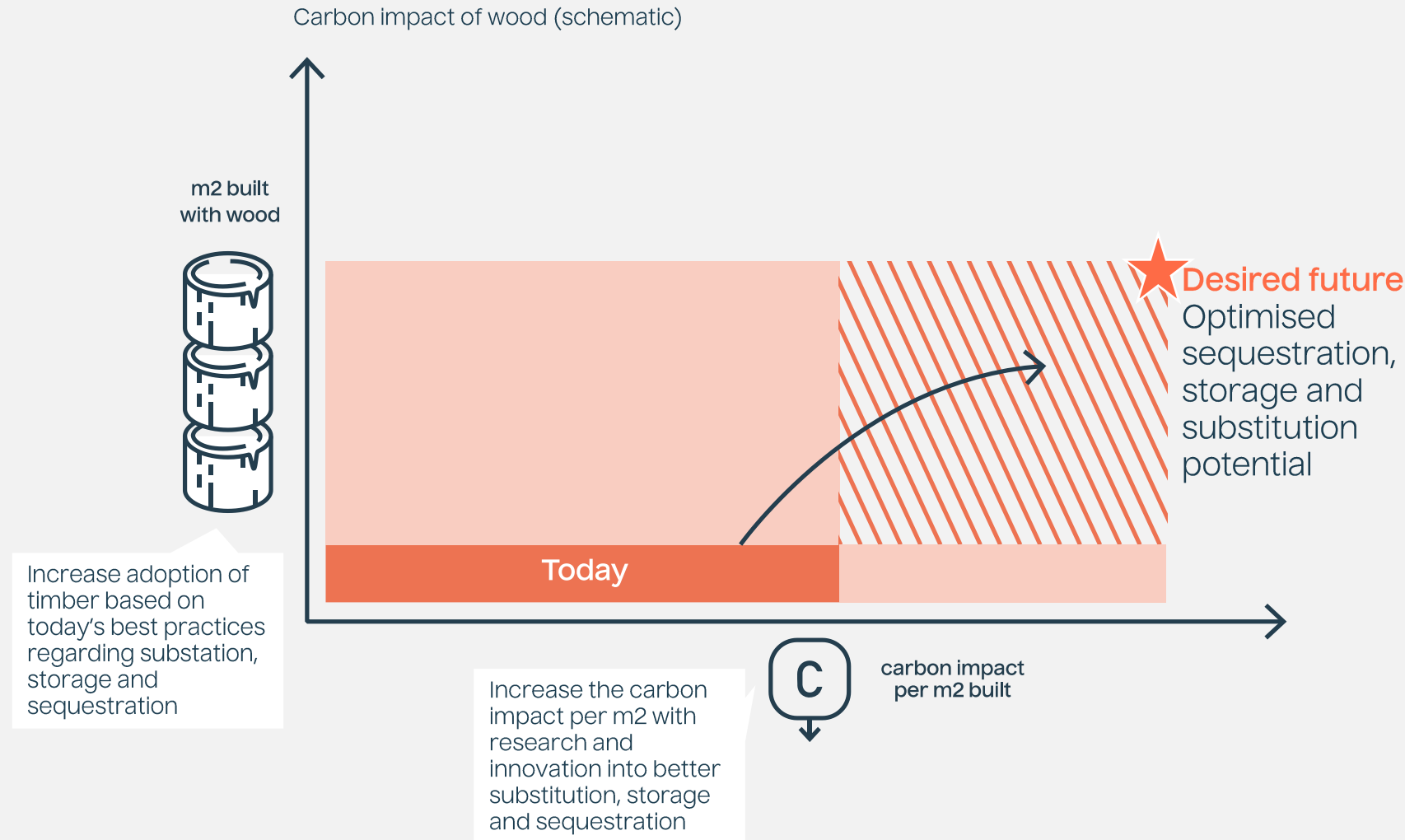


Innovators

Regenerative focus
"Substitute, store and
sequester"

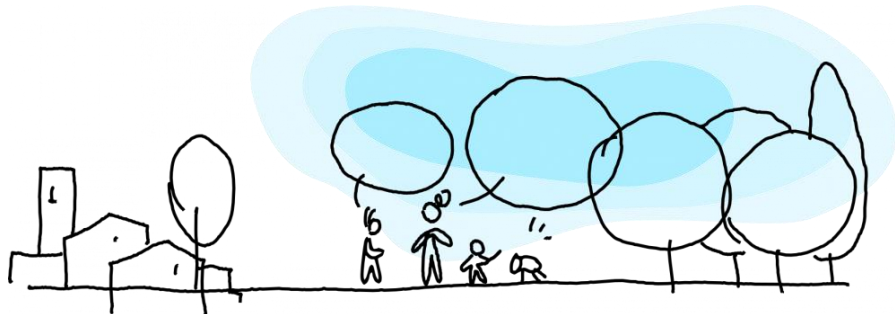
We need to refocus

Focus on both accelerating m2 built with wood and carbon impact per m2



There is an 'A Team' of initiatives building out across Europe

Bauhaus der Erde



New European Bauhaus
beautiful | sustainable | together

ASBP The Alliance
for Sustainable
Building Products

Timber Accelerator Hub



Centre for Natural Material Innovation



Climate-KIC – Madrid and Milan
Demonstrators

Cities4Forests

Cities4Forests

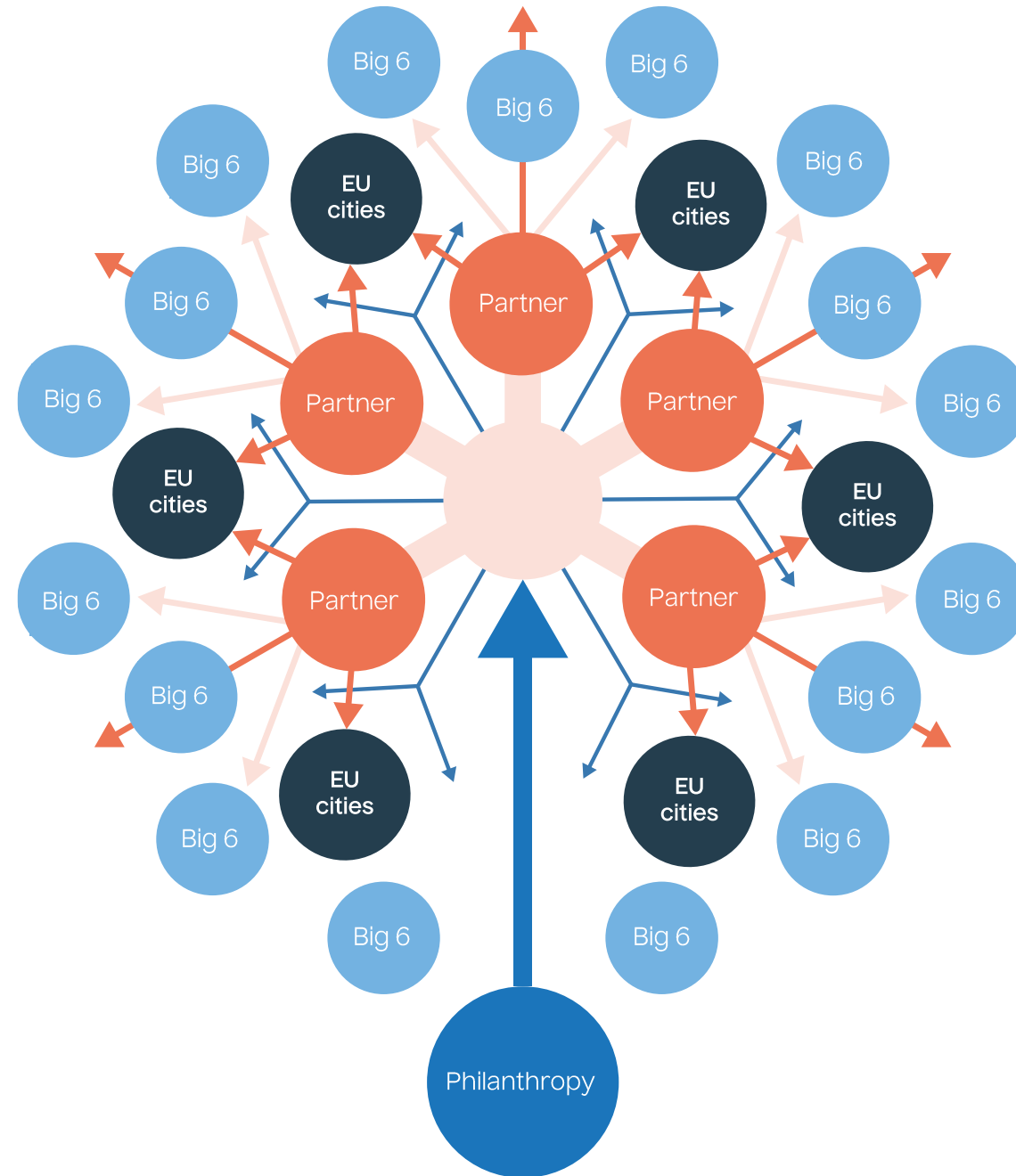


Climate Neutral Cities Alliance

Zero carbon fund

We need a strong ecosystem

Creating and scaling solutions





We need to focus on demand-side actors

We must centre forests and climate

We need to focus on practical application
and scaling at city level

We believe the future is hybrid –
collaborate don't compete

We need to focus on what's hard

Coming soon on 27 October....

Launch of a major new initiative to accelerate the timber
building transformation across Europe

Join us!