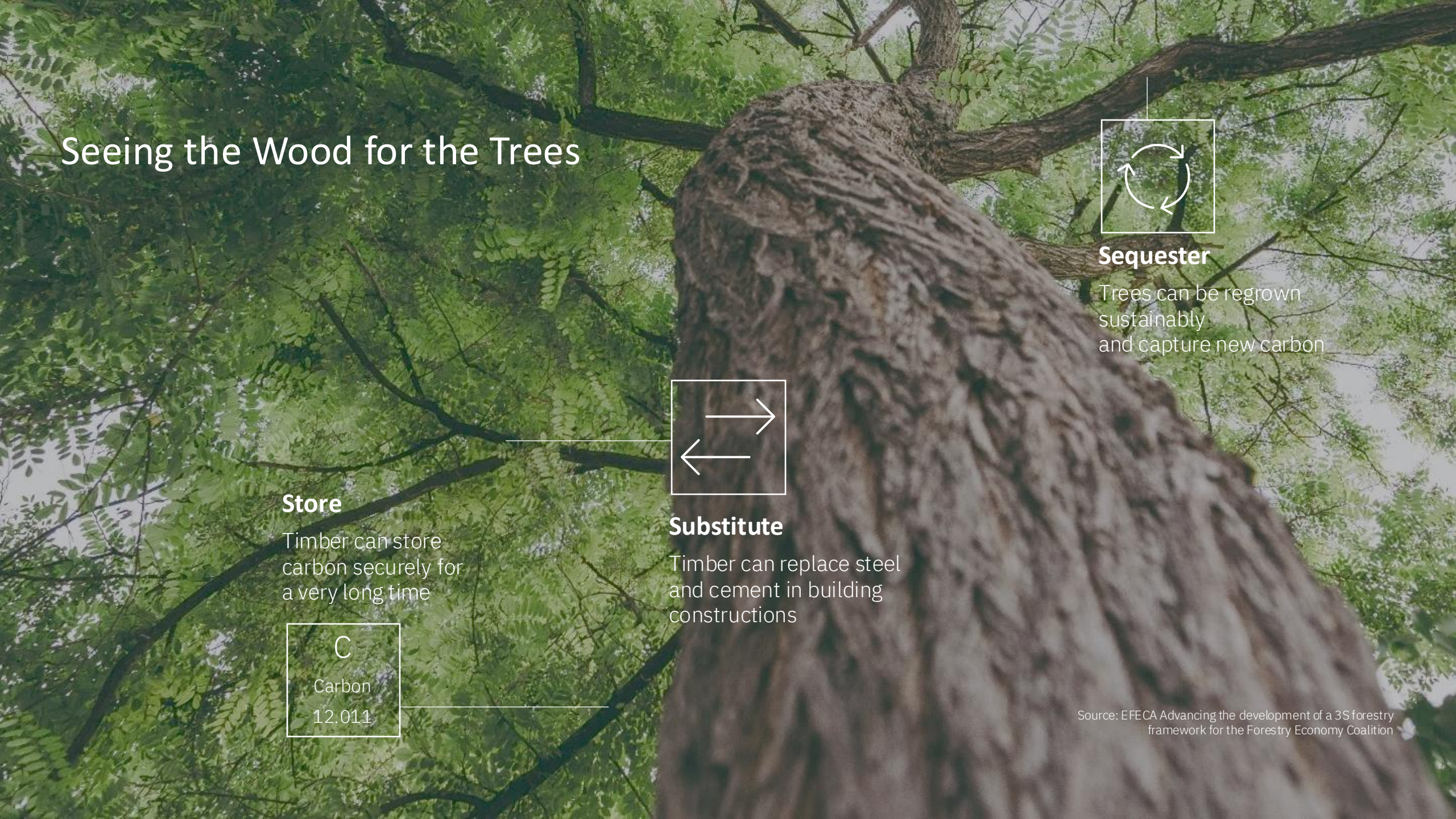
BUILT BY NATURE

Our vision is for
a built environment
working in unison with
nature

Our mission is to lead a global transformation of the built environment by mainstreaming the use of biobased materials.

Seeing the Wood for the Trees



Sequester

Trees can be regrown sustainably and capture new carbon

Substitute

Timber can replace steel and cement in building constructions

Store

Timber can store carbon securely for a very long time

C
Carbon
12.011

Source: EFECA Advancing the development of a 3S forestry framework for the Forestry Economy Coalition

Our European Movement

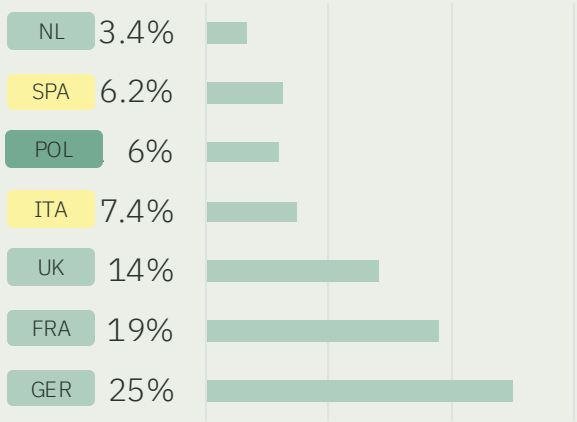
Built by Nature has established national networks in the **UK, Netherlands, Spain, and Italy.**

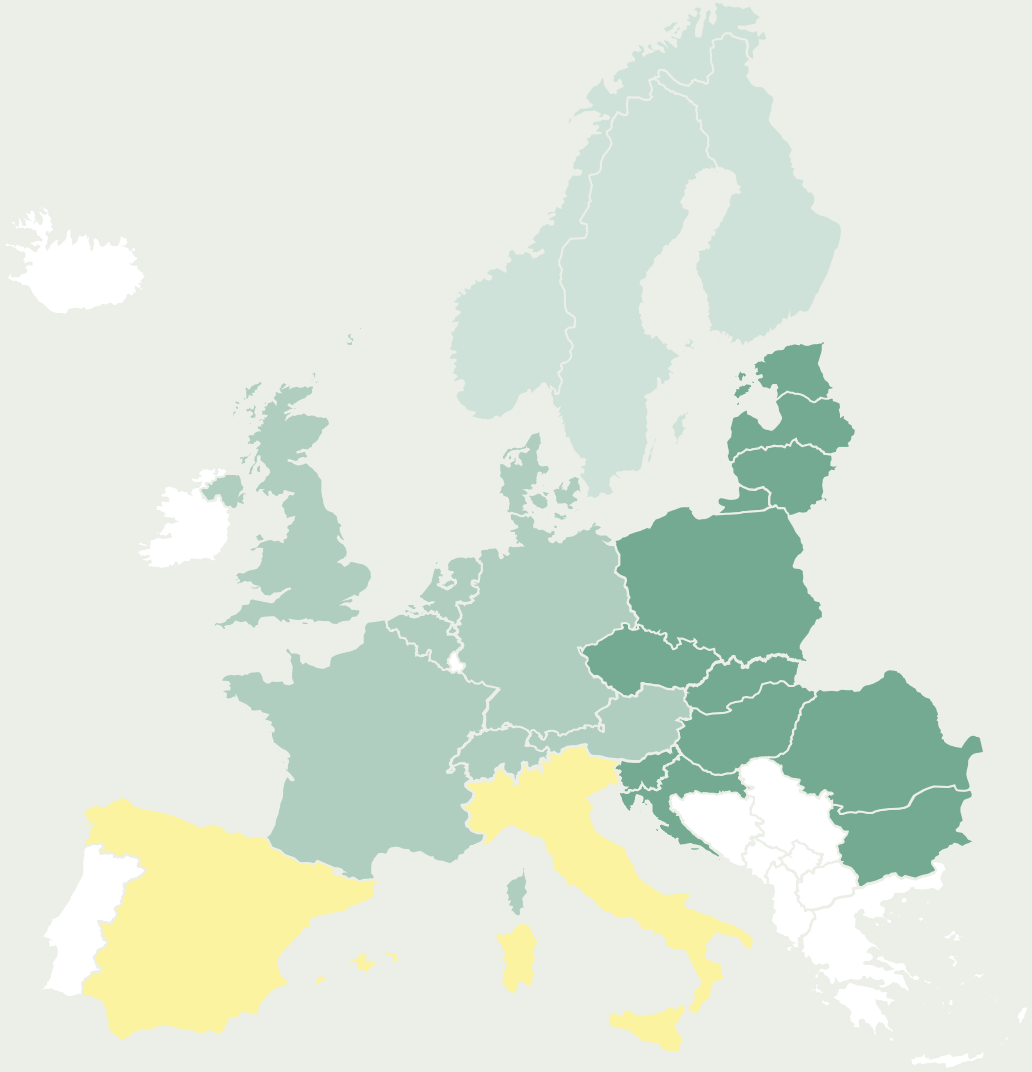
We are creating new networks in **France & Germany** in 2025.

We also have Frontrunners in Austria, Denmark, Finland, Norway, Sweden & Switzerland

Catalysing Local Networks in Strategic Locations

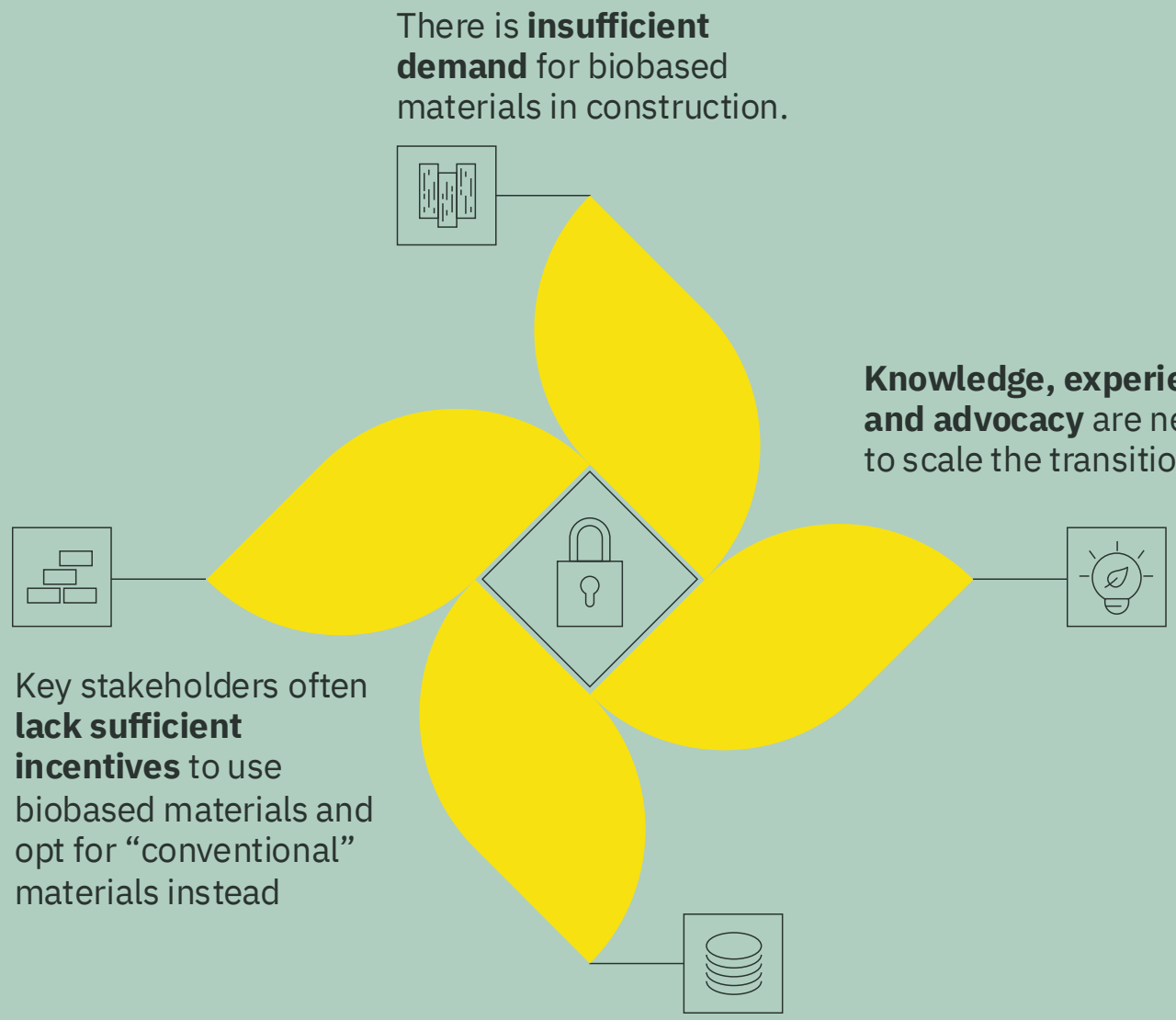
Top 7 National
Construction material demand





Top 7 National construction material demand as based on the material flow analysis executed by Metabolic

Biobased materials need a demand stimulus.



We want to cultivate a thriving pan-European network of Frontrunners.

Connect

Core convening and connecting role of networks, bringing together key industry stakeholders

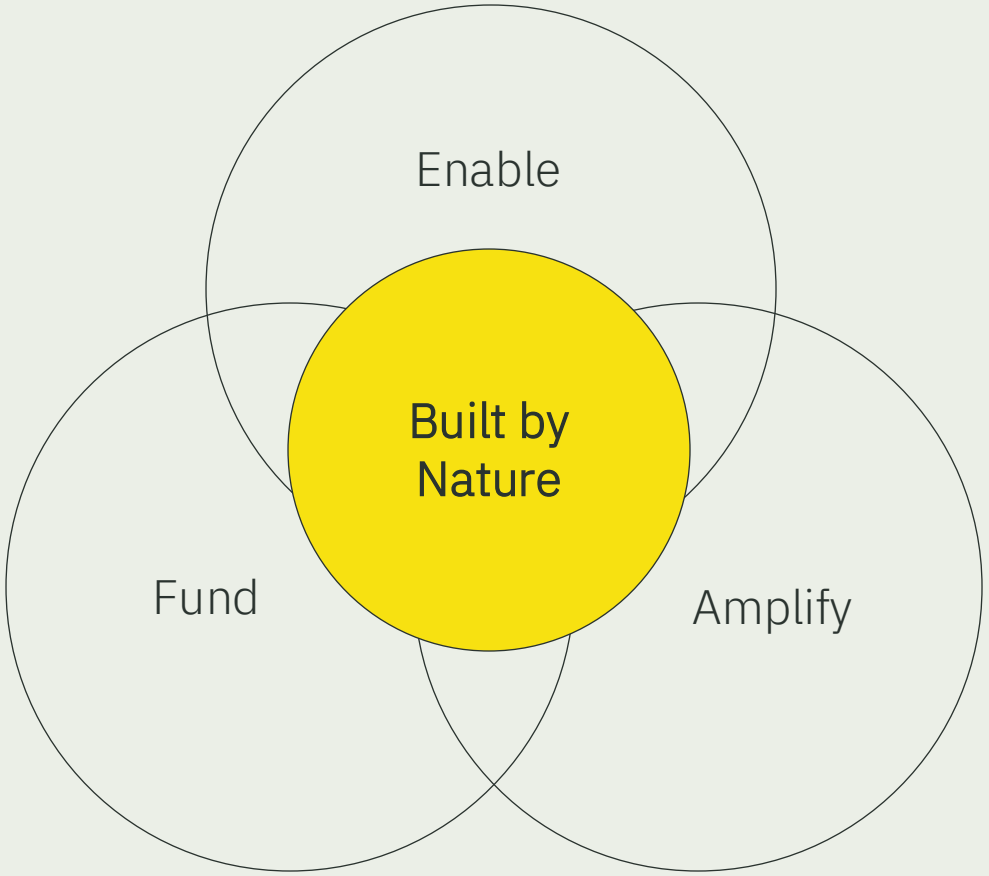
Amplify

Amplification of built projects and systemic solutions by Frontrunner organisations

Enable

Establishing clarity and shared understanding of key barriers and supporting solutions to overcome them

Connect

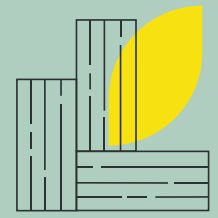


Why networks?

Networks influence who you are connected to, where you get your information and how work gets done. Cultivating and maintaining the right network will allow us to unlock collaboration, unravel systems and create unprecedented value.

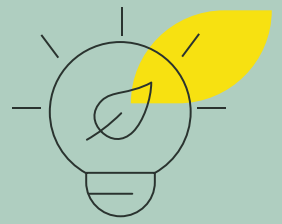
David Ehrlichman, Impact Networks, 2021

Built by Nature Networks Focus on Driving Demand



Developers

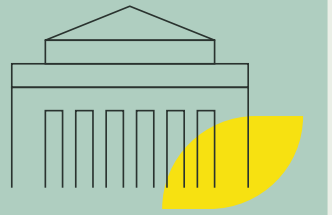
Investors



Designers

Asset Owners

Insurers



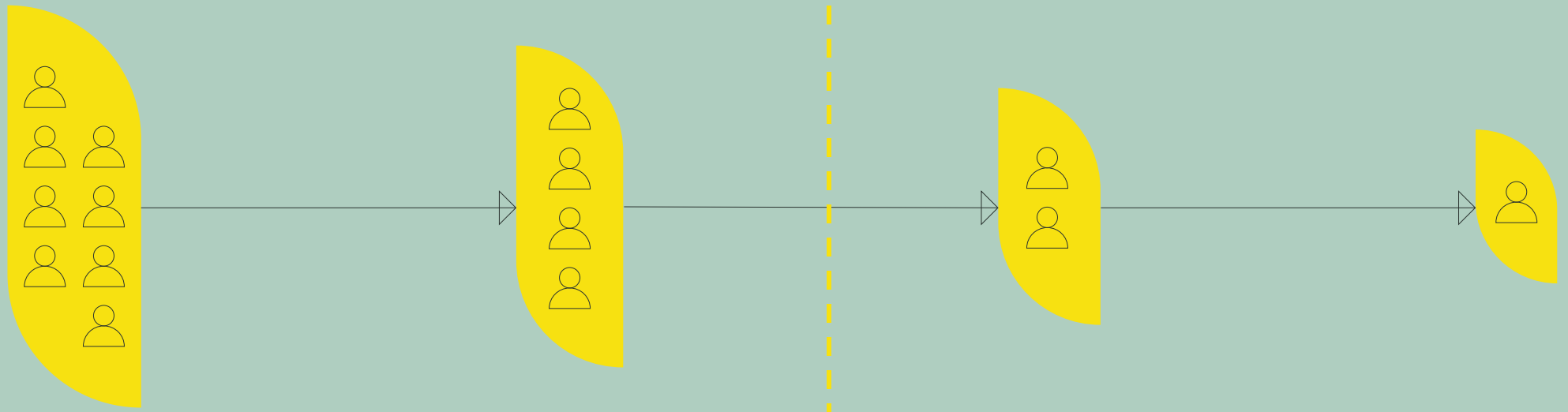
Cities

Contractors

We focus on the ‘frontrunners’ to show the 'majority' the way

‘the industry majority’

‘the Frontrunners’



Mainstream

Early majority

Adopt new ideas before the average person but typically need to see evidence that the innovation works before they are willing to adopt it. Strategies to appeal to this population include success stories and evidence of effectiveness.
34%

Early adopters

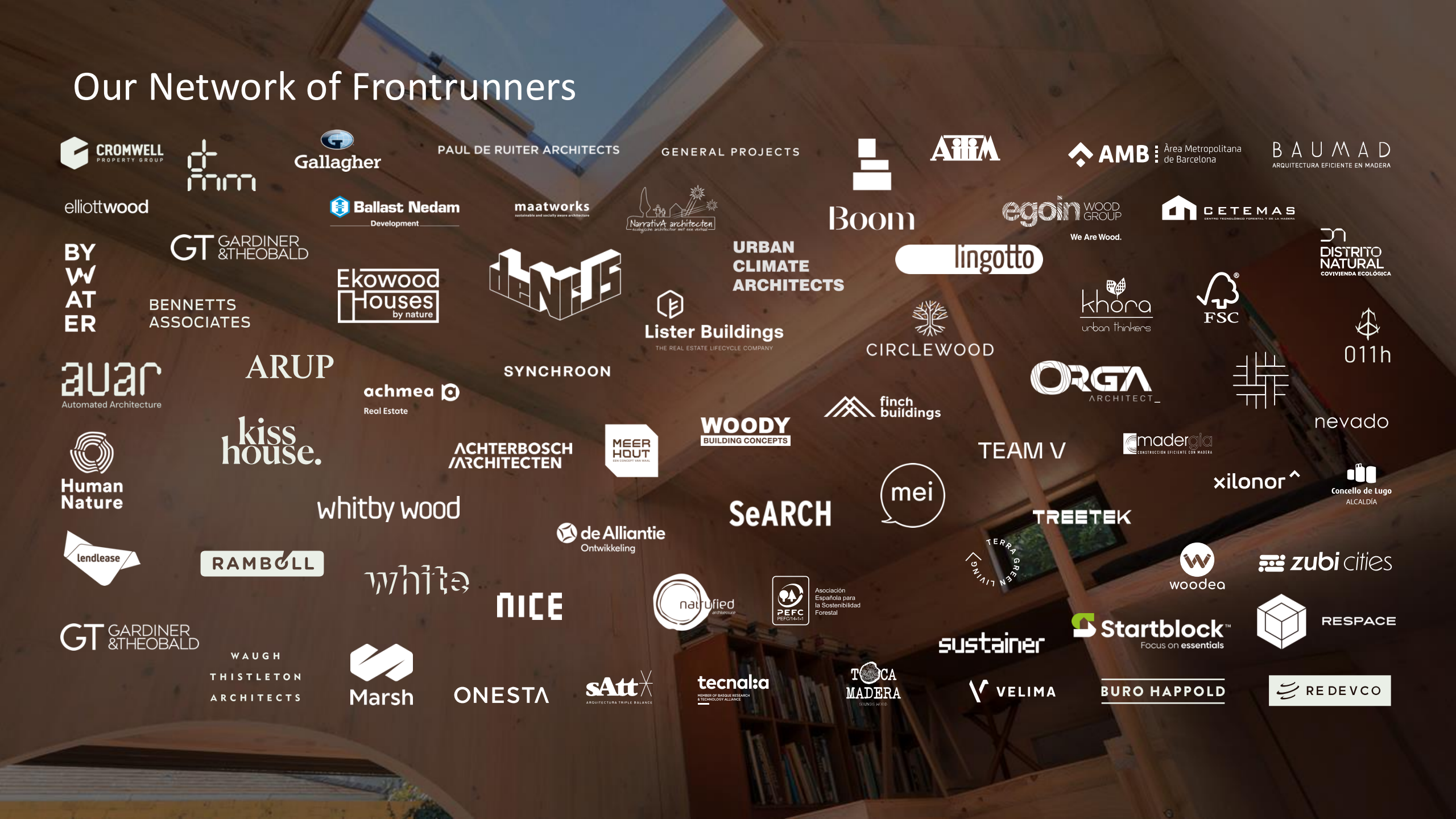
Opinion leaders and organisations that enjoy leadership roles. Aware of the need to change and willing to embrace it and adopt the new idea. Strategies to appeal to this population include manuals and implementation guides.
13.5%

Innovators

The first to try the innovation. They are venturesome and interested in new ideas. Willing to take risks and are often the first to develop new ideas.
2.5%

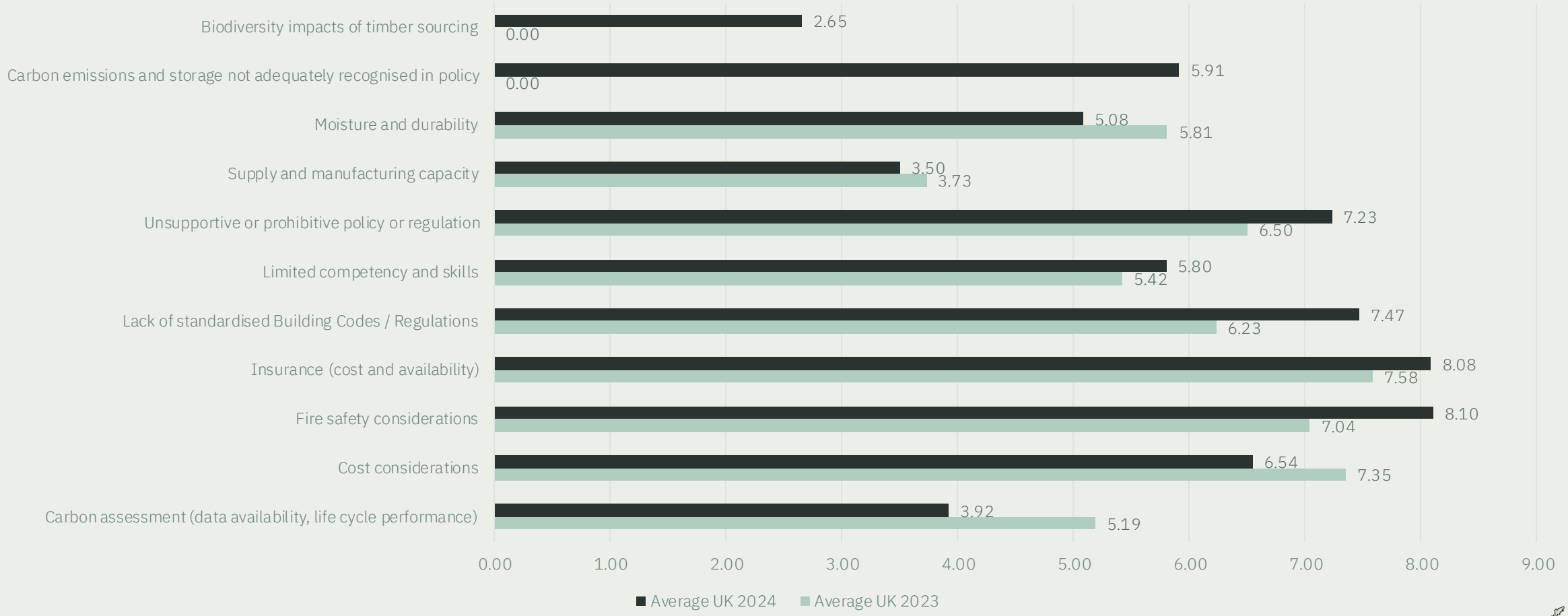
*Diffusion of Innovation (DOI) Theory, developed by Everett M. Rogers in 1962

Our Network of Frontrunners



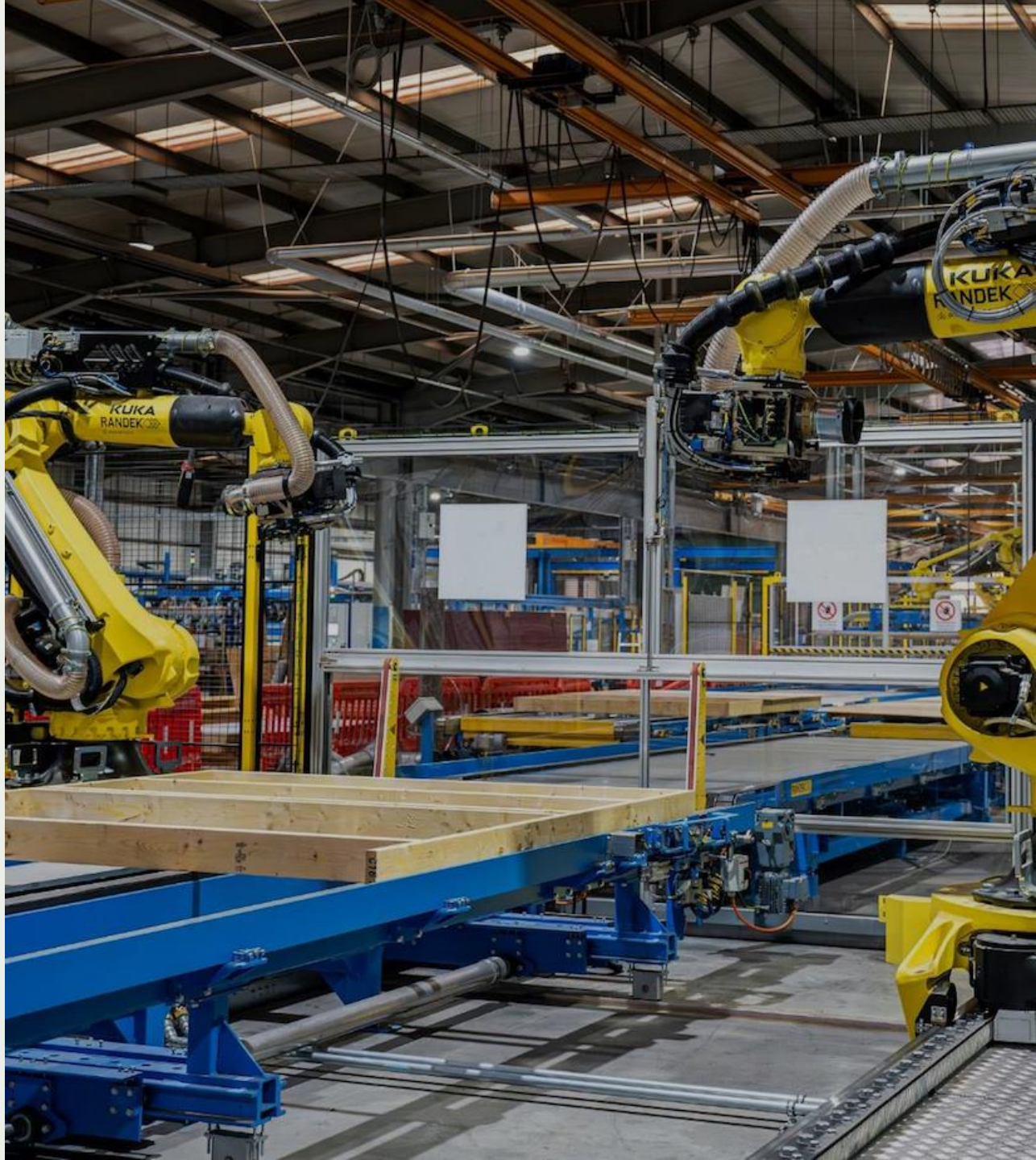
UK Deep-Dive & Network

UK: Impact of barriers to timber adoption 2023 / 2024



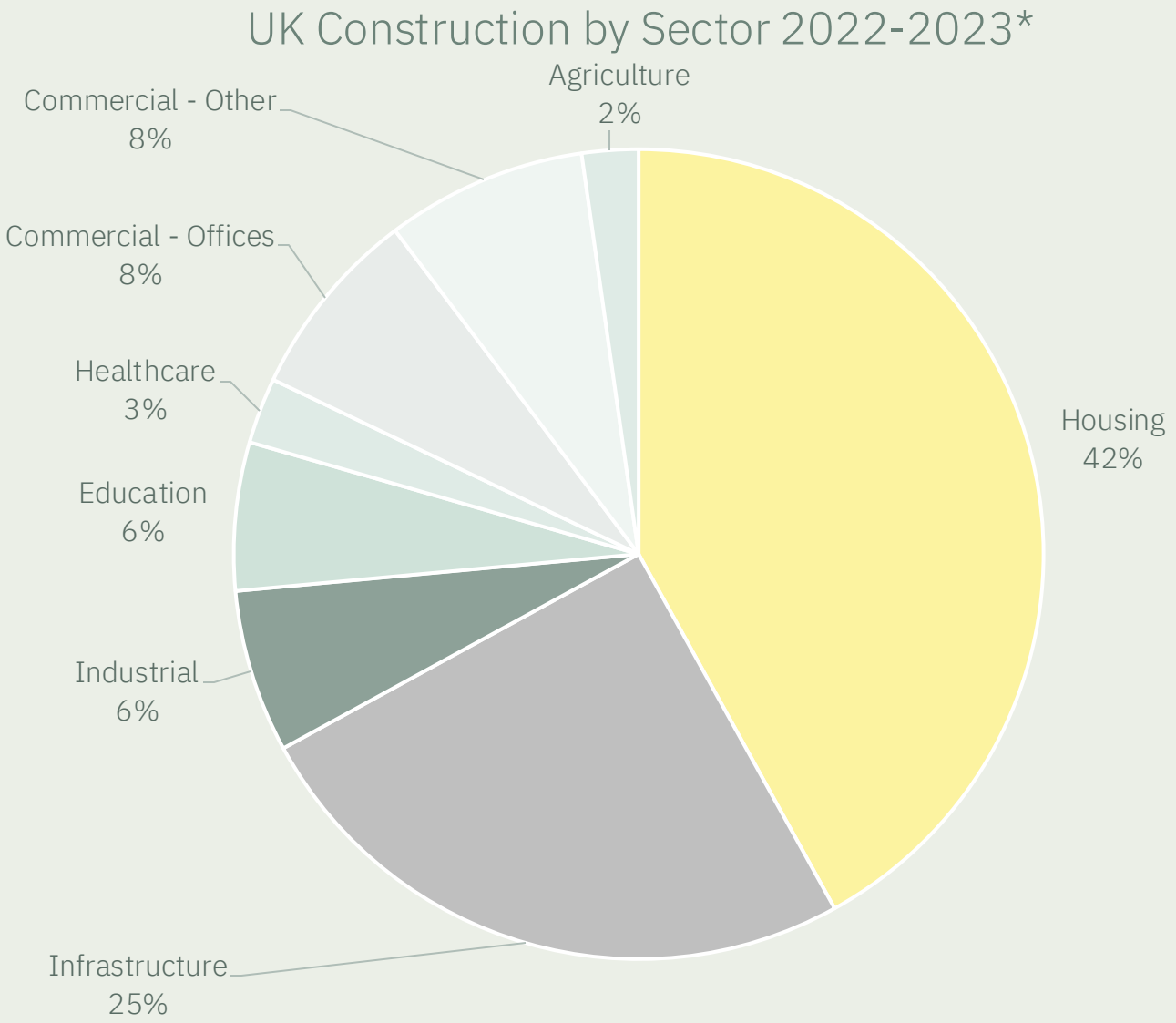
Priorities for BbN in the UK for 2025

- Advocacy - Align a vision for the UK: Greening buildings and Housing targets
- Engaging under-represented stakeholders: Insurers / Investors / Cities
- Fire: technical, perceptions and misconceptions
- Standardising Policy & Regulations at local and national level
- De-risking insurance through cross-sector collaboration



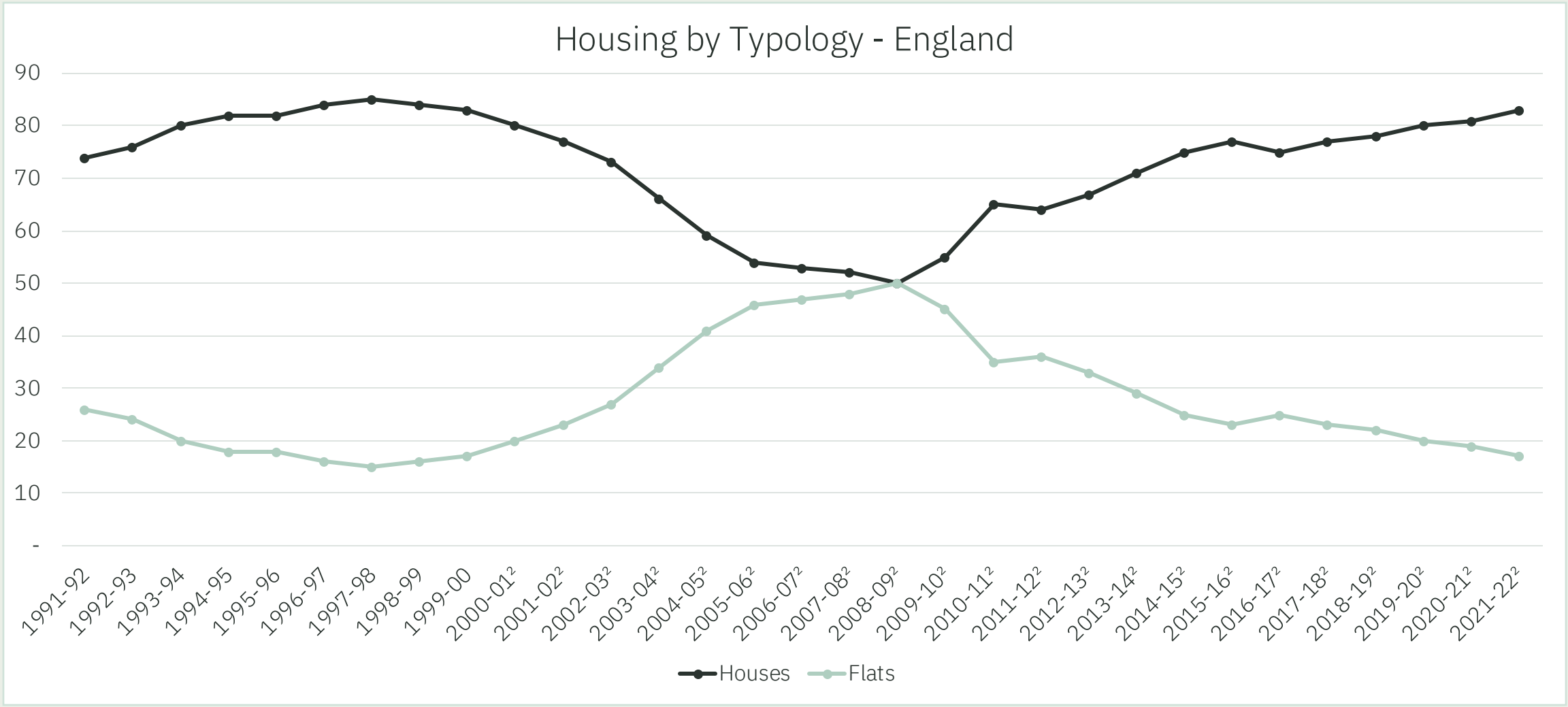
The **residential** sector accounts for two fifths of all construction activity in the UK.

The **commercial** sector is the second largest contributor to construction activity, excluding infrastructure.



*Office for National Statistics' Construction output in Great Britain bulletin for March 2023

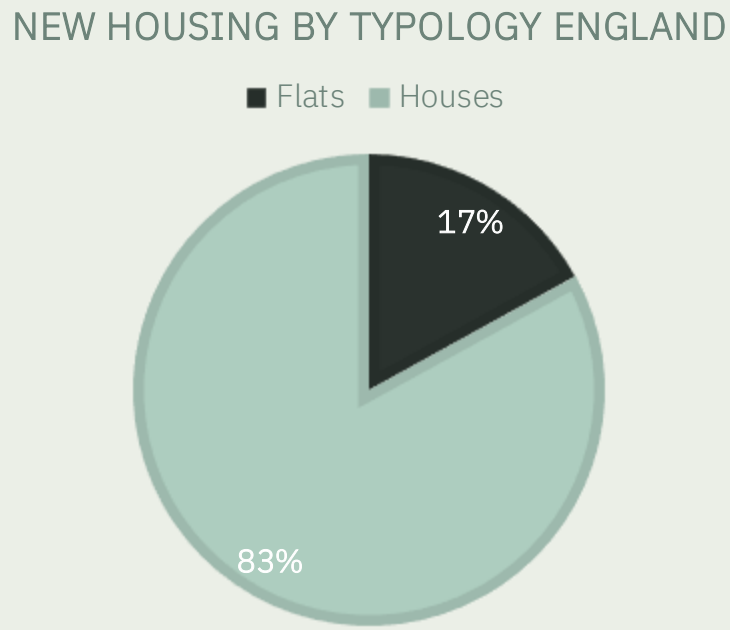
Since 2008 the proportion of new homes that are houses has been steadily increasing across England.

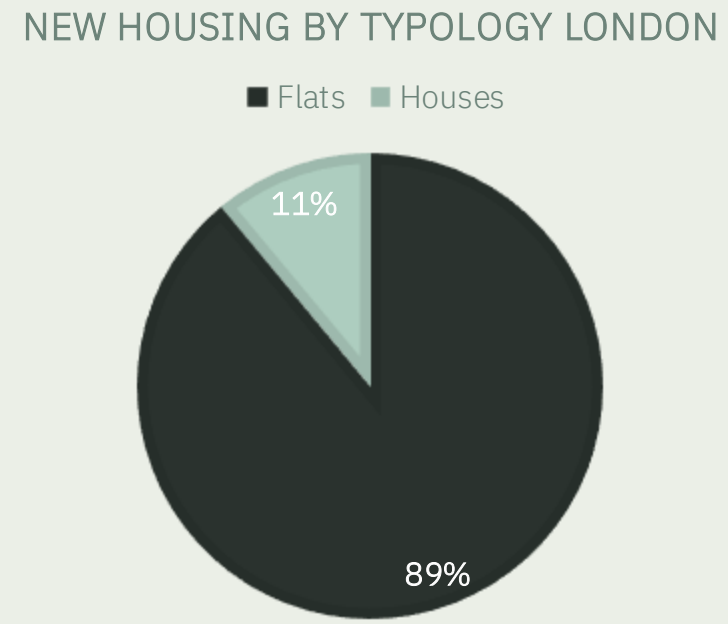


*NHBC Housing Statistics - Table 254 Housebuilding: permanent dwellings completed, by house and flat, number of bedroom and tenure

Looking at the residential sector in more detail, we can see 83% of new homes are houses. i.e. single-family dwellings. (top right chart)

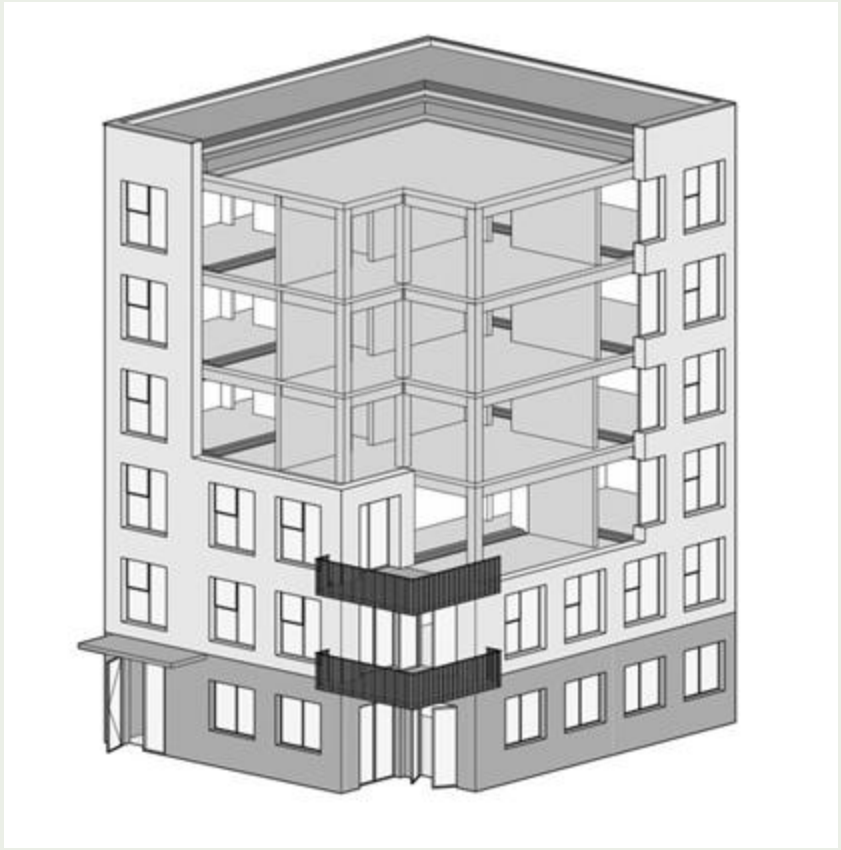
This ratio is flipped in London, where 89% of new homes are flats. (bottom right chart)





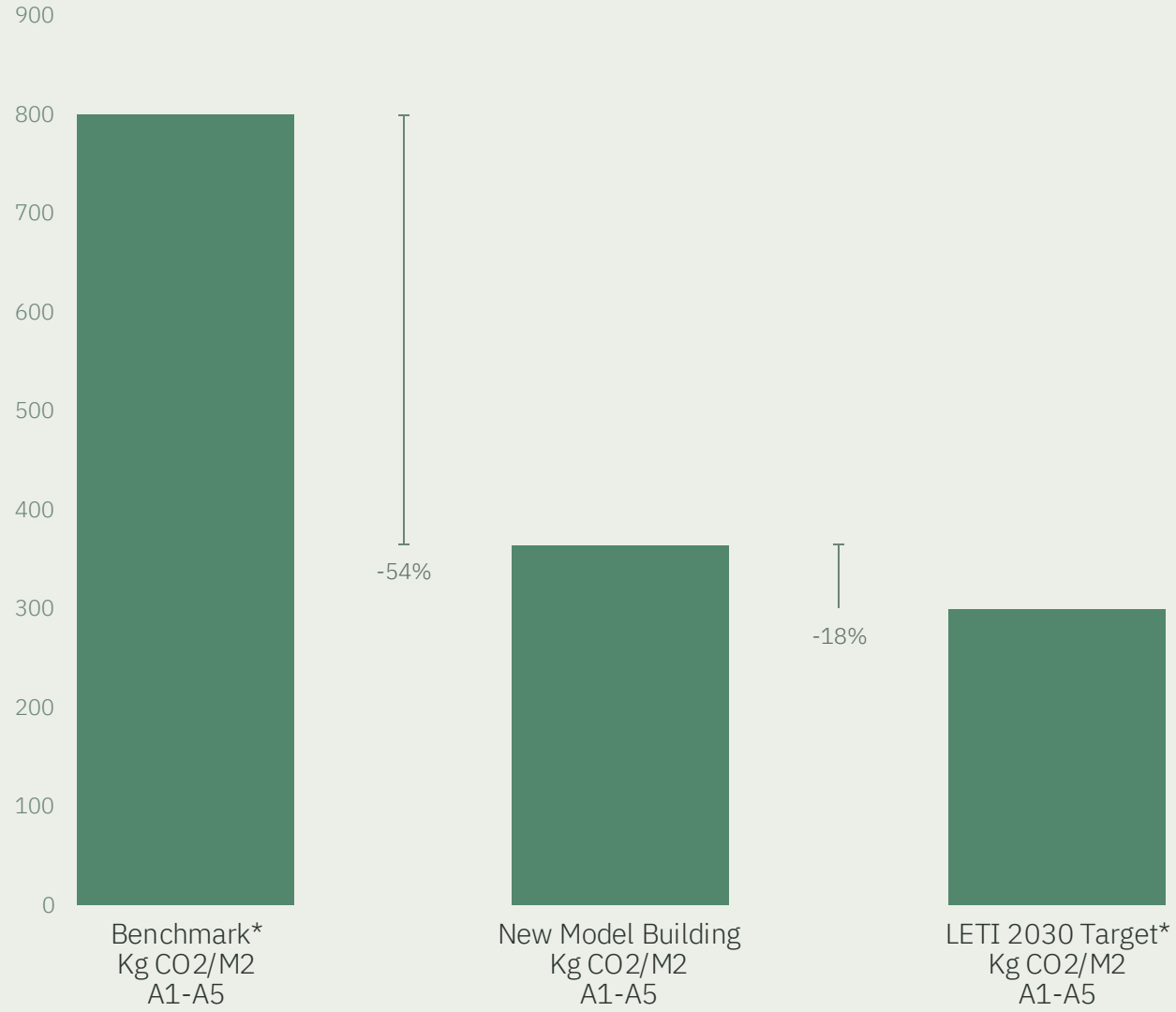
*NHBC Housing Statistics - Table 254 Housebuilding: permanent dwellings completed, by house and flat, number of bedroom and tenure

Multi Storey Residential - Flats



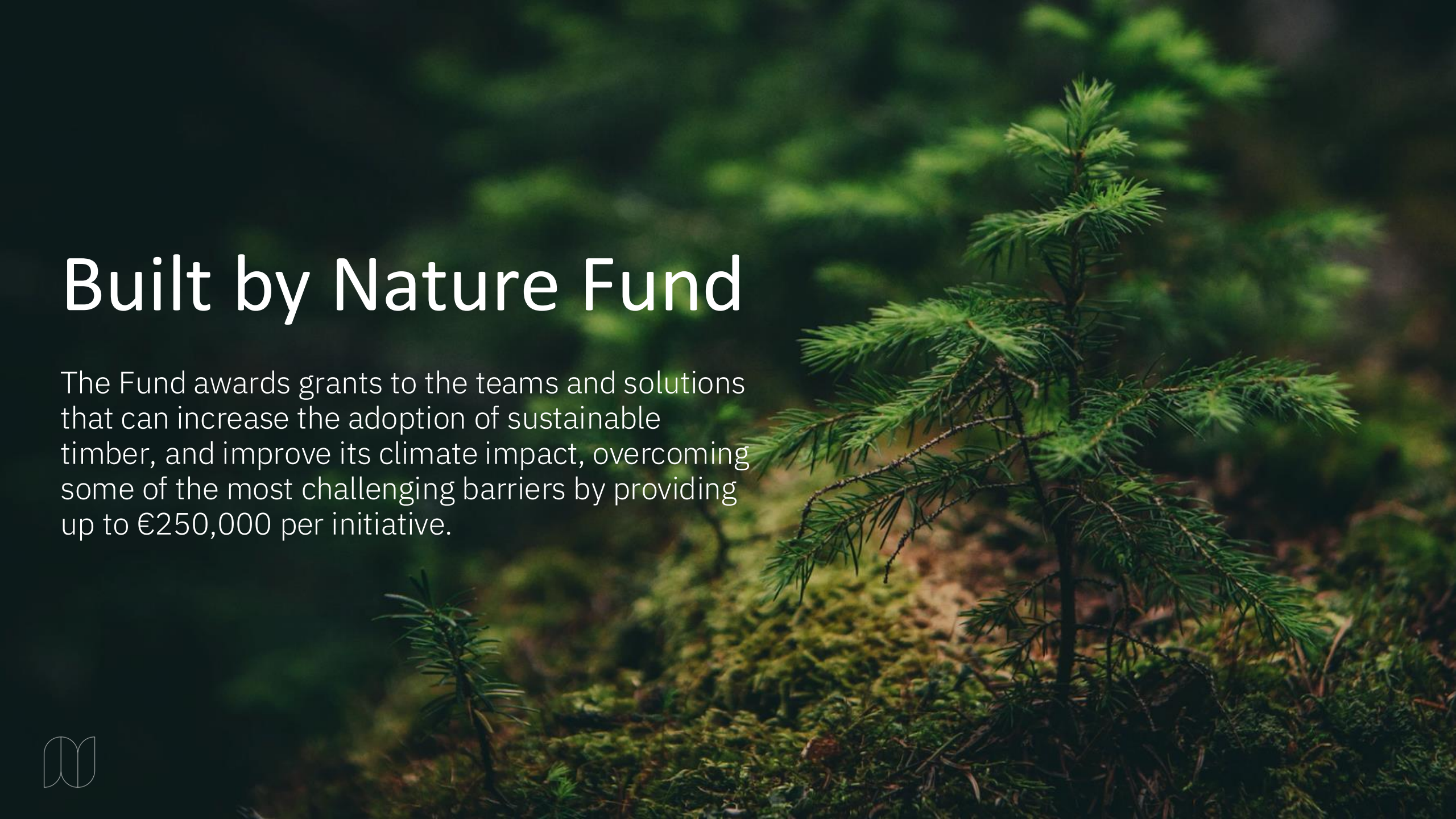
New Model Building
WTA, UCL, Buro Happold, G&T

What embodied carbon reductions are possible, and what is required?



*LETI Embodied Carbon Primer - https://www.leti.uk/_files/ugd/252d09_8ceffcbcafdb43cf8a19ab9af5073b92.pdf

Enable:
We support solutions to overcome the major challenges that are identified through our networks.



Built by Nature Fund

The Fund awards grants to the teams and solutions that can increase the adoption of sustainable timber, and improve its climate impact, overcoming some of the most challenging barriers by providing up to €250,000 per initiative.

Data from 2024

Types Of Barriers Being Addressed Through Grant-funded Projects

Policy

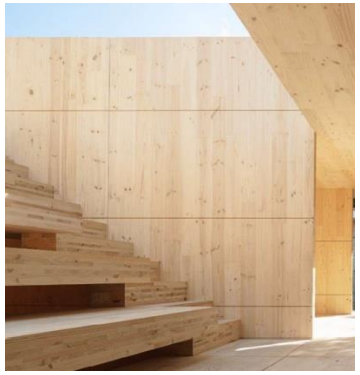
Solutions
Levelling the legislative playing field, inspiring leaders to embrace timber

11 grants
5 geographies
€ 1.673.801
Co-funding: 53.6%

Technical

Solutions
Supporting data generation, knowledge guidance and trainings.

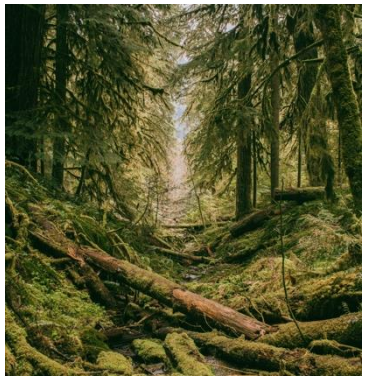
9 grants
3 geographies
€ 1.167.234
Co-funding: 44,6%



Perceptions

Solutions
Demonstrating mass timber's performance and benefits, debunking myths.

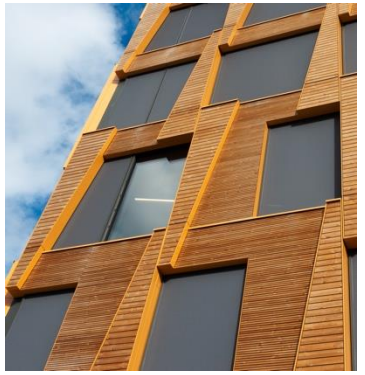
10 grants
5 geographies
€ 1.083.487
Co-funding: 55,7%



Field

Solutions
Supporting collaboration, learning and alignment among the big 6.

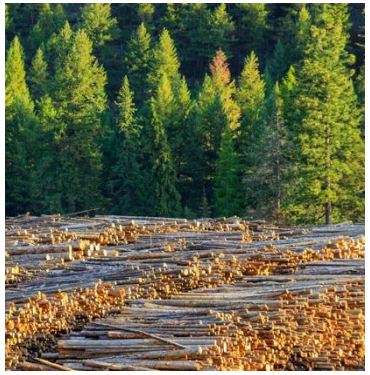
5 grants
3 geographies
€ 613.900
Co-funding: 56,9%



Cost

Solutions
Strengthening the business case, unlocking construction-stored carbon monetisation.

4 grants
2 geographies
€ 393.000
Co-funding: 35,9%



Supply Chain

Solutions
Ensuring better integration and coordination of supply, supporting balanced land-use.

2 grants
2 geographies
€ 94.900
Co-funding: 0%

Note: some grants address multiple barriers and are therefore counted more than once.

IMPACTT (Innovative Mapping and Processes to Advance Construction Timber Transparency)

Amount: € 119.130 | **Co-funding**: 25% | **Status**: Complete

The project aim is to increase traceability and transparency in mass timber supply chains and provide input to PEFC on how to better integrate carbon and biodiversity assessments in their standards.

- Mapping and visualisation (interactive maps) of carbon and biodiversity impacts of the supply chains of 5-6 timber buildings in the UK and NL.
- Recommendations for the improved integration of carbon and biodiversity data in PEFC certification.

Mass Timber Insurance Playbook

Amount: € 96.639 | **Co-funding**: 37% | **Status**: Completed

This project is focused on producing a step-by-step guidance to simplify the process for gaining insurance for mass timber buildings. It is led by the Alliance for Sustainable Building Products, and written by insurance industry experts Philip Callow, MTRC (pictured) and Jim Glockling.

The Playbook follows the RIBA work stages, and is designed for use by developers, designers and insurers.

Initially released in May 2023, The Playbook has over 7,500 downloads and has been reissued in Dec 2024 with backing from the Association of British Insurers (ABI), the Fire Protection Association (FPA) and the RISCAuthority, as well as a new US edition launched.

ASBP

mtrc Mass Timber Risk Consulting

GT GARDINER &THEOBALD

ZURICH

MARSH

Commercial Timber Buildings Guidebook

Amount: € 200.000 | **Co-funding**: 34% | **Status**: Closing

Technical design guidance and risk mitigation principles to set an agreed best practice standard for large-scale timber office buildings, led by Elliot Wood with Waugh Thistleton, OFR & Lignum Risk Partners.

- Design standard suitable for large (£25m+) office buildings.
- Fills a knowledge and competence gap across industry to unlock insurance for such projects.
- Will enable significant carbon emission reductions if successful.
- Received backing of private developers.

Optoppen: Increasing Usable Floor Area and Creating Mass Timber Carbon Sinks

Amount: € 211.066 | **Co-funding**: 35% | **Status**: Ongoing

This project aims at creating a compelling narrative around a strategic development typology which is demonstrably low-carbon; vertical extension of existing building stock with timber (“optoppen”).

The goal is to strengthen the positioning of mass timber as the material of choice for these projects, with a focus on three key markets: the UK, the Netherlands and Spain.

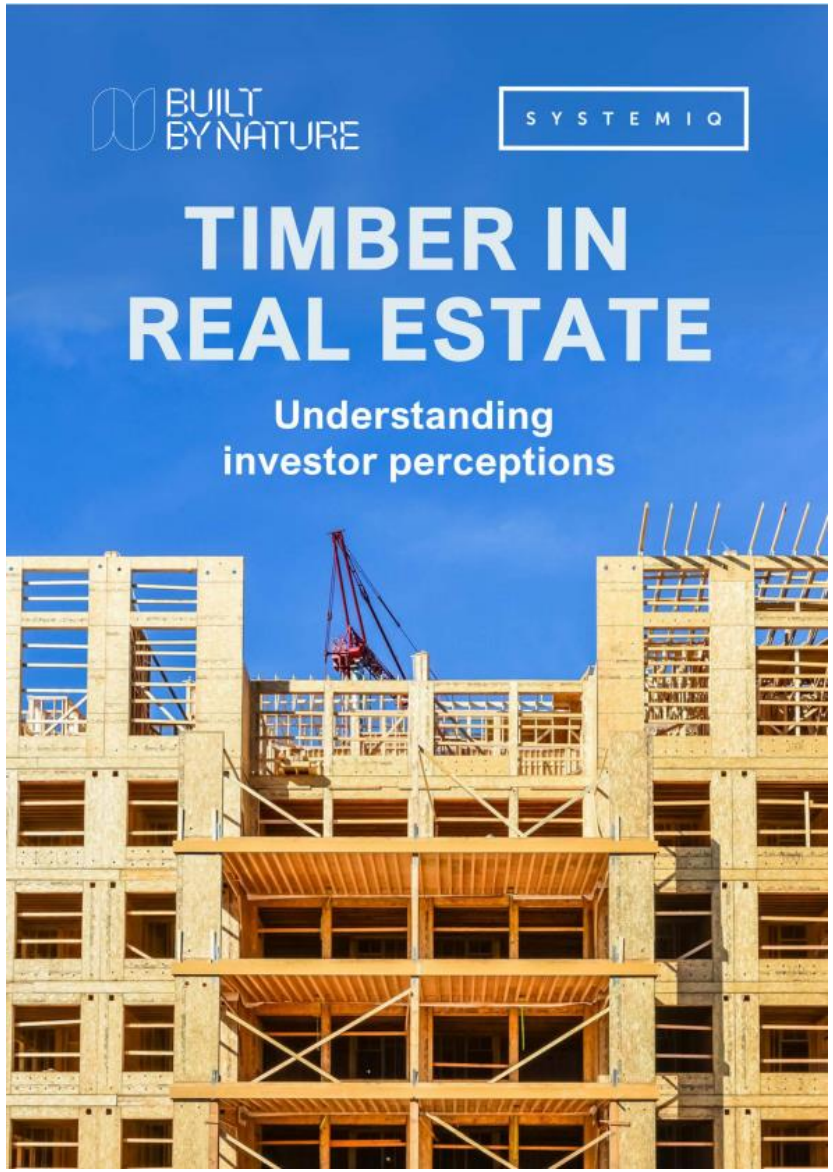
Timber in Real Estate: Understanding investor perceptions

Amount: € 211.066 | **Co-funding**: 35% | **Status**: Ongoing

This report investigates investor perceptions of timber as a low-carbon alternative to steel and cement in real estate projects. By conducting interviews with real estate investors and developers across the UK, Europe, and North America, the study identifies key drivers and challenges influencing timber adoption. Despite growing interest, adoption is limited by regulatory constraints, cost premiums, and insurance challenges.

Key Takeaways

- Pipeline Limitations
- Business Case
- Regulatory and Insurance Barriers



SYSTEMIQ

Measuring Mass Timber

Amount: € 131.250 | **Co-funding**: 25% | **Status**: Ongoing

Deriving a Mass Timber Whole Life Carbon and Quality of Life Method by Evaluating Five Exemplary UK Buildings. A whole life carbon and quality of life assessment methodology for mass timber construction, led by dRMM Studios with the Quality of Life Foundation and the New Model Institute for Technology and Engineering (NMITE)

- Performance data of 5 completed timber buildings
- Whole Life Carbon Assessments
- Post Occupancy Evaluation
- Bringing together carbon and wellbeing benefits

Homegrown: Building a Post-Carbon Future

Amount: € 30.000 | **Co-funding**: 74% | **Status**: Completed

An exhibition in The Building Centre created by Material Cultures, Homegrown: Building a Post-Carbon Future explores the relationships between materials and supply chains, and addresses the opportunity and potential of locally grown, plant-based construction materials cultivated across the UK.

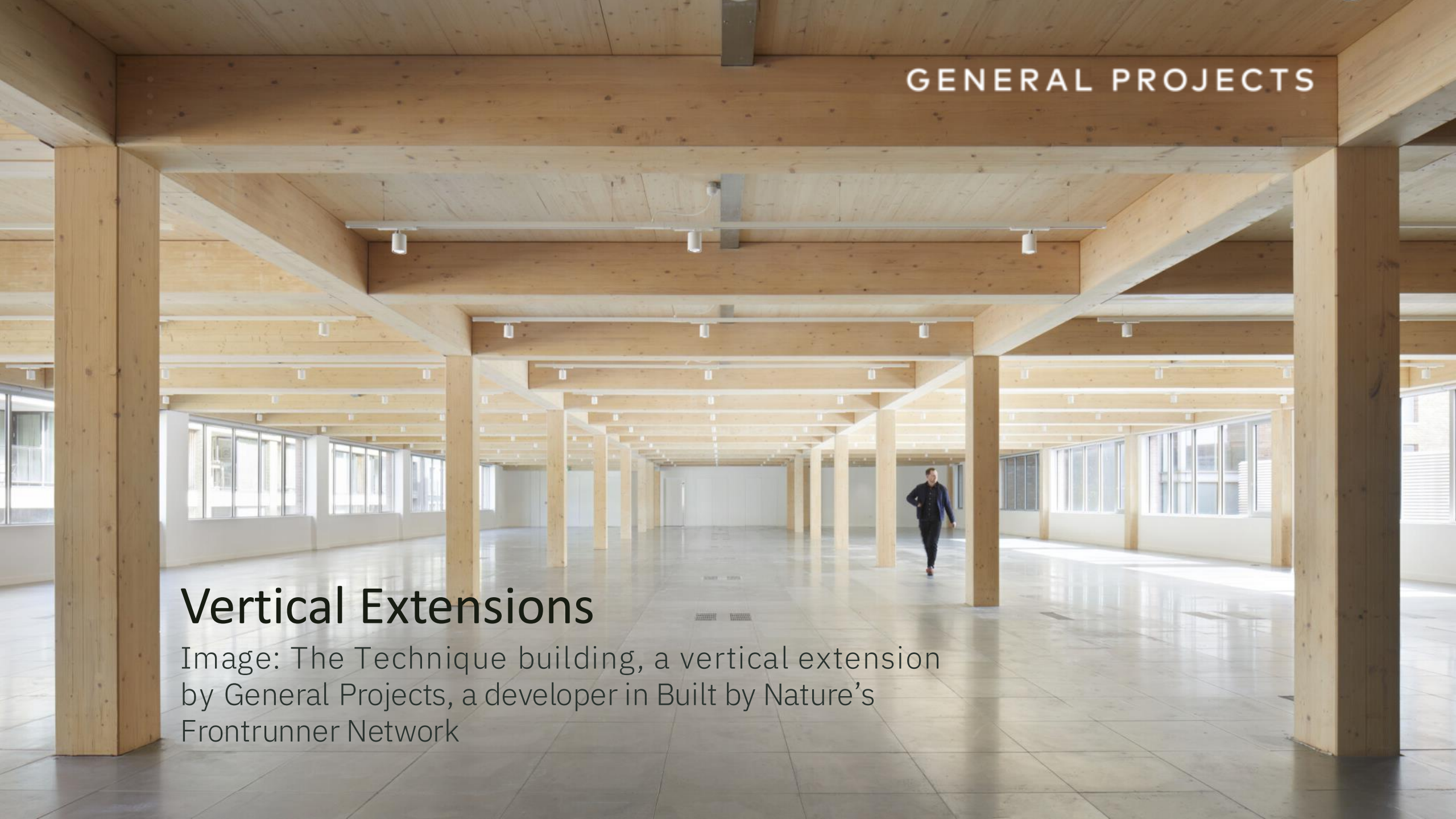
19 31

MaterialCultures

Amplify:

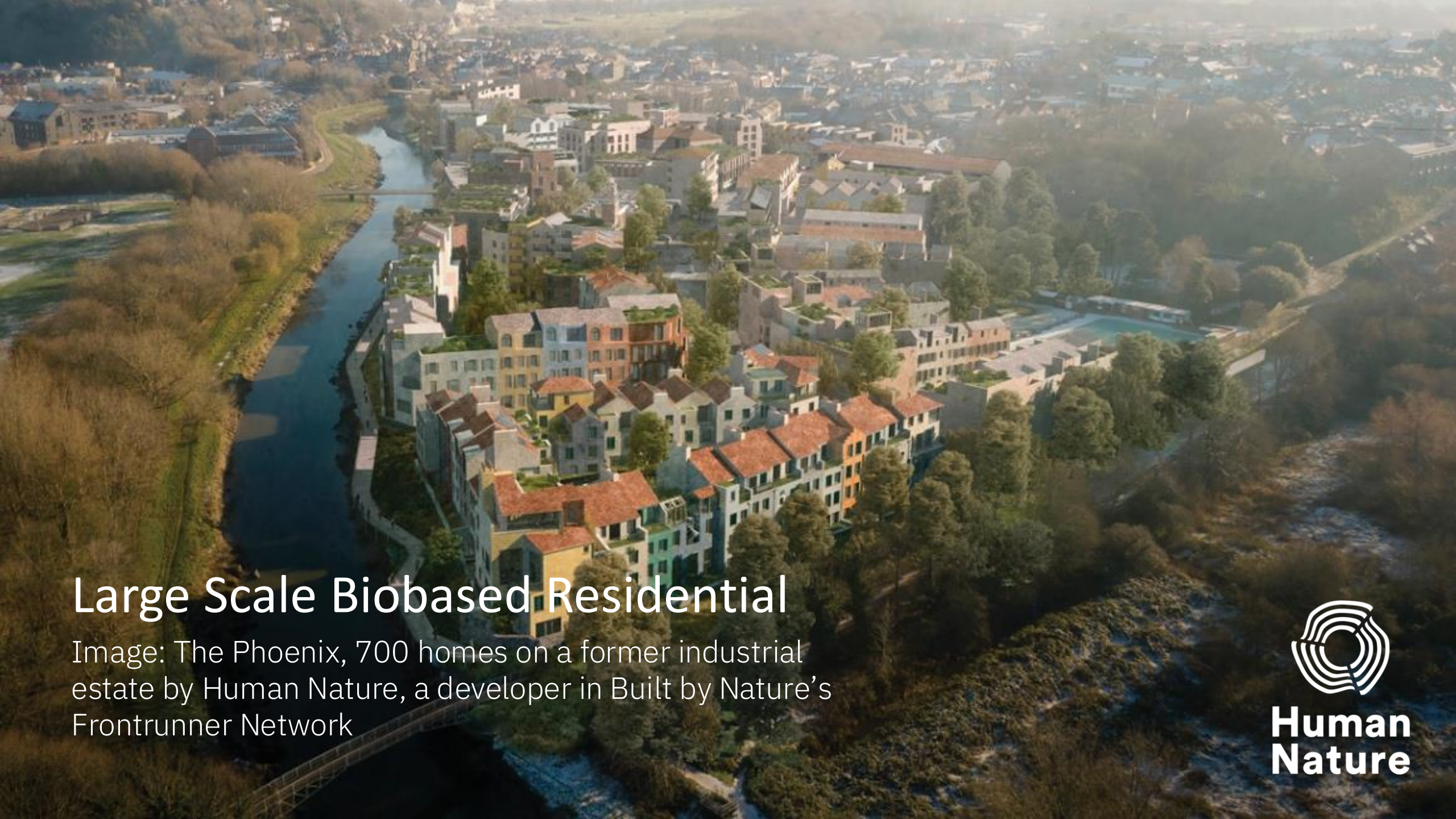
Faster construction times
High tenant demand
Long-term carbon sequestration

Built by Nature
Knowledge Hub



Vertical Extensions

Image: The Technique building, a vertical extension by General Projects, a developer in Built by Nature's Frontrunner Network



Large Scale Biobased Residential

Image: The Phoenix, 700 homes on a former industrial estate by Human Nature, a developer in Built by Nature's Frontrunner Network

Human Nature

100% Ownership interest

>£200m Market value range

One of the UK's largest timber structures

Timber Square is a net zero carbon scheme, and despite its huge scale it's one of the UK's largest timber structures. 85% of the existing buildings are retained, along with their unique character.

Landsec

Commercial Buildings

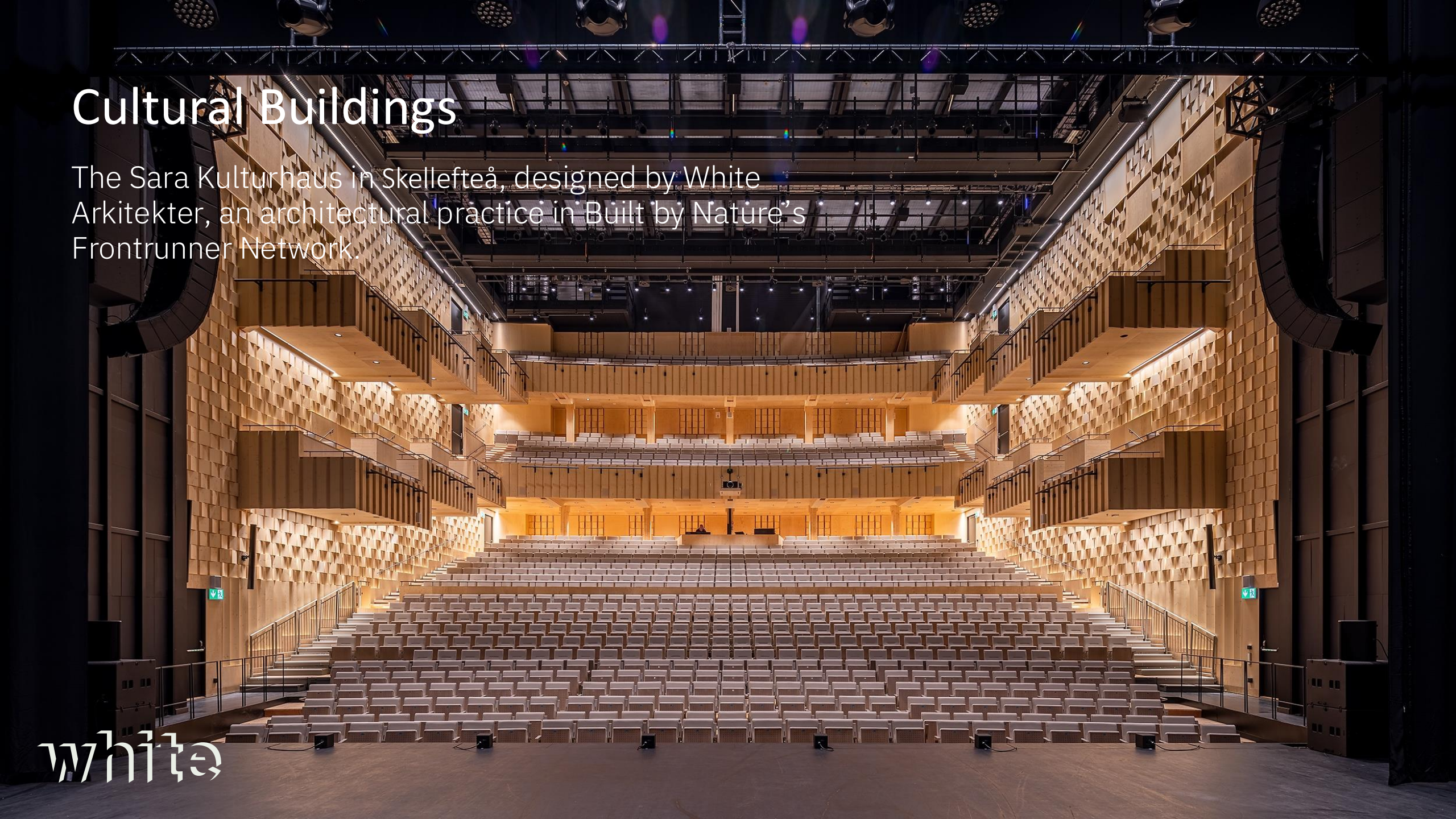
The Black & White Building won the NLA Workplace Award and The Mayor's Prize.

Civic & Educational Buildings

The Gabriel Garcia Marquez Library in Barcelona, designed by Suma Architecttura, an architectural practice in Built by Nature's Frontrunner Network

Cultural Buildings

The Sara Kulturhaus in Skellefteå, designed by White Arkitekter, an architectural practice in Built by Nature's Frontrunner Network.




COMBISAFE
GRAMO
GRAMO
GRAMO
GRAMO

Principles for Responsible Timber Construction

An Initiative to advance policies and approaches that support low carbon construction and increase the use of wood from sustainably managed forests in the built environment.

BAUHAUS EARTH

BUILT BY NATURE

FCLP
The Forest & Climate Leaders' Partnership

FCLP: Greening Construction with Sustainable Wood

- Advancing public policies and enabling regulatory frameworks that support sustainable wood production.
- Advancing public policies and enabling regulatory frameworks that reduce barriers for increased use of wood in construction.
- Supporting systemic collaboration and facilitate access to knowledge and support.
- Mobilising finance and enhancing risk-taking capacity.
- Engaging societies.

The Principles for Responsible Timber Construction (Draft)

These 5 principles have been developed through collaboration with key stakeholders. We recognise they are high level and need more detail, substance and interrogation, for which we need the support of our Frontrunners:

Counting the full environmental cost of buildings.

The full environmental cost of buildings is considered before new development is commenced and the potential for existing structures to be repurposed, renovated, and/or extended using low-carbon materials is prioritised over demolition.

Accounting for Whole Life Carbon emissions.

New buildings are designed and constructed in ways that minimise Whole Life Carbon emissions, optimising operational efficiency and minimising embodied carbon in materials. In timber buildings carbon is accounted for transparently, clearly differentiating between biogenic and fossil carbon.

Ensuring Sustainable Forest Management.

Wood-based construction materials are sourced from naturally regenerating forests or planted forests where best practice sustainable management standards, regulations and safeguards are enforced to ensure legality, traceability and optimum outcomes for biological diversity, carbon storage and local communities.

Maximising the carbon storage potential of wood.

Wood is harvested efficiently to minimise waste and its carbon storage value is maximised by prioritising and incentivising its use for durable products such as buildings. Circularity of wood use for buildings is promoted, including design for disassembly to facilitate re-use and subsequent cascading of timber components in successive buildings to maximise the material's lifespan.

Promoting a timber building bioeconomy.

Information, education and training is provided for architects, engineers, builders and consumers on the benefits and practices of responsible timber use in construction. Innovation, research and development is supported and encouraged to enable a timber construction economy to thrive.