

**The potential of the building sector in sustainable and low-carbon strategies**

- Arab Hoballah, UNEP

**SUSTAINABLE AND COMPETITIVE HOTELS THROUGH ENERGY INNOVATION - NEZEH 2015**  
 L'INNOVATION ÉNERGÉTIQUE AU SERVICE D'UN TOURISME DURABLE ET COMPÉTITIF  
 HÔTELS PRESQUE ZÉRO ENERGIE - EDITION 2015  
 24 June, 2015 - Nice ACROPOLIS

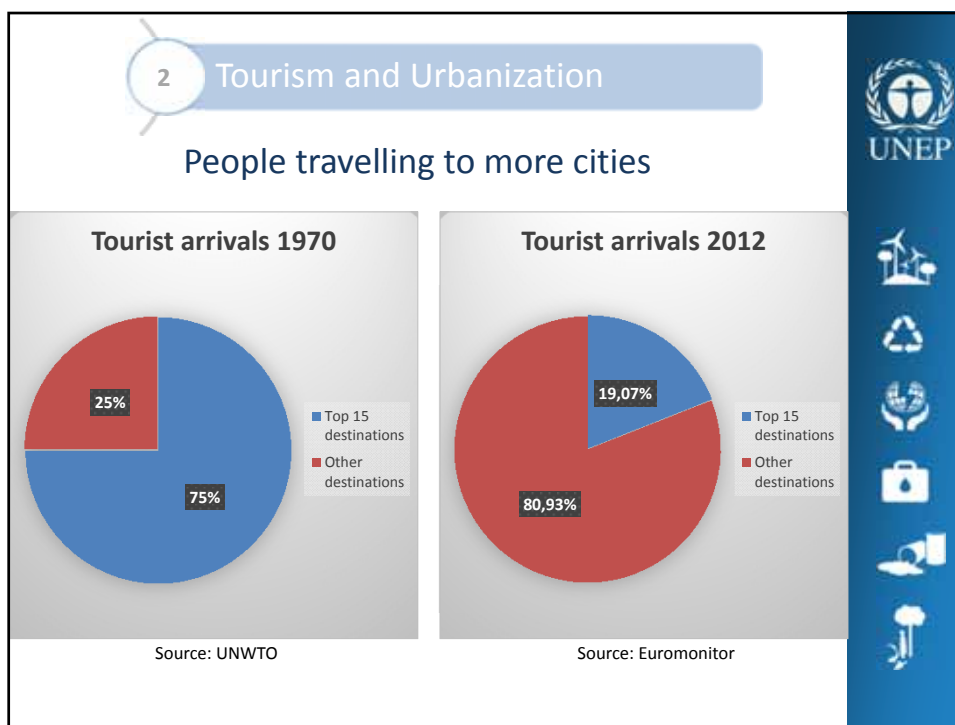
1 Tourism and Urbanization


**Our future is urban**

Year	RURAL (%)	URBAN (%)
1970	63%	37%
2000	53%	47%
2030	40%	60%


**International tourism arrivals (UNWTO)**

165,0 million → 683,6 million → 1,8 billion





## GLOBAL IMPACT OF BUILDINGS



### Economic

- Building sector represents 10% of global GDP- higher in some rapidly developing countries
- Employs 111 million people
- More than \$7 trillion in annual expenditures in the sector- expected to increase to \$12 trillion by 2020
- Nearly \$100 trillion will be spent in construction sector over the next 10 years

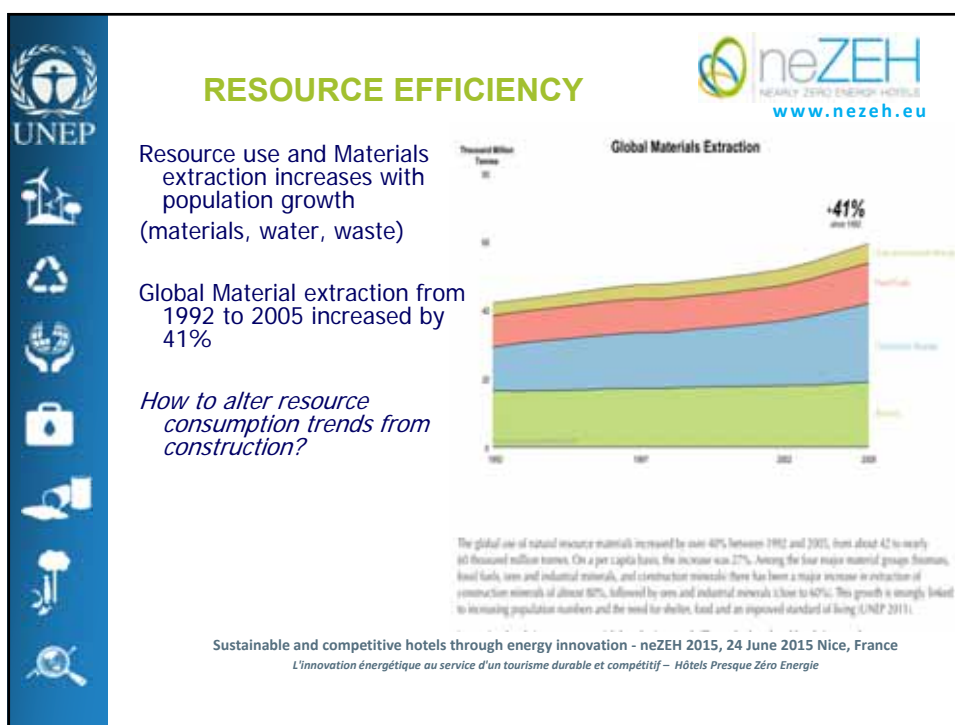
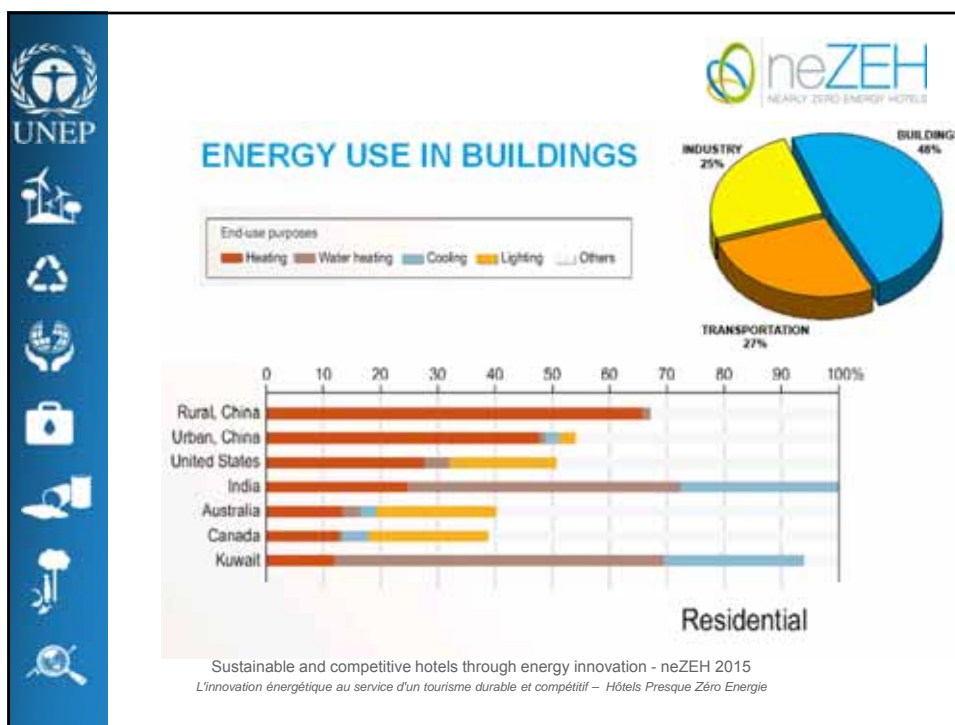
Source: Global Construction 2020


### Environmental

- 1/3 of global GHG emissions is from the building sector- the single largest contributor of emissions
- 40% of global energy use
- 25% of global water usage
- 40% of global resources
- 60% of world's electricity consumed in residential and commercial buildings

Source: Green Economy Report

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## BARRIERS TO GREATER ACTION

- Complexity managing processes and information.
- **Fragmentation** and the lack of integration.
- Limited economic and **financial tools** (legal language of contracts, finance mechanisms).
- Lack of **baseline** and measurement information
- Lack of awareness among decision-makers (insufficient market demand).
- Supply chain **lacks capacity**, knowledge and demand.
- Lack of technical knowledge

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## CONTRIBUTING TO GREEN GROWTH

1. Lower costs to combat climate change than relying on other sectors
2. Enabling green markets and ensuring more efficient use of environment and natural resources
3. Mechanisms for transitioning to green economy, such as incentives, voluntary tools, standards, and regulatory frameworks, are all transferable and already at work in the building sector
4. Building sector has high potential for decent work and poverty reduction, as the construction sector employs a wide range of workers with different levels of education
5. Green building investments highly effective in long term social return, job creation, and limiting reversibility

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## THE BROADER PERSPECTIVE



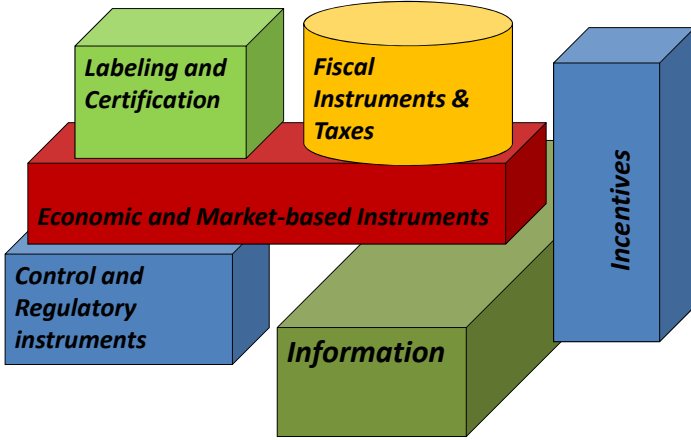
1. Broad inter-linkages between natural systems and other sectors.
2. Key entry points for technologies, tools and policies before broader regulatory adoption at city or national level.
3. Can drive the creation of new products and services and can serve to stimulate new ways of approaching government services –from the treatment of waste, water, transport and green space connectivity and more.

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## LOW CARBON POLICY BUILDING BLOCKS



Labeling and Certification

Fiscal Instruments & Taxes

Economic and Market-based Instruments

Control and Regulatory instruments

Information

Incentives

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**Thank you for your attention**

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**Sustainable and competitive hotels for energy innovation**

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Acropolis Nice – June 24th 2015

