

Guide to the Conference

Version of 14th July 2014



Sustainable Building: Results...

Are we moving as quickly as we should?

It's up to us!

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With the participation of:



WORLD GREEN BUILDING COUNCIL

Organised by:





1. Introduction

The World Sustainable Building 2014 Conference is the largest meeting on a global level on sustainable building where the most important and influential international institutions experts in this field will meet.

The Conference, organised by Green Building Council España (GBCe), is promoted by CIB, iiSBE, UNEP-SBCI, FIDIC and counts on the participation of World GBC*. Its main goal is to encourage the uptake of adequate answers to the challenges, social and environmental, which the building sector faces. World SB14 Barcelona aims to create a global action plan which answers the main challenges that the building sector faces by achieving consensus between stakeholders, organizations and world renowned experts. Additionally, maximum participation from all countries will be encouraged, endeavouring to include different existing realities.

With a transdisciplinary view, this Conference is the point of arrival of a process that started in the year 2012 with the Regional Conferences, in different countries throughout the world, establishing new lines of common action, recognizing singularities in each field. Furthermore, the goal is to encourage integrating scientific, productive and management views; thus producing synergies between them to be used as a strategic working tool.

With the valuable cooperation and ties between organizations involved, World SB14 Barcelona proposes, for the first time, to reposition the Conference as a fresh formula that gives way to a new global reference.

Complete information on the Conference is available on the website:

www.wsb14barcelona.org

For more information on the Sustainable Building Conference Series, please check the collective SB13-14 Series web: <http://sbconferences.org/>

This web has been created and is managed by GBCe.

*UNEP-SBCI: *United Nations Environment Programme - Sustainable Buildings and Climate Initiative*

iiSBE: *International Initiative for a Sustainable Built Environment*

CIB: *Conseil International de Batiment*

FIDIC: *International Federation of Consulting Engineers*

World GBC: *World Green Building Council*

World SB14 Barcelona

28,29,30 October 2014

Palau de Congressos de Catalunya

Barcelona, Spain

www.wsb14barcelona.org

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2. The Conference

Under the theme:

“Are we moving as quickly as we should? It’s up to us!”

The goal of the World SB14 Barcelona Conference is to encourage the uptake of adequate answers to the challenges, social and environmental, which the building sector faces.

The building sector acts locally, solving problems on a local and regional scale, but must face challenges on a global scale that compel considering, in an integrated and complex way, the following issues:

- √ The world population’s need for decent housing, considering its future evolution in time and space.
- √ Reducing the ecological footprint that is needed to do so, especially energy, considering its climatic effects.
- √ Promote an economic model which is solvent, sustainable and creates quality jobs.

And all this must be done considering different realities and socio-economic particularities in each region.

The main aim of the World SB14 Conference is to propose and promote a Roadmap, to kick start a process that allows the building sector to define, as soon as possible, the local action plans that will give an effective answer to the global challenges, social and environmental, that it faces.



With the purpose of achieving this, the World SB14 Barcelona Conference incorporates a new participatory methodology that calls on all building sector stakeholders around the three Conference areas.

These areas are:

A global vision

It is the area within World SB14 Barcelona in charge of gathering and presenting, in the most clear and structured way possible, the global challenges that the building sector faces, as well as the approaches we have to tackle them. In addition, a process that leads to answering them will be established.

Its goal is to provide the Conference with a Roadmap that allows the building sector to meet the global challenges, considering its local or regional scope, but considering the limitations that these same challenges pose to their solution.

This Roadmap is composed of three sections:

1. **A global diagnosis**, that gathers all information available from the most prestigious and reliable sources, and that highlights:
 - √ Future challenges of the building sector, including the demand for building that the global population increase will generate.
 - √ Global limitations that affect the building sector – energy, climate change, etc. - and their impact on its future.
 - √ The real situation the sector is in, including its current tendencies, as opposed to these challenges and future scenarios.
2. **A procedure**, with the participation and leadership of the most important global actors within the sector, such as the Conference promoting organizations and others like WGBC. This process will include the following steps:
 - √ A bottom-up process from all the different countries and regions such that, starting from a local diagnosis, identifies their challenges and possibilities.
 - √ Matching the results of this process with global limitations.
 - √ Establishing mechanisms to disseminate and exchange views, strategies, technologies, etc. between regions, leading to the best action tools.
 - √ Promoting action plans in all countries and regions, in accordance with the challenges, and instruments to tackle them.
3. A procedure **coordination and monitoring committee**. An organism that encourages and monitors the results of the process set up in each step. This committee, which will count on the cooperation of key world organizations, will coordinate the opportunities it finds in the sector.

Previously to the WSB14 Barcelona Conference, the promoting organizations will prepare this area aiming to debate it within the Conference. In order to do so, the event is structured as follows: joint sessions will be organised, keynote sessions delivered and closing debate sessions will wrap up each day of the Conference. Furthermore, as a culmination, a single document with all the final conclusions will be released.



Creating new resources

In order to tackle the global challenges, creating new knowledge, new strategies, and new technical and management developments, through scientific and technical research appears indispensable. That is, to create new resources.

This section of the WSB14 Barcelona Conference intends to gather the work developed by research and investigation bodies – scientific, Universities, industrial - that have the vision and sensitivity to face the global challenges of the building sector. The aim is not only to establish a global view on the technological and scientific resources available but also to guide the work carried out by research and investigation centres towards the best instruments to do so.

In most cases, mechanisms to introduce sustainability in building – technology, rating tools, management tactics and policies, etc. – have been generated in regions and countries with both highly consolidated building sectors and high income societies.

The aim is to revise their applicability to other regions and countries, questioning their capacity to give an answer to the demands of these other locations, as well as their capacity to face the global challenges.

Therefore, several questions arise, such as: Can these instruments be applied to other social and economic realities? Are the solutions – rating, management techniques, etc. – obtained in these regions valid for those areas where higher housing and building demand will occur in the near future? What resources does our sector have to respond to this demand in countries where it will happen? What must we do to know and adequately address the challenges that we will find in each country and region?

For all these reasons, World SB14 Barcelona Conference calls on the participation of the scientific and technical community through theoretical contributions, case study analysis, professional experiences, best practices, policies, thoughts and critical rethinking, that help give an answer to all the issues raised, in the following thematic areas:

A- Sustainability indicators (economic, social and environmental) and rating tools for:

A1- Materials and processes, including life-cycle analysis and rating system

A2- Buildings, including new construction, retrofitting, management, etc.

A3- Neighbourhoods, including new area developments or urban regeneration or renovation

A4- The building sector as a whole, envisaging a critical assessment of the challenges put forth, on a national or regional scale

B-Innovation in technology, products and processes, regarding:

B1- Construction materials, elements, technologies, on a building or urban scale

B2- Adaptation and improvement of traditional systems

B3- Improvement and efficiency of management processes, both in buildings and on the urban environment

B4- Technical knowledge transfer between countries and regions

C- Governance models and tools

C1- Policies and strategies on sustainability in building on a sectoral scale

C2- Community empowerment

C3- Participation processes in defining, follow-up and achieving environmental goals



The area Creating new resources follows the traditional scientific world conference structure, as was done in previous WSB events, with a call for papers and later revision by a Scientific Committee formed by peer members of the scientific and technical communities related to the related Conference topics.

Taking all the contributions received, the Scientific Committee will structure the Conference sessions, ordering them with a novel approach: grouping papers under several title questions that are related to the Conference goals, born from the content of the papers themselves. Thus, each Conference session will give an answer to the question under which the papers have been grouped. These answers will result in the conclusions of the area.

Consequently, speakers will reply to the questions giving their views and experience through speeches which will be published and disseminated in the Conference proceedings. The best contributions will be shortlisted and proposed for publishing in the magazine “Informes de la Construcción”, edited by the Eduardo Torroja Institute for Construction Science.

Two important initiatives, SB Challenge – gathering the best practices in sustainable building and reflections on the achievements obtained – and the International Universities Competition – which will assess the views of newly graduated professionals on the future that awaits them – will be included in this area.

Transforming reality

In order to give an answer to the challenges that the sector faces we need more than scientific and technical instruments. Sector stakeholders, those who work on site every day, transforming reality and giving answers to the problems and challenges of today, can and must give answers to the challenges of the future. Furthermore, it is them who must put together available tools, building and developing action plans to face the future.

In this regard, the scope covers stakeholders who build, use and transform the built environment, those who have the operational knowledge to do so: building materials and systems manufacturers, public administrations, developers, builders, technical professionals, managers, users, etc.

That is why the industry, professionals, institutions and public administrations within the building sector are essential to develop the Roadmap that WSB14 Barcelona proposes. Their concerns and contributions are absolutely indispensable.

Thus, an innovative Conference is born, where the traditional call for papers of the scientific and technical areas of the Creating new resources area are combined with the novel “call for sessions” of the area Transforming reality, allowing businesses, administrations, institutions, independent professionals, etc. to put before the Scientific Committee sessions directed towards precise questions, studying the keys to reach the Conference objectives in depth, and gathering their experience in the areas related to the Conference topics.

With this approach, all attendees will discuss the Conference topics and take part in a participative debate process. As in the area Creating new resources, proposals for questions to present and debate in the area Transforming reality will be selected by the Scientific Committee to configure the Roadmap.



3. Conference structure dynamics

While the area A global vision organises the joint sessions of the Conference – keynote speakers and roundtables – to direct it towards its global objectives, WSB14 Barcelona proposes for the two other areas a common organizational model for the sessions, directed towards giving answers to the questions collected in each area after they are presented and debated upon in the Conference.

This is an innovative session model that allows attendees to take part in the Conference – speakers or not – and grants an overall view that permits visitors to choose the topics that might be of interest.

The session model is based on:

- √ **A question.** A very precise question, posed concisely and clearly. Proposed by the area Transforming reality or put together by the Scientific Committee taking the speeches presented in the area Creating new resources.
- √ **A presenter-moderator** that presents the question and moderates the debate.
- √ **Four speakers** – selected or approved by the Scientific Committee – who give their view on the question from their experience.
- √ **The audience** that debates on the question posed and arguments presented. A range of 25 to 300 spectators can take part in each session (depending on room capacity). The audience will be made up of speakers from other sessions and spectators joining in the debate. In order to favour the latter, the organization will put tickets up for sale at a very reasonable price which include free access to 8 different sessions (the maximum possible), plenary sessions and exhibition areas, opening up the Conference to the highest number of attendees.
- √ **A conclusion**, an answer to the question posed, voted among session attendees.

The answers obtained from all the sessions will form the conclusions of the World SB14 Barcelona Conference.

Session format is as follows:

- √ First, the question set out previously in the conference website; where different material has been uploaded (speakers' presentations for example) and several channels are open in social media to allow opinions and discussions on the topic.
- √ The moderator delivers a 10 minute presentation on the topic and the speakers (minute 0 to 10).
- √ Each speaker delivers a 10 minute presentation (minute 10 to 50).
- √ A 30 minute debate takes place among attendees (minute 50 to 80) with interventions no longer than 2 or 3 minutes. Audience participation is a must in each session.
- √ The moderator sums up the conclusions of the debate and proposes a reply/conclusion to the topic which is voted and approved by general consensus (minute 80 to 90).
- √ Each session lasts 90 minutes. Sessions take place simultaneously in the different Conference rooms, in eight rounds of sessions: two the first day; four the second and two more the last day. Thus, each Conference attendee can be present at a maximum number of 8 sessions. In total, and with the capacity of the Palau de Congressos de Catalunya where the Conference World SB14 Barcelona will take place, 168 sessions can be held.

In addition, exhibition areas will allow businesses and institutions to show their products and activities; as well as posters from the projects presented at SB Challenge, the International Students Competition and traditional poster sessions accepted by the Scientific Committee in the area Creating new resources.



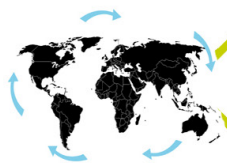
The Conference programme is set as follows:

Tuesday 28 th October	
10:30 - 11:00	Accreditation
11:00 - 11:30	Opening ceremony
11:30 - 12:00	Coffee break
12:00 - 12:15	Conference presentation
12:15 - 13:30	A GLOBAL VISION: First Plenary Session
13:30 - 15:00	Lunch break
15:00 - 16:30	Sessions
16:30 - 17:00	Coffee break
17:00 - 18:30	Sessions
18:30 - 19:30	A GLOBAL VISION: First roundtable

Wednesday 29 th October	
9:00 - 10:00	A GLOBAL VISION: Second Plenary Session
10:00 - 11:30	Sessions
11:30 - 12:00	Coffee break
12:00 - 13:30	Sessions
13:30 - 15:00	Lunch break
15:00 - 16:30	Sessions
16:30 - 17:00	Coffee break
17:00 - 18:30	Sessions
18:30 - 19:30	A GLOBAL VISION: Second roundtable
21:30	Gala dinner

Thursday 30 th October	
9:00 - 10:00	A GLOBAL VISION: Third Plenary Session
10:00 - 11:30	Sessions
11:30 - 12:00	Coffee break
12:00 - 13:30	Sessions
13:30 - 15:00	Lunch break
15:00 - 16:30	A GLOBAL VISION: Third Roundtable
16:30 - 17:00	Conclusions
17:00 - 18:00	Closing ceremony

During the Conference, **more than 2000 attendees** are expected, taking part in the activities and coming **from all around the world**:



International Conference welcoming participants from all around the globe



Architects, Surveyors, Engineers, Technical Engineers, Legal, Design and Technical Consultants Professional Associations and Practices



Building materials Manufacturers and Distributors, Builders



Energy and sourcing companies. Real estate, developers and property managers. Financial and Insurance Organizations



Government Agencies, Public Administrations related to developing and building, on a national, regional and local level



Education and Investigation Institutions, public and private, including Universities and Colleges. Professional associations, Commerce Chambers and Unions



Environmental non-profit organisations. Specialised media



World SB14 Barcelona Honorary Committee



Name	Position	Entity	Confirmed
H.M. Felipe VI			Yes
Joan Clos	Executive Director	UN Habitat	
Ana Pastor Julián	Minister	Ministry of Public Works	Yes
Miguel Arias Cañete	Minister	Ministry of Agriculture, Food Quality and Environment	Yes
José Manuel Soria	Minister	Ministry of Industry, Energy and Tourism	Yes
Artur Mas i Gavarró	President	Catalonia Regional Government	Yes
Xavier Trias	Mayor	Barcelona City Council	Yes
Jan Olbrycht	Member. President of Urban Intergroup	European Parliament	
Kurt Eliasson	President	CECODHAS Housing Europe	Yes
Andreas Eckmans (Yamina Saheb)	Energy Efficiency and Cities Program Director	International Energy Agency (IEA)	
Angel Gurría	General Secretary	Organisation for Economic Co-operation and Development (OECD)	
Santiago Vila i Vicente	Counsellor	Department of Territory and Sustainability, Catalonia Regional Government	
José Antonio Otero Cerezo	President	General Council of Technical Architecture in Spain (CGATE)	Yes
Jordi Ludevid i Anglada	President	Senior Council of Colleges of Architects of Spain (CSCAE)	Yes
Juan Ignacio Zoido Álvarez	President	Spanish Federation of Municipalities and Provinces	
Carlos Conde Lázaro	Chancellor	Polytechnic University of Madrid (UPM)	Yes
Antonio Giró Roca	Chancellor	Polytechnic University of Catalonia (UPC)	Yes
Joaquín Luque Rodríguez	Chancellor	Universidad de Sevilla	Yes
Jerónimo Escalera Gómez	President	Spanish Association of Public Developers of Housing and Land (AVS)	Yes
Gonzalo Echagüe Méndez-Vigo	President	CONAMA Foundation	Yes
Pilar Morala Bueno	President	Castilla y León Institute of Building (ICCL)	Yes
Felipe Pich-Aguilera	President	Green Building Council España (GBCe)	Yes
Rafael Argullol	Writer and Philosopher		Yes
Jorge Riechmann	Poet and Sociologist		Yes
Manuel Castells	Sociologist		
José Manuel Naredo	Economist and Environmentalist		
		Fundación Clinton	
		Inter-American Development Bank	
		C40 Cities, Climate Leadership Group	

World SB14 Barcelona Organising Committee



Organising Committee structure

Name	Organization	Position
Albert Cuchí	Green Building Council España (GBCe)	President of WSB14BCN
Felipe Pich-Aguilera	Green Building Council España (GBCe)	President-Organising Committee President
Javier Serra María-Tomé	Ministry of Public Works	WSB14BCN Scientific Committee President
Luis Álvarez-Ude Cotera	Green Building Council España (GBCe)	Chief Executive Officer
Emilio Miguel Mitre	Green Building Council España (GBCe)	Director of International Affairs and WSB14BCN International Representative
Javier Martin Ramiro	Ministry of Public Works	Architecture, Housing and Land Assistant Director-General
Carles Sala i Roca	Catalonia Regional Government	Building Agency of Catalonia President
Jordi Sanuy	Catalonia Regional Government-Building Agency	Building and Restoration Quality Director
Blanca Bragulat	Catalonia Regional Government-Building Agency	Catalonia Regional Government Secretary
Antoni Sorolla	Barcelona City Council	Director of Housing, representing the Deputy Mayor of Hábitat Urbano
Vicente Guallart	Barcelona City Council	Chief Architect, representing the Deputy Mayor
Enric Aulí	Barcelona City Council	Financial Control and Environmental Innovation Services Director, Barcelona City Council
	Pla Estratègic Metropolità de Barcelona	General Coordinator
Maite Masià i Ayala	Catalonian Energy Insitute (ICAEN)	Director
Lluís Morer i Forns	Catalonian Energy Insitute (ICAEN)	Building programme director
Marina Comes	Unión for the Mediterranean	Professional Assistant Transport and Urban Development
James Drinkwater	World GBC	Senior Policy Advisor. Europe Regional Network
Claire Roumet	Cecohdas	Manager
Ir Dr Raymond Yau	Hong Kong Green Building Council (HK GBC)	Director and Green Building Faculty of Hong Kong Green Building Council
Francisca Cabrera Marcet	Spanish Association of Public Developers of Housing and Land (AVS)	Manager
Miguel Ángel Díaz Camacho	Architecture and Sustainability Association (ASA)	President
J. Marc Torrent	Barcelona Association of Builders and Developers (APCEBCN)	Director-General of the Developers Association of Barcelona
Agustín Hernández Aja	Polytechnic University of Madrid (UPM)	Urban and Territorial Planning Department Director
Víctor Seguí	Polytechnic University of Catalonia (UPC)	Director
Narciso J. Vázquez Carretero	School of Architecture-University of Seville	Director
Lluís Xavier Comerón i Graupera	Official College of Architects of Catalonia	Dean
Toni Floriach	College of Surveyors, technical Architects and Building Engineers of Barcelona (CAATEEB)	Vicepresident
Javier Ramos Guallart	Architecture and Society Foundation	Director
Arturo Gutierrez de Terán	Asturias Foundation for Building Quality Studies (FECEA)	Director
José M ^o Enseñat Beso	Castilla y León Institute of Building (ICCL)	Managing Director
Ángel Arteaga	Eduardo Torroja Institute for Construction Science (IETcc)	Director
Efrén del Pino Iglesias	URSA Insulation, S.A. - URALITA	International Marketing Manager
Jordi Bolea	ROCKWOOL PENINSULAR	Responsible for WSB14BCN Innovation and Business Area
Valentín Alfaya	FERROVIAL	Quality, prevention and environment quality director
Pablo Maroto	KNAUF	Project manager & sustainability
Alberto Coloma	Saint-Gobain	Habitat Project Manager
Isabel León	Green Building Council España (GBCe)	Treasurer
Xavier Casanovas	Green Building Council España (GBCe)	Responsible for WSB14BCN Mediterranean Area
Bruno Sauer	Green Building Council España (GBCe)	Responsible for WSB14BCN Evaluation Tools and Certification Area
Antonio Lucio	Green Building Council España (GBCe)	Responsible for WSB14BCN A Global Vision Area
Cristina Rodríguez	Green Building Council España (GBCe)	Responsible for WSB14BCN Economic Area
Dolores Huerta	Green Building Council España (GBCe)	Technical Secretary
Teresa Batlle	Green Building Council España (GBCe)	Responsible for WSB14BCN Workshops Area
Eulàlia Figuerola	Green Building Council España (GBCe)	WSB14BCN Catalonia Taskforce Coordinator
	Habitat Futura	Organising Committee Advisor



Who is GBCE

GBCE (Green Building Council España) is an autonomous organization, member of the World Green Building Council, WGBC, a non-profit International Association.

GBC España also Works alongside the “International Initiative for a Sustainable Built Environment” Association, iiSBE, based in Ottawa, (Canada), representing the Spanish Area.

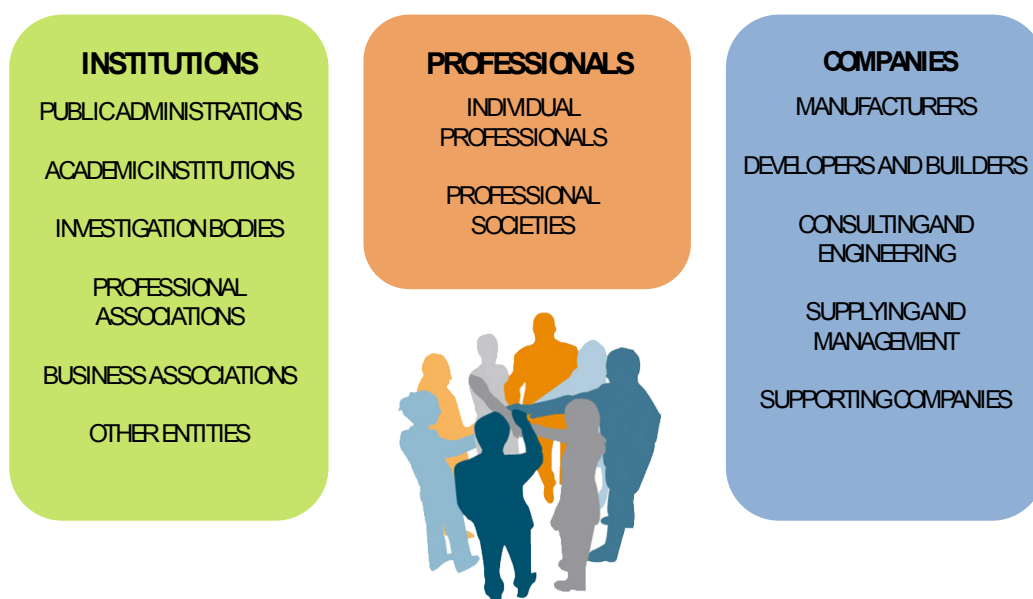
The non-profit organization “GREEN BUILDING COUNCIL - ESPAÑA”, is an association with offices nationwide, and applies all its income and investments, whichever their origin, to the achievement of its objectives and goals.

GBCE is responsible for the organisation of the World SB14 Barcelona Conference. Following this task, GBCE has proposed and supported the theme “**Are we moving as quickly as we should? It’s up to us**”, as a transversal theme in all the Regional SB13 Conferences.

Goals and Objectives

- ✓ **Increase social awareness** and represent the desire of our modern society to evolve towards a more sustainable built environment
- ✓ Provide our sector with **tools** that allow an unbiased **evaluation and certification** of the sustainability of our buildings
- ✓ **Research** and cooperate in the investigation for improvements in sustainable building
- ✓ **Promote** our principles and good practices in **sustainable building** design and construction.
- ✓ Contribute to the **evolution** of the building industry/market towards a more sustainable environment.

Who forms GBCE?



For more information: www.gbce.es

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