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EUROPEAN READY MIXED CONCRETE ORGANIZATION

THE CONCRETE INITIATIVE: THE CONCRETE'S TOLE IN CREATING A SUSTAINABLE CONSTRUCTION SECTOR IN EUROPE

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Abstract

Concrete is the most widely-used construction material in the world. It is part of our everyday lives. However, its ubiquitous nature often means it is taken for granted. The Concrete Initiative aims to increase awareness of its essential role in creating a sustainable construction sector in Europe.

The Concrete Initiative is a project led by CEMBUREAU (the European Cement Association), BIBM (the European Federation of Precast Concrete) and ERMCO (the European Ready-Mix Concrete Organisation). It wishes to engage with stakeholders on the issue of sustainable construction, and in particular the barriers and solutions to harness its multiple benefits.

The Concrete Initiative's manifesto has three objectives. Firstly, it seeks to encourage policy measures and standards that stimulate growth and innovation. Secondly, it sets out to improve the environmental and social impacts of the industry. Finally, it lays out the Concrete Initiative's commitments towards Europe's sustainable future. This is made possible by efforts from the member organisations to engage with policymakers and stakeholders across the construction value chain and discuss how can the concrete and cement industry provide solutions to modern challenges. We do this by creating awareness campaigns, events, debates and reports.

The aim of our work is to offer a glimpse into the wonder and complex world of concrete that is instrumental in creating a better world for its citizens. Concrete keeps you safe, it keeps you warm, it builds communities and powers our futures.

Did you know:

- 39% of families in Europe are also at risk of poverty and do not have proper housing? Concrete houses are not only cost-efficient but ensure the well-being of its occupant
- The thermal mass in buildings can maximise the use of renewable energy, resulting in up to a 25% CO₂ reduction per dwelling, up to 50% reduction in the need for peak electricity supply capacity and savings of up to €300 per household per year?
- Every kilometre of concrete road can reduce the CO₂ emissions from vehicles by up to 1000-4000 tonnes over a 30-year period?
- For each €1 of value added generated in the cement and concrete industry, €2.8 are generated in the overall economy?

Innovation was put at the forefront of the construction sector and The Concrete Initiative. With new technologies on the rise, the possibilities are endless. From 3d printing, digitalisation of skills and manufacturing, ultra-high-speed concrete to repair roads or dams as alternative power generation, concrete is at the forefront of the low-carbon transition.

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