

## A new, positive storyline for the construction sector = Positive impact for people, society, economy and climate =

The core task of the construction sector is to create the physical framework for human well-being. This is where people live, work and meet, where industry and nature must function side by side and where we can create new habitats to promote biodiversity, especially in an urban context where flora and fauna have been challenged. Through conscious choices of society, building and construction can contribute to climate mitigation, greening of public spaces, mobility and more efficient use of resources. Construction shapes the appearance of villages, cities and countries. The sector creates both protected and unprotected heritage. Buildings and infrastructure attract and facilitate tourism and cultural life.

Construction is therefore not just one sector among others, but the infrastructure where society's progress concretely materializes. The construction sector contributes to the economy and enables trade and economic development through the infrastructures it realizes. The way we build has a significant impact on climate change and resource consumption. Construction is thus both a prerequisite for human well-being and the crossroads of our greatest environmental challenges and our most vital solutions. This dual role makes the sector the central focal point for long-term social resilience.

The construction sector and its different actors both intends to and can make a difference. This proactive approach provides the entire value chain, including developers, architects, contractors, developers, facility managers, suppliers, municipalities, and policymakers, with a shared identity and a mission in an era of rapid global transformation. The goal is to unite the stakeholders around an ambitious, practical narrative that resonates with social needs.

It positions the construction sector not as a passive responder to climate and societal policy, but as a proactive architect of liveable cities and municipalities and of national resilience. By transforming how we design, build, operate, and renovate, the construction sector becomes the backbone of a secure society—creating healthier homes, stronger communities, and long-term economic European independence and prosperity. Construction is no longer a sector that must simply "catch up." It is society's most powerful engine for climate mitigation and adaptation, sustainable innovation, and human well-being, actively leading the transition to a future-proof built environment.

The construction sector is ready to enable:

### **Buildings as societal and economical infrastructure**

The construction sector and its buildings and infrastructure play a vital role as stewards of societal well-being and as core actors in the transition toward 2050, contributing to the transformation of the built environment in the following ways:

- Providing affordable housing for citizens and buildings for companies, the backbone of society and a competitive Europe
- Creating comfortable and healthier indoor environments that actively support human well-being
- Providing improved public services through efficient and high-quality buildings that minimise resource consumption
- Contributing as local energy producers and flexible energy users by integrating solar roofs/facades, storage, energy networks, and more into energy communities.
- Acting as circular hubs by implementing design for disassembly, component reuse and recycling.

### **European sovereignty and resilience**

The construction sector is a key actor in providing a resilient and sovereign Europe by:

- Developing resilient communities capable of withstanding extreme climate events:
- Strengthening local value chains and employment
- Assuring accessibility of Europe to and resilience of vital infrastructures
- Championing material independence and resource security
- Establishing European supply chain sovereignty to shield against global market instability.

### **Climate leadership through innovation**

The construction sector is driving the green innovation and reducing the construction sector impact on climate change, biosphere integrity, and land-system change by:

- Pioneering and applying new materials, such as carbon storing biomaterials, low-carbon concrete, circular products and nature-based solutions
- Prioritizing the renovation and transformation of existing buildings to reduce raw material extraction
- Integrating blue-green infrastructure — green roofs, living walls, urban wetlands, and sustainable drainage — to enhance biodiversity, manage stormwater, and reduce urban heat islands.
- Developing and implementing digital tools and corresponding workflows to accelerate the dissemination of climate solutions and circular construction practice
- Scaling industrialized and modular construction to significantly cut both emissions and financial costs.

### **Fairness and accessibility**

The construction sector is committed to ensuring everyone benefits and contributes to a just transition by:

- Providing affordable, energy-efficient homes to protect vulnerable populations from market volatility
- Delivering renovation programs designed to reduce energy poverty and ensure equitable living standards
- Addressing the challenges connected to a long-term accessible and inclusive built environment.

### Local value creation

The construction sector provides local benefits, contributing to a broader citizens' support of the shift toward a greener future by:

- Providing sustainable regional, national and transnational economic growth by keeping investments within communities
- Developing local supply chains and specialized professions to reduce dependence on fragile global networks
- Facilitating community-driven renovation projects that empower residents to shape their own living spaces
- Creating demand for new skills and generating long-term local employment opportunities for people with a diverse background in terms of educational level.

