



CEPS Construction Day
“Building innovation in a whole-life carbon perspective”
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Innovation as an Opportunity for the construction product industry

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Motivation



Economist.com

Reference: The Economist

Over the last thirty years, **productivity in most industries has doubled or even tripled.**
The **construction sector, however, stands still** —
it is the *only* sector with **no productivity growth** since the 1990s.

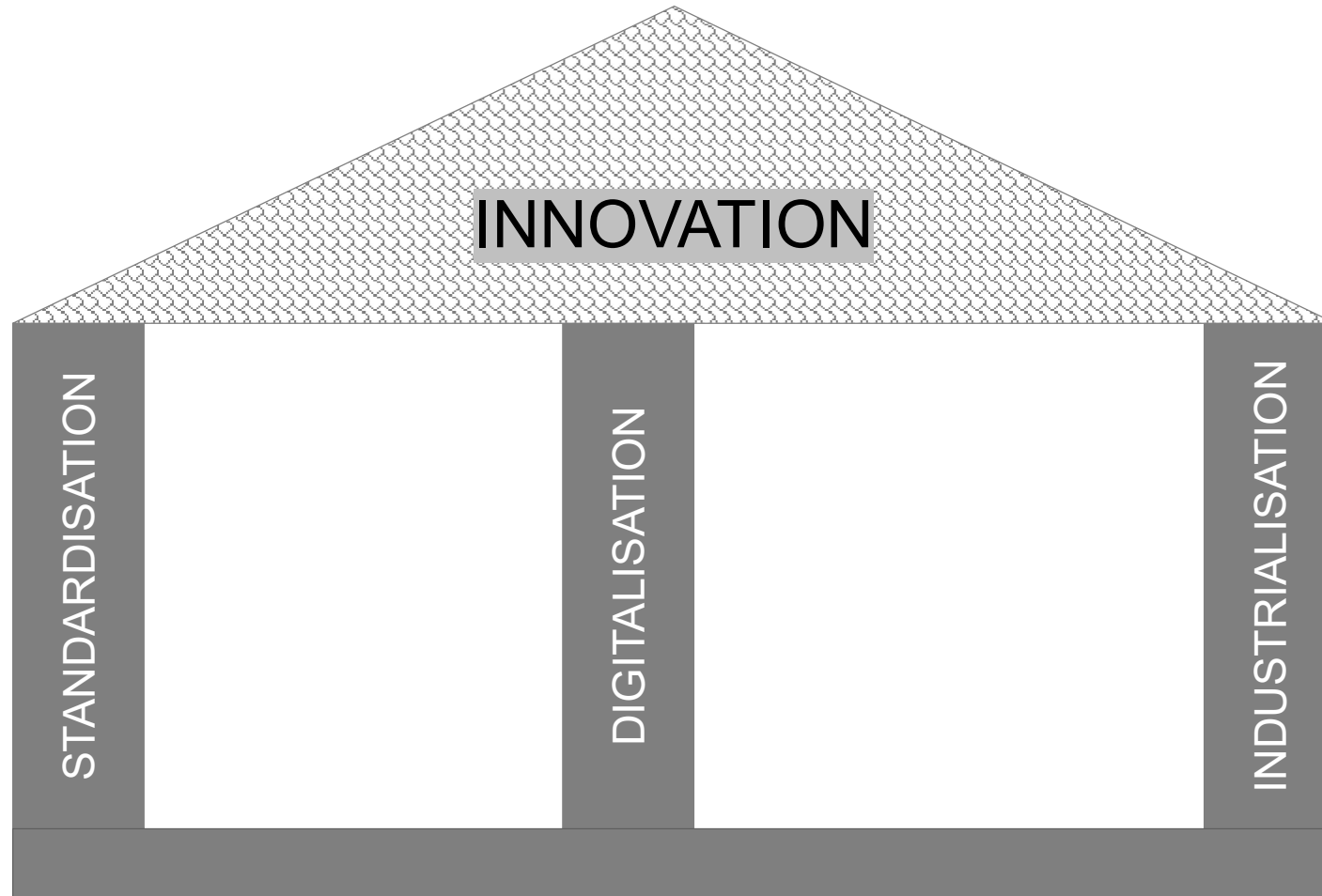
Possible reasons ...

💰 Because construction margins are low and the market is volatile, firms avoid the kind of long-term investments in innovation that have made other industries more productive.

🧱 Processes remain largely manual, paper-based, and fragmented. Without a full shift towards digitalisation, automation, and industrialisation, meaningful productivity gains will remain out of reach.

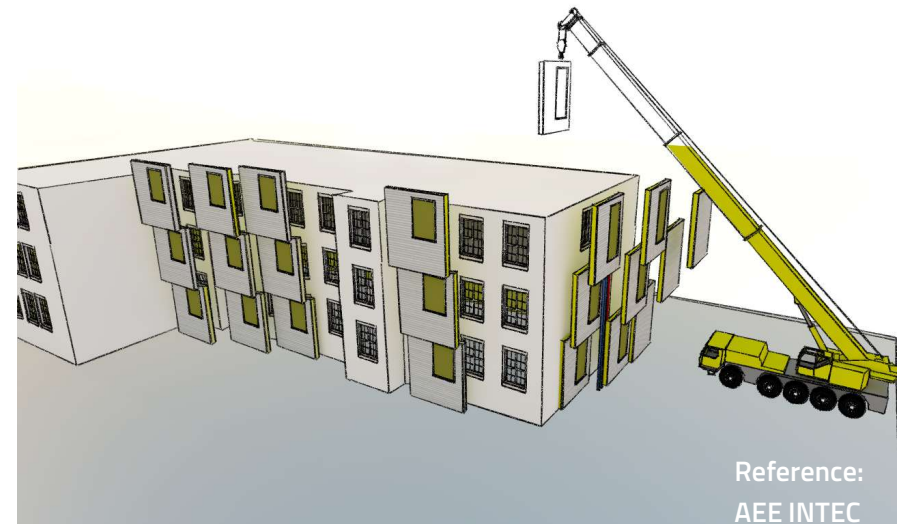
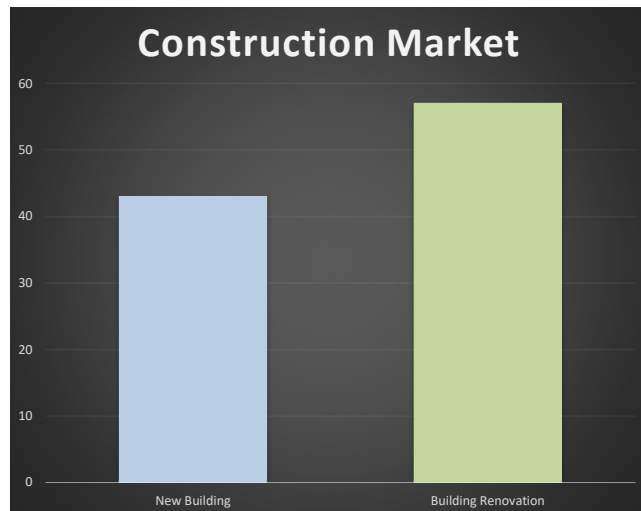
🧩 Construction is still a *local business* in a *global economy*. Thousands of different building codes make it nearly impossible to design one standard product that works everywhere — which blocks industrialization and cost efficiency.

More Productivity through Innovation



Turning the Renovation Need into an Opportunity

Europe's renovation challenge requires an industrial innovation mindset — digital, standardised, and scalable.



SERIAL RENOVATION as an Opportunity

- **Multifunctional Façade elements** are mounted to the outside of a building.
- **Prefabrication** of elements allow a short construction time and minimal-intervention inside the building.
- Possibility for inclusion of technology for heating and renewable energy generation.
- Up to **80% reduction in energy and heating** demand, translating into major CO₂ savings.
- Serial renovation is open to different materials — including insulation solutions that don't just save energy but also store carbon.



An industrial, digital, and standardised approach to boost productivity in the construction sector ...
... affordable (when scaled)

The Future of Construction

- To boost productivity and meet our climate goals, Europe's construction sector must embrace **STANDARDISATION, INDUSTRIALISATION, and DIGITALISATION.**
- We need Europe's support to bring innovation into market — scaling solutions across all Member States.



Reference: [NDR](#)

One third of Europe's CO₂ emissions come from buildings. In Austria, scaling serial renovation could cut building-related CO₂ emissions by 20%.



OPEN FOR DISCUSSION

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