

# GREEN BUILDING



## 1. Definition

Green building, also known as **sustainable building**, concerns the whole building's life-cycle: from planning to design, construction, operation, maintenance, renovation, and demolition. The main goal of green building is to reduce the negative impact of cities on the environment and improve the quality of life of residents, by introducing green areas in city centers, promoting urban gardens and developing clean forms of mobility, e.g. efficient, energy saving public transport, bicycle routes.



## 2. The most interesting companies operating in the sector



**Cargonexx** is the first digital freight forwarder to use artificial intelligence to reduce empty runs, which in turn leads to better prices, higher quality and less CO2 emissions. The company is aiming to build the largest B2B trucking network in Europe.



Based out of Munich, **Cleverciti Systems** has developed a sensor technology that points drivers via app to free parking spots to reduce search traffic and air pollution.



**Danish PurCity** has developed a self-cleaning and highly efficient air purification system that can be easily integrated into any new or existing building and turn them into large scale air purification systems.



**Lesss** is an intelligent control system of exterior lighting, depending on the HD cameras, detecting presence of people near the lighthouse, or other outdoor lighting.



**Virtual Power Plant LLC (VPPlant)** works in the field of energy management and development of IT systems for the optimization of energy consumed in buildings.

## 3. Interesting facts



**#1** It's estimated that the built environment accounts for approximately **40%** of energy consumption and **36%** of CO2 emissions in the EU.



**#2** Cities covering only **3%** of the Earth's surface are responsible for 60-80% of energy consumption and 75% of carbon emissions.



**#3** We spent up to **90%** of our time inside buildings living, working, learning and playing.

## 4. How many jobs are in the area



The construction of buildings sector accounted for **2.3 %** of the total employment in the EU in 2017.

The construction of buildings sector accounted for **3.6 %** of the total number of enterprises in the EU in 2017.

## 5. Future

The building sector has the potential to make **energy savings of 50% or more in 2050**, in support of limiting global temperature rises to **2°C**.

